

TIPS

# The Importance of being skintellectual

The days of considering the ingredients list at the back of your beauty products are far gone! Thanks to the Internet, numerous forums and beauty bloggers have made it easy for people to understand what really goes on in the making of beauty products. The result is a generation of skintellectuals that are not fooled by fancy packaging, expensive price tags, or eye-catching commercials. Instead, they ask the real questions.

## WHERE DID IT ALL START

It all started when a group of scientists at Beauty by the Geeks decided to break down the science behind all beauty products. With detailed reviews for each cosmetic on its Instagram account and blog, the group took the Internet by storm. Then came Vogue's Skincare Alphabet, in an attempt to educate the beauty enthusiasts about key ingredients and what they actually do to your skin. With the basics covered, dermatologists and skin gurus took it upon them to continuously test out the new skin products and pass on this newly found knowledge to their followers.

For those of you wondering where to start your 'skintellectual' research, these are the perfect sites for beginners.

As a lot goes on behind the scenes, understanding the key ingredients can feel overwhelming. The concentration of these chemicals is often quite low, and so even the slightest change can

make a huge difference. If the science seems too much to handle, start small and focus on just the core ingredient and the packaging.

Volatile formulas that are prone to oxidation damage require an airtight pump instead of just a basic jar. Those opting for organic homemade powder solutions from Facebook pages must put the contents under the sun every once in a while to prevent growth of bacteria. In fact, even beauty firms welcome this trend as it lets them show off their innovations and just how effectively their products work.

## WHAT DOES IT MEAN IN THE LONG RUN?

With the recent influence of Korean skincare routines, the world is moving towards customised multi-step beauty routines. The more aware you are of your skin's needs, the better you will be at finding products to suit those exact needs.

Instead of a bit of moisturiser and toner at the end of your day, one now has the option to incorporate boosters, essences, and concentrates into their routine. Given these provide very specific solutions to one's skin problems, being a skintellectual will let you customise and update your skincare routine as required.

Ready to learn, are we not?

By Adiba Mahbub Proma

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