

HYDRATION VS. MOISTURE; WHAT DOES MY SKIN NEED?

There's a lot of chatter about the difference between hydration for the face and using a moisturizer. Which one should you be using? What are the benefits of keeping your skin hydrated and moisturized? Why should you care about hydration *and* moisture?

First off, let's define hydrators and moisturizers...Simply put, hydration equals water, and moisture equals oil. If your skin is dehydrated, it is lacking water. And if your skin is dry, it is lacking oil.

WHAT IS A HYDRATOR?

A hydrator (like hyaluronic acid) helps to bring water to the skin using humectants. These humectants help collect moisture in the environment and bind it to the skin, which allows the skin to absorb the water.

Soaps and Such Hyaluronic Acid serum is the perfect example of a hydrator. Think of it like a big drink of water for your skin. There are multiple benefits of hyaluronic acid (continue reading), and hydration is key. No matter the skin type (dry skin, oily, combination) or concern (acne, aging, dullness) every skin needs hydration.

WHAT IS A MOISTURIZER?

A moisturizer contains oils that help lock in hydration and keep the skin feeling soft and smooth. All skin has a natural lipid (oil) barrier, but when skin is drier, or aging, that lipid barrier starts to break down, and the skin loses moisture.

DO YOU NEED BOTH HYDRATION AND MOISTURE FOR YOUR SKIN?

Yes! Hydrators fight dehydrated skin, while moisturizers lock in that hydration and create skin barrier protection. Some products, like [Soaps and Such Skintastic Face Cream](#) are hydrators and moisturizers combined. Talk about a win-win!

DOES OILY SKIN NEED HYDRATION AND MOISTURE?

All skin types (even oily!) and skin concerns (even acne!) can benefit from hydration and a moisturizer. If skin is constantly stripped of hydration and natural oils from toners and harsh cleansers, it will overreact by producing even more oil to try and protect the skin. The result can be oilier and more congested skin.

For oily and acne prone skin, hyaluronic acid gives a much-needed boost of water to the skin, while lightweight moisturizers (that also contain acne and oil fighting ingredients) help lock in hydration and protect the skin. We have both at Soaps and Such and they can be found here **Lotions for Acne prone skin.**

BENEFITS OF HYALURONIC ACID

HYDRATION

Hydration = Hyaluronic Acid.

Think of hyaluronic acid like a BIG drink of water for your skin. It is able to hold up to 1,000 times its molecular weight in water. Hyaluronic acid penetrates the skin and binds water to skin cells, infusing all layers of the skin with valuable, rejuvenating moisture.

[Soaps and Such Hyaluronic Acid Serum](#) can be layered with other product. It also does not need a bunch of other ingredients and fillers to be effective. In fact, hyaluronic acid is the perfect example of how limited ingredient skincare can deliver real results.

2. HUMECTANT

Humectants are used A LOT in skincare. Think of a humectant like a sponge; it will continue to draw in and hold onto moisture after it is collected. They allow hydrogen bonding and attract water. Examples of humectants in skincare products include ingredients like glycerin, sorbitol (sugar alcohol), hexylene and butylene glycol, and of course, hyaluronic acid.

After infusing the epidermis (top layer of the skin) with valuable moisture, hyaluronic acid acts as a humectant and continues to draw moisture in from the surrounding environment. This will provide lasting hydration for the skin.

3. LIPID BARRIER ENHANCEMENT

Our skin's main function is to protect our body. Obviously, our skin protects our internal organs, muscles, bones, etc. from the outside world. But, our skin also protects the body from harmful toxins that bombard us on a daily basis.

The top layer of the skin (the epidermis) takes the brunt of outside damage (toxins). As we age, the lipid barrier (fatty acids that trap in water and prevent irritants entering the skin) in the epidermis slows down. Everything from UV rays, to environmental pollution, to lifestyle choices (like smoking) cause damage. This damage results in more fine lines and wrinkles, dark spots, and drier skin.

Hyaluronic Acid fortifies the skin's natural barriers to help lock moisture in for an even more dramatic hydrating effect. Over time, this can help slow down the deterioration of the lipid barrier and help protect and fortify it.

4. INCREASED RESILIENCE

When the lipid barrier is further enhanced and protected by hyaluronic acid, the skin is better able to defend itself against environmental age-factors and pollutants. When it's not fighting these toxins, the skin remains less wrinkled, brighter, and bouncier longer. Hyaluronic Acid adds hydration, helps protect the lipid barrier, and is recommended for those with sensitive or acne-prone skin

5. TIGHTER SKIN TONE

No one wants saggy skin. Ever. As we age, the elastin in the skin breaks down, and skin loses its snap, or bounce back. A quick trick to check your elastin (the bounce back) is to pinch the skin on the top of your hand. If it snaps back quickly, you still have a lot of elastin. As you age, the skin won't bounce back as quickly. Hyaluronic Acid is NOT going to replace your elastin but, it can help with the appearance of tightness in the skin. As it fills the skin with moisture, hyaluronic acid tightens the overall complexion. It helps firm facial contours for a more youthful appearance. And *that* is something you can share with mom and grandma.

6. SMOOTHER TEXTURE

Much in the same way it makes the appearance of the skin look tighter, hyaluronic acid also smoothes the texture of the skin. This results in a silky smooth finish you can see and feel.

7. LESS VISIBLE FINE LINES AND WRINKLES

It's never too early to start protecting and nourishing the skin. Hyaluronic acid is truly an ingredient that gives benefits to twenty *and* eighty year old skin.

Hyaluronic Acid helps reduce the visibility of fine lines and wrinkles retaining moisture to the skin, creating a plumping effect. When the skin is protected and hydrated, increased skin cell production can take place, as the skin isn't busy fighting for hydration. This leads to smoother, plumper skin cells.

The skin around the eye area is one of the first to show fine lines and wrinkles. Using an eye cream twice daily will help keep skin supple and hydrated, and prevent new lines from forming. Soaps and Such has an eye gel with carrot seed for super anti-aging or an eye oil roll on featuring rose hips.

8. STIMULATES SKIN CELL REGENERATION

While it won't speed up the cell renewal process, hyaluronic acid does help promote skin cell regeneration by offering extra hydration and barrier protection to the skin. This naturally leads to healthier cells and a more vibrant complexion.

9. PIGMENTATION

Just like in point #8, when there is increased cell turnover, hyaluronic acid also helps reduce and prevent age spots and pigmentation issues. But, it cannot do it on its own. When looking to treat dark spots, Such as [Vitamin C Replenish serum](#) should be paired with hyaluronic acid. This is the combination I use combined with alternating with [Revitalize Face Cream](#) to reduce pigmentation. [Skintastic lemon hand cream](#) helps with pigmentation of the hands.

10. CLARITY

When oily skin is stripped of hydration (water) it overcompensates to hydrate the skin by producing oil. A big misconception is that oily and acne prone skins don't need hydration, but in fact, they do. By promoting proper moisture balance in the skin, hyaluronic acid prevents the over-production of oil that clogs pores and causes breakouts.

As you can see Hydration is different than Moisture and you need both. Even acne prone skin needs them both. If have questions, I'm here to help. You can call me at the shop at 989-340-1299 or drop by the shop. If you want to be certain I am there, you can schedule a free "Meet-UP" with me on our Web site here [Schedule a Meet-UP with Kelly](#) . I can even do skype or Facebook "meet ups" to help you with your needs at no cost. It's why I created Soaps and Such. To share my knowledge of natural properties and empower you to help make natural beauty choices.

Best,

Kelly