

SKINCARE

The Art Of A Minimalist Skincare Routine

4 MINUTE READ



By Claudia Cole

The skincare world has grown and evolved over the last decade. With new products launching each day, a new wave of buzz worthy trends emerge. From charcoal scrubs to overpriced hyaluronic serums and toners, the products on the shelves are endless.

As a skincare lover myself, my bathroom cabinet has been full of tubs, tubes and bottles. With no luck, I decided to ditch the 12-step regimen and embrace the art of a minimalist skincare routine. Here's why you should too.

Like the [fast fashion industry](#), the [beauty industry](#) has a devastating impact on the [environment](#), with an excessive amount produced each minute.

In 2019, the market value of cosmetics in the UK alone was £2.2 billion. [Research](#) shows the beauty industry generates 120 billion units of packaging each year.

Aside from its impact on the planet, [our skin](#) can also suffer at the hands of overconsumption. I've only discovered this recently after taking a break from my marathon of a [skincare routine](#). Due to a terrible onset of hives from a bad skin reaction, I had no choice but to scale down my [skincare essentials](#).

I didn't expect to see the miraculous improvements in my complexion. My skin is soothed, nourished, and the healthiest it's ever been. It's made me question whether a [simplified routine](#) is the new way forward.

The Dangers Of Product Hopping



PHOTO BY POLINA TANKILEVITCH

How many times have you given into the enticing allure of shiny, new products? No surprise if you've lost count. Unfortunately, most of us end up dropping our skincare products after a month's use. Why? Other than the gleaming distraction of another new brand, many people start to experience sensitive skin.

This often results in irritation, redness, dry and flaky skin. On the other hand, those who are acne prone are likely to experience breakouts, another form of a stress response. According to skin experts, product hopping is one of the main causes for barrier disruption.

“No one needs a Korean 10-step routine,” claims cosmetic dermatologist, Dr Sam Bunting. “Too many people are using too many different actives in rotation, but this is kryptonite for skin that's behaving sensitively.”

Our skin barrier is the outmost layers of our skin, each performing important functions of protection. A damaged or weak barrier allows irritants to seep inside, releasing a flood of inflammatory mediators. This is signalling that it's time to get back to basics and minimise your skincare routine.

The Real Secret To Glowing Skin

While most brands aim to keep on top of beauty trends, Jaina Shah, founder of Minimalist Skincare, is changing the game. She's built a brand designed with sensitive skin in mind.

Being an avid skincare DIY-er, Jaina skilfully combined her knowledge of organic skincare formulation and chemical engineering (having started her career as a Process Engineer).

After years of buying product after product, she decided to scale back her skincare routine. Surprised at the fantastic benefits, she embraced the challenge of producing simple products that actually work.

As the beauty industry continues to grow, Jaina set out on a different path.



MINIMALIST SKINCARE CLEANSING BALM



JAINA SHAH, FOUNDER OF MINIMALIST SKINCARE

Jaina's top tips for minimising your skincare routine consists of these steps:

1. Start by arranging your products into groups, i.e. cleansers moisturisers, serums etc
2. Aim to reduce your essentials to a cleanser, an active (if you wish), and a good moisturiser with SPF for the daytime.
3. Donate new and unopened items (within expiry range) to friends and family. Alternatively, you can give them away to charity. Check out [Beauty Banks](#) and [Toiletries Amnesty](#).

Voila! This will save your skin from further damage and leave you with more time. However, if you're in need of some skincare essentials, not to worry. We've rounded up our top 3 products to get you started.

Minimalist Skincare Gentle Daily Cleansing Balm

The soft textured cleansing balm is formulated to transform from oil to milk. It's packed with hydrating ingredients derived from the most nourishing plants and botanicals. It easily removes dirt, oil, and makeup while leaving your skin smooth and soothed.

This is by far one of my favourite cleansers and now a skincare staple. It never fails to provide a deep cleanse and always melts away stubborn mascara. It comes in a recyclable glass jar along with a cute mini bamboo spatula. What's not to love?



DAILY CLEANSING BALM, 80ML, £46

Lixirskin Universal Emulsion

This little gem will save you all the hassle with its 3 in 1 blend. It's an all-day moisturizer, overnight repair cream and serum in one.

All you need is a pea-sized amount in the morning and night to achieve the optimal moisturising effect. It delivers molecular water to the skin and boosts its ability to retain it. A simple yet advanced approach to healthy skin.



UNIVERSAL EMULSION, 100ML, £45

Ren Clean Screen Mineral SPF 30

When it comes to skincare, a good SPF is essential. Ren's clean screen mineral SPF provides a broad spectrum of UVA/UVB and blue light protection. It helps guard the skin against free radicals and pollution.

The formula contains added antioxidants, boosting the skin's internal defence. Unlike other SPF's, it instantly mattifies skin, reducing pores. On top of that, its packaging is made with recycled plastic.



CLEAN SCREEN MINERAL SPF,

No product will provide a quick fix. However, a minimalist skincare routine will set you on the right path. Don't let clever

marketing push your skin to its limit. Simplicity and consistency are all you need.

What are some of your current skincare staples? Let us know in the comments below.



Claudia Cole

Claudia is a lifestyle writer from London. While she's an enthusiast for books and all things screen related, she is passionate about sustainable living and mental health & wellbeing

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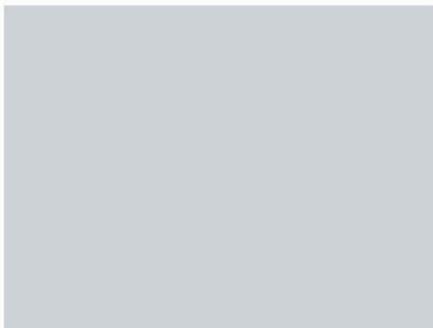
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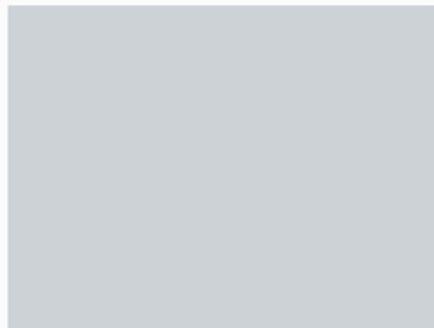
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