

Introducing Active Clay Cleanser and Active Moist 2.0 – 3 minute consumer video script

Do you have oily skin? If so, I suspect you find it challenging to balance the oily shine without compromising your overall skin health. As a professional skin Therapist, one of the biggest complaints I get from my clients with oily skin is finding a cleanser that thoroughly removes the excess oil and keeps skin clear of congestion and breakouts without making it feel stripped and tight. The other common question I get is, do I really need to moisturise when my skin is so oily? Finding a moisturiser that feels light and comfortable on the skin can be hard.

Chances are, if you have oily skin, it's something you were born with and need to manage on a daily basis. Having oily skin means we produce too much sebum, this is an oily substance secreted from the skin out onto the surface giving us that shiny or greasy look to the skin. It's common to experience this in the T zone area where we have more sebum producing glands. And if you are a man, your skin will be naturally more oilier than a woman's due to the presence of higher levels of testosterone.

To get oily skin into balance you firstly need to look to a cleanser that will remove excess oil without stripping the skin's natural moisture. If your skin feels tight after cleansing, it's likely some natural moisture has been removed from the skin's defensive barrier. This is bad news as it means your skin is dehydrated and lacking moisture. When skin is dehydrated, it produces more oil to compensate for the moisture loss and you get into a vicious cycle!

With regards moisturising an oily skin, you need a light, oil free lotion that works to keep skin hydrated and protected from the elements.

So to get your oily skin into balance, Dermalogica are excited to introduce the new Active Clay Cleanser and reformulated Active Moist Moisturiser. This duo is designed to balance oily skin with powerful prebiotic technology. Prebiotics nourish the good bacteria on the skin to balance the microbiome, keeping oil in check while protecting the skin's moisture barrier.

Active Clay Cleanser is a dual-action mineral-rich clay and charcoal formula that actively cleanses and purifies to help balance oily skin. The cocktail of ingredients in this creamy cleanser help rebalance and improve the skin's environment for healthy bacteria to thrive whilst achieving a deep and thorough cleanse. Skin is left super clean, yet soft and hydrated.

To use, dispense a blueberry sized amount into damp hands and massage onto a damp face and neck. Work thoroughly over the skin concentrating on oily and congested areas and rinse with warm water. Don't forget that to achieve a professional level of clean, you should be double cleansing so either use Dermalogica's Precleanse oil as your first cleanse followed with Active Clay Cleanser or use your Active Clay Cleanser twice.

To complete your daily regimen, it's crucial to moisturise your skin regardless of how oily it is. Dermalogica's oily skin hero, Active Moist has been revamped with prebiotic technology to help balance the skin's levels of good and bad bacteria. It's lightweight yet hydrating and will ensure oily skin is balanced and protected. Simply smooth on an almond sized amount to your face and neck, morning and evening.

For more information and to try these skin balancing formulas on your skin, visit your local Dermalogica stockist.