



Skincare Gurus to Help Level Up Your Skincare Game

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As Covid-19 confined us to the four walls, people are paying more attention to their skin in the name of self care. The consumer base has shifted away from make-up and moved towards skincare products. What better time to follow 10 step skincare regime than now? However, deciding on what skincare product is suitable for your skin type and what works best for the skin condition you are trying to rectify can be quite challenging. Therefore, here is a list of popular skincare enthusiasts on Youtube, who can help you make informed choices regarding your skin.

Skincare by Hiram

Hiram Yarbro is the most well loved skincare specialist on Youtube with a whooping 3.58 million subscribers in just about 6 months and has been dubbed as the "Gen Z Whisperer" by The New York Times. He makes use of his popular mantra "ingredients don't lie" and dissects every single product of different brands through the ingredient list. Irrespective of how well known or popular a brand is, it is "Hiram approved" through ingredient verification. His "Skincare 101" and "Skincare 201" series is especially helpful for beginners where he talks about the very basics of skincare and recommends both drugstore and high-end products based on your skin type. "The truth about *insert brand*" series will give you an overview of a particular brand as well as what their best and worst products are according to Hiram. His jolliness and aura of dramatism makes his skincare reaction videos an entertaining 2 a.m binge watch.

James Welsh

Although not as well known as Hiram, James Welsh has amassed quite a fanbase in the skincare community and is 56k away from hitting 1 million subscribers on YouTube. With a relaxed, asmr-like

voice, James Welsh will help bust some skincare myths by reacting to popular hacks that you see on Tiktok, Instagram and 5 Minute Crafts. He is an ardent fan of Korean skincare, so you are very likely to find reviews of any skincare product you are interested in, in his channel. He too has "Skincare 101" series that talks about the basic steps of skincare and provides product recommendation. However, neither he nor Hiram are licensed Esthetician or Dermatologist.

Cassandra Bankson

If you are skeptical about taking advices from non-licensed individuals online, you can follow Medical Esthetician Cassandra Bankson on Youtube, especially if you have acne prone skin. Cassandra has been struggling with acne since the age of eight due to acne vulgaris and acne conglobata for which she visited multiple skin specialists across America and Europe but met with little success. She had quite a success in her modeling career despite her severe case acnes, which inspired her to share stories of her struggle and success on YouTube. If you have acne prone skin you can follow through her skin-clearing journey to learn a tip or two to take better care of yourself. She also has a series titled "The Truth Behind

Skincare Brands" where she talks about the product line, ethics and policies of different skincare brands and only supports cruelty free brands as she is vegan.

Dr. Dray

As the name suggests Dr. Dray is a dermatologist who is passionate about skincare and does plenty of Vlogs on Youtube, reviewing products, discussing different skin conditions and provide insights on healthy diet. Due to her profession, she is undoubtedly well versed in regards to our skin; however she often goes into biological details and uses medical terminology which can be quite intimidating and confusing for beginners. Despite having much lesser following compared to the previous three; she is well reputed in the skincare community for her honest expert opinion. Her tagline "don't forget to sunscreen and subscribe" is what all the aforementioned skincare enthusiasts have in common as all of them repeatedly emphasize on the importance of using sunscreen. All of these Skincare Youtubers have put up a disclaimer that they do not provide diagnosis and requests their audience to seek medical attention for serious skin condition rather than depending on their videos.