

GEN A-Z

skin school

CULT BEAUTY



BERNICE/ YEAR10, LADY ELEANOR HOLLES SCHOOL



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Acknowledgements

Founded in response to Everyone's Invited – a scandal that revealed alarming truths about attitudes towards sex and consent amongst young people – The Respect Project offers data-driven support on key issues across three pillars affecting Generation Alpha and young adults: Self-Respect, Sexual Respect and Social Respect. Established by Chloe Combi – a leading generational expert – her work addresses critical topics, from online safety to health and body-image concerns.

Existing to empower and engage all those who touch the beauty industry, The British Beauty Council works to create a more inclusive, progressive place. Providing support and advice on all manner of topics – from equity and inclusion to advertorial integrity – their invaluable work shapes a positive, representative beauty landscape. Cult Beauty are patrons of the British Beauty Council and we are proud to have their support on this ongoing project.

Kelly Saynor is a aesthetic nurse, independent prescriber, and Clinical Director with over 20 years of medical experience. After starting her career in paediatrics, she transitioned into cosmetic surgery, training with the Royal Society of Medicine and earning a reputation as both a 'skin geek' and a compassionate practitioner. In 2014, she founded Medica Forte, which now supports over 1,500 clinics with four leading brands, including The Perfect Peel®, Vistylus, The Fertility Pharmacy, and Glutaceuticals®—a skincare range she developed to improve skin health at a cellular level. Kelly also leads Renew, her Cheshire-based aesthetic clinic.






The meaning behind

GEN A-Z

What's in a name?

Generation Alpha, the first cohort to be born entirely in the 21st century, takes its name from the first letter of the Greek alphabet. As the torch passes from Gen Z to Alpha, you ignite a new era – one defined by new voices, new ideas, new innovations and new attitudes to beauty in an ever-shifting digital landscape. This guide not only maps out the A-Z of skincare for pre-teens, teens and their parents; it positively celebrates the dynamic energy and potential of these trailblazing generations combined.





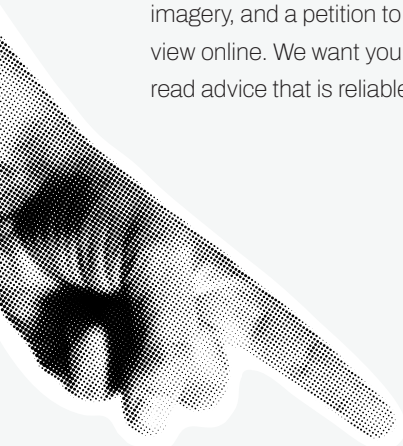
Busting Myths, Embracing Healthy Habits, and Building Confidence

What You Can Expect From This Guide.

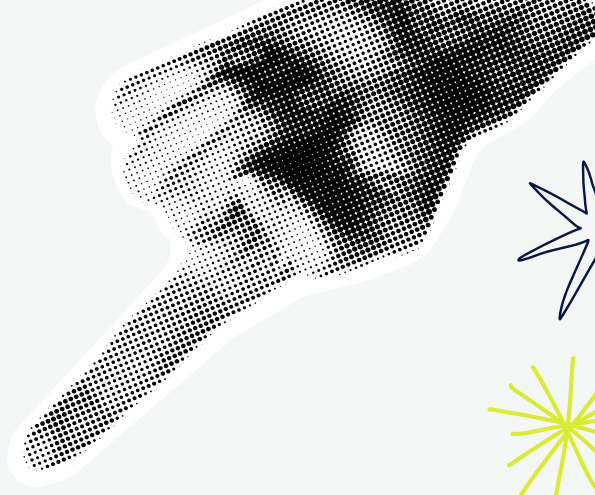
It's easy to feel overwhelmed by skincare. With filters, fads and questionable hacks, we're navigating beauty through the lens of social media and its endless pursuit of unattainable perfection.

A recent beauty report revealed that while Gen Z began experimenting with skincare at 13, Gen Alpha has eclipsed them by five years – starting at an average age of eight¹. Yet very few are accessing information that is age-appropriate, accurate and trustworthy.

We're dedicated to creating a safe beauty space that is defined by *you*. Beauty is for everyone, all faces, all ages. Our Can't (Re)Touch This campaign marked the first phase in our mission to shatter stereotypes and shape a more transparent and inclusive industry. It's both a policy to never retouch our in-house model imagery, and a petition to the Government to regulate the authenticity of what we view online. We want you to see real skin – unfiltered and un-photoshopped – and read advice that is reliable, empowering and grounded in facts.



ADVICE, ACTIONS & ANSWERS



That's why we've created a NO-NONSENSE guide to help parents, preteens and teens grasp the complexities of skincare and make educated decisions that nurture developing skin and self-esteem. Inside, we cover the A-Z of skincare: debunking common beauty myths, managing breakouts, shaving tips and building an affordable beauty routine that cherishes your skin with confidence.

At Cult, we celebrate the beauty of being human – the dimples, the pimples, the wide eyes, the laugh lines, and all the unique features that make up your individuality.

*"Today you are you, that is truer than true.
There is no one alive who is youer than you."
Dr. Seuss*



Three non-negotiables for young skin

The clue's in the name: skincare is all about care. It's about nourishing, protecting, respecting. Too many active ingredients can weaken the important defences that keep your skin healthy. The focus should be simple: cleansing, balancing and bolstering your skin's barrier.

Here's an effective, easy-to-follow routine designed by leading skincare experts, brand founders and dermatologists.

*Is your skin dry
or dehydrated? Here's how to tell*

Dry skin tends to be genetic and is caused by a lack of sebum on the skin's surface. Dehydrated skin can affect anyone and all skin types. Dehydrated skin is caused by lifestyle and external factors, like not drinking enough water or exposure to air conditioning. It's characterised by a lack of moisture and skin may feel tight, itchy and dry.

- Dr. Alexis Granite



PHOTO SHOOT 120



Before All Else, Let's Crack The Code of Your Skin Type!

Balanced


Neither too oily or too dry, balanced skin maintains a healthy equilibrium. When everything's in sync, skin looks smooth and feels comfortable with a naturally dewy appearance and minimal sensitivity.

Dry

If your skin frequently feels a little tight, rough, or flaky – especially after washing your face – it's usually a sign of dry skin. During colder months, when the air strips skin of its moisture, you may notice these symptoms are more pronounced, with heightened sensitivity. Central heating, hot showers and harsh cleansers are also common culprits when it comes to exacerbating dryness.

Oily

Oily skin occurs when sebum production (the natural oils produced by glands in the skin) is operating on overdrive, leading to enlarged pores, breakouts and a shiny appearance – particularly in the T-zone. When sebum mixes with dead skin cells, it can clog your pores and trap oil, causing whiteheads and blackheads to pop up.



Step 1: Cleanse

Cleansing is the cornerstone of any good skincare routine – and we don't mean a quick once-over with a wipe (they're not great for your skin, or the planet). The purpose of cleansing is to lift impurities from the skin's surface without disrupting its natural barrier. So, take your time to invest in a cleanser that suits your skin's needs: it might be a gentle foaming formula, a milk to maintain balance, or a nourishing balm that melts away makeup up and sunscreen.

for balanced skin

THE INKEY LIST
Oat Cleansing Balm | £12.00

FRESH
Soy Face Cleanser | £15.00

KIEHL'S
Ultra Facial Cleanser | £15.00

for dry skin

BYOMA
Milky Moisture Cleanser | £13.99

VERSED
The Purist Antioxidant Cleanser | £13.50

GOOD LIGHT
Cosmic Dew Water Cleanser | £17.00

for oily skin

LA ROCHE-POSAY
Effaclar H Cleanser | £24.00

AVÈNE
Cleansing Gel | £15.50

CERAVE
Foaming Cleanser | £12.50



Step 2: Moisturise

All skin – even oily, blemish-prone skin – needs daily moisture. Some moisturisers are rich, while others are lightweight and typically absorb much faster into the skin. If you find your skin changes throughout the months or with the seasons, you can switch between lighter (oil-free) and thicker (ceramide-enriched) formulas as needed.

Step 3: Protect

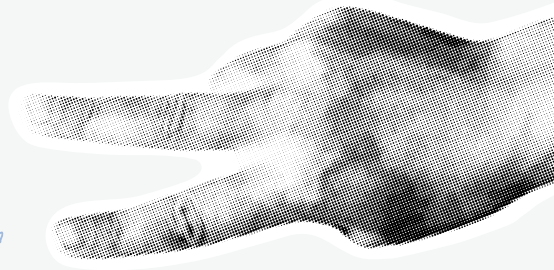
SPF SPF SPF. We're insistent about this so no excuses. UV rays significantly accelerate the deterioration of skin's elasticity – also known as 'photoaging' – so consistent daily use of sunscreen is the best defence. After all, prevention is better than cure.



How much SPF should I apply?

The right amount of SPF typically equals the length of your index and middle fingers combined. This visual works well for lightweight formulas, though you might need a bit less for richer textures. Be sure to cover your entire face – including your eyelids, lips, the tops of your ears, and neck – for full protection. - Dr. Kelly Saynor

"You should generally think of a dessert spoon amount when applying SPF to your face. But if you need more, go for it!"



Exfoliants:

Gentle exfoliation once or twice a week (preferably with a PHA or mild BHA) helps prevent clogged pores, refine skin texture, and improve tone. Avoid harsh physical scrubs, as they can tear your skin and increase sensitivity.



PHA = POLYHYDROXY ACID

THE INKEY LIST
PHA Toner

£13.00

WHO SHOULD USE IT:

PHAs work their powers on the skin's surface to not disturb the delicate layers that lie beneath. However, they are still a chemical exfoliant, so always start with a low concentration and monitor skin for any adverse reactions.

HOW OFTEN CAN YOU USE IT:

To start, try using PHAs three times a week. You can use it in the form of a toner, a face wash, or even a serum.

WORKS WELL WITH:

Other acids in low concentrations.

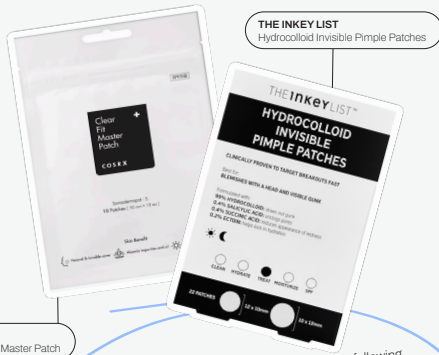
COSRX
BHA Blackhead Power Liquid

£26.00

Skin Situations: Top Tips & What to Skip

1. Managing Blemishes:

Blemishes can affect people with all skin types, not just oily. Hormonal changes, stress, diet, and skincare habits all play a role in those unwelcome breakouts.



THE INKEY LIST
Hydrocolloid Invisible Pimple Patches

COSRX
Clear Fit Master Patch

Darker skin tones can be more prone to scarring following breakouts due to a higher concentration of melanin – the natural pigment that gives skin colour. When skin becomes irritated from a blemish, it may respond by producing excess pigment in the affected area, resulting in dark spots once the blemish heals.

Cult Top Tip:

- Morning and night use a gentle, non-comedogenic cleanser that won't strip your skin.
- Look for spot treatments with benzoyl peroxide or salicylic acid. Apply them directly to pimples for best results.
- Apply a calming face mask or soothing moisturiser with ingredients like niacinamide, green tea or aloe vera if your skin feels sensitive or stressed.

What to Skip:

- Resist overwashing your face – this can strip away your skin's natural oils, prompting your skin to produce even more oil in response.
- Avoid touching your face frequently or picking at blemishes. This could introduce more bacteria and lead to scarring.

2. Hormonal Breakouts:

Hormonal acne or pimples often appear around the jawline or chin. During puberty, your body undergoes hormonal changes, which can trigger oil production, spots or acne.

Cult Top Tip:

- Be consistent and respectful. Look for gentle formulas with ingredients like with salicylic acid and niacinamide to soothe redness and help unclog pores.
- Be patient – hormonal acne can take longer to clear if it's tied to your menstrual cycle.
- Don't be scared to seek professional guidance. Dermatologists or licensed skincare professionals can offer you tailored advice.

What to Skip:

- Stop before popping! This can force blemish-causing bacteria to spread deeper within the skin and provoke swelling, forming a larger, more noticeable blemish.
- Inviting negative self-talk to take control and determine your day. Think of blemishes as just mini stepping stones from your teenage years to adulthood. Hush your inner critic and acknowledge your achievements with pride.

3. Shaving and Irritation:

If you've just started shaving, you might experience irritation, redness, or even razor bumps. Here's what to do (and not do) to prevent discomfort: Ingrown hairs develop when a hair removed through shaving, tweezing, or waxing grows back but, instead of growing through the skin, it curls back on itself which results in raised and itchy bumps. In more stubborn or recurring cases, professional help may be needed.

Cult Top Tip:

- Shaving over broken skin. If you're experiencing bumps or redness, wait for the skin to calm down before shaving again.
- Too much pressure will irritate the skin and lead to cuts. A light hand is just enough to get the job done and remember to always follow the grain of your hair.
- Dry shaving increases friction on the skin, meaning razor burns, redness and micro-cuts. A good shaving cream is essential for a smooth and stress-free glide.

What to skip:

- Shaving over broken skin. If you're experiencing bumps or redness, wait for the skin to calm down before shaving again.
- Excessive pressure will irritate the skin and lead to cuts. A light hand is just enough to get the job done and remember to always follow the grain of your hair.
- Dry shaving – this will create more friction and lead to razor burns. Always apply shaving cream first and opt for a gentle moisturiser to replenish the skin.

Non-comedogenic - what should I know?

Non-comedogenic products are specially formulated without ingredients that could potentially clog your pores, helping to prevent blackheads and whiteheads from forming. Lightweight and often oil-free, they work by cleaning out excess oil, dirt and dead skin cells from blocked pores to balance and clear the complexion.

Pre-period Skin

Your skin may misbehave a little before your period due to hormonal fluctuations. Clinically known as the 'luteal phase,' a spike in the hormone progesterone can lead to oilier, more congested skin, resulting in blackheads, blemishes, and excess shine.

Pimples vs acne: what's the difference?

A blemish is a common, individual spot that forms when pores become clogged with oil, dead skin cells, and bacteria.

Acne, in comparison, refers to a broader, more persistent skin condition that involves multiple spots and is often triggered by hormonal changes, genetics, and bacteria. 'Acne' is a medical term and there are many different types. If you think you may be experiencing acne, be sure to consult a licensed skincare professional.

Skincare Truths + Self-love wisdom

21-year-old content creator Miah Carter warmly refers to herself as your, "self-love big sister." And, much in the spirit of an astute older sibling, her honest, empowering message of self-acceptance has inspired all 3.3M of her TikTok followers to find comfort in their curves, beauty in every bump and pride in their path to self-belief. Her philosophy is simple, yet profound: confidence is the best dress to slip on each morning.



CERAVE
Facial Moisturising Lotion | £16.50



OLEHENRIKSEN
Peptide Boost Moisturiser | £42.00



THE INKEY LIST
Oat Cleansing Balm | £12.00

“I wish I'd known when I was younger that patience is essential and that skin needs time to heal.

My hyperpigmentation and scars once made me self-conscious, but consistency changed everything.

Must do's:

SPF daily, gentle skincare, hydration

Avoid:

Picking spots, harsh products, comparing yourself.

Your skin doesn't define you; confidence comes from within. You are more than your reflection.”

Skincare, Self-worth and Empowering Life Lessons for Her Teenage Daughter (and you!)

Writer, creator, and mum-of-two, Louise Pentland, has been rightfully crowned YouTube royalty. One of the platform's first stars, she pushed the parameters of beauty blogging to share – with unguarded intimacy – her candid reflections on mental health and the realities of modern motherhood. Now the author of five bestselling books, Pentland remains a fairy godmother-like figure to her 3.7M Instagram followers, standing by the belief that growth isn't linear; neither is beauty a duck-to-swan moment of magic – true confidence glitters when we embrace the spectrum of our emotions and intentionally invest in ourselves.



Louise Pentland

Three Avoids

1. Avoid wearing make up every day, your skin needs to breathe!
2. Don't over-use make up wipes.
3. Never compare yourself to airbrushed media.

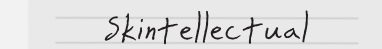
*You are SO MUCH MORE
than your wrapping paper.
<3 xxx*

Three Encouragements

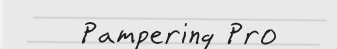
1. Moisturise your face every morning.
2. Read trusted reviews of anything you use on your skin.
3. Use SPF, even when we're not on holiday!

"My Mum passed away when I was seven, so I didn't have a female role model at home. I had no idea how to take care of my skin, so it's been a real joy to teach my daughter, Darcy, now that she's a young teenager. I have naturally very rosy skin, and as a teen, I was extremely self-conscious. I thought I looked like a tomato and would flush bright red if anyone mentioned it. I used foundation to cover it up, but without skincare, my skin was often dry and cakey."

"It wasn't until later that I understood good skincare is the foundation of everything. I started with day creams, moved to eye creams, and switched from face wipes to a cleansing balm. Simply put, looking after my skin is a non-negotiable in my life now."



The Personas Quiz





Trailblazer

Never one for beauty-by-numbers, their individualistic, fiercely independent attitude cuts through the clamour of fads, ads, and fleeting trends. Valuing 'vibes' over flashy luxury, they follow the creative beat of their own heart – always attracted to the niche, raw and authentic.



Mindful Maverick

Holds a magnifying glass up to climate commitments and conscious claims. Advocating for natural, plant-powered formulas and ethical practices, they probe beauty's big buzzwords to uncover true transparency and curate a routine that's both kind to the skin and Earth.



Social Butterfly

Streets ahead of the trends, they haunt their social feeds to guarantee they're in the know. Thrilled by the new, the bold, and the innovative – never one to miss a viral moment.



Minimalist

Serves a less-is-more approach to looking good and feeling better. Disciples of 'the simple life', they find delight in honing their routines to get the most from fewer steps – never one to overlook a product that does both.

Hey Cult Beauty,
Here's what's in my bag today...



Use the stickers to build your dream make-up bag

Do some Doodles...

At this stage, you might feel a little adrift in a cyclone of skincare tips, tricks and truths. Let your creativity erupt across these blank pages – scribble, scrawl or jot down what you've discovered so far. After all, Imagination is the blueprint for all that's groundbreaking in beauty, so share your artistry with us on socials using

#cultbeauty #forthe love of beauty #generationAZ #skintuition



All You Need to Know About Actives



Retinol and Retinal (Vitamin A)

Retinol is effective for targeting acne and preventing signs of ageing in mature skin (30+), but it's not for everyone, especially teens. Too much retinol can cause redness, peeling, and dryness. It should only ever be used on young skin if advised by a skincare professional or dermatologist. Start with a low concentration (0.25% or 0.5%) and apply only a small amount – a pea-sized drop for the entire face is enough. Never use it if you have sensitive or irritated skin.

BHA and PHA

(Beta-Hydroxy and Polyhydroxy Acids)

BHAs (like salicylic acid) are great for reducing acne and exfoliating dead skin cells, but they can also lead to drying if overused. Limit their use to 1-2 times per week unless advised otherwise by a dermatologist. PHAs, in comparison, are a gentler, more gradual alternative to BHAs that support the skin's barrier function, increase moisture and remove dead skin cells.



I know I should wear sun cream, but it breaks me out. Is there an SPF to suit my oily skin type?

Don't put off wearing sunscreen because you've heard it blocks your pores – it's a common myth. These days, well-formulated sunscreens exist that are suitable for all skin types, even acne-prone skin. Look for sheer, thin textures and experiment with formulas that contain a blend of synthetic and mineral actives. And make sure you cleanse thoroughly at the end of the day.

Heather Wish, Skincare Education Manager at Paulas Choice



*Wear your SPF!
Future you will
thank you!*

PAULA'S CHOICE
2% BHA Liquid Exfoliant

Use:
1-2 Times a week



THANK YOU FARMER
Water Sun Cream

Use:
Every Morning

what to skip

Layer multiple actives on top of each other (e.g., retinol + AHA + BHA). Keep it simple.

Cult top tip

Only use if your skin actually needs it and always consult a professional before you dive in.



Clearing Up Common SkinTok Myths

Myth #1: More is more

REALITY:

Using too many products or constantly switching between them can irritate your skin and exacerbate problems like acne. A simple, consistent skincare routine is best for young skin.

Myth #2: Expensive products are always better

REALITY:

You don't need to break the bank to have healthy skin. Simple, effective products – like a gentle cleanser, sunscreen, and moisturiser – can work wonders at any price point.

Myth #3: Oily skin types should skip moisturiser

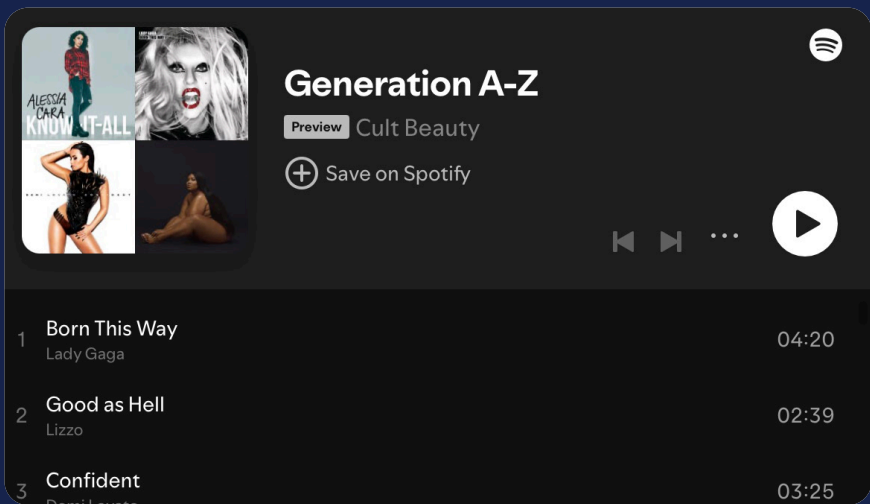
REALITY:

When your skin isn't retaining enough water beneath the surface, it can actually become dehydrated and tricked into overproducing oil to compensate, creating a vicious cycle. The solution? Try an oil-free, non-comedogenic moisturiser that's lightweight in texture.



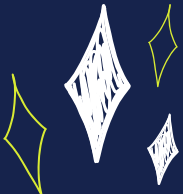
Have a listen...

We not only have an expert eye for the very best in beauty; we're quite the connoisseurs of music, too. So much so that we've curated the perfect feel-good playlist to soundtrack your skincare routine, study sessions and solo dates. Click the button below and tune into empowering pop, motivating melodies and old-school mixes.



Click here to listen

Spotify Playlist





UNFOLLOW / MUTE ACCOUNTS

- If an account makes you feel bad about yourself or posts upsetting content, try to unfollow or mute them.

*Follow accounts who
inspire or motivate you!*

BE KIND ONLINE

- Focus on being kind, supportive and brighten someone's day!
- Choosing not to be part of negativity can help keep up your own mood.



FOMO

- Remember photos can be staged, filtered, or edited, and people often share only the highlights of their lives.

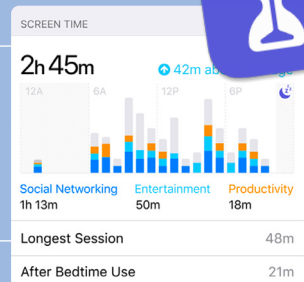
Social Media Tips

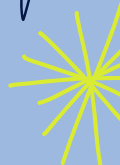
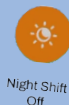
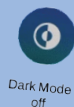
SET LIMITS

- Choose how much time you would like to spend on social media.
- Check your settings and see if you can set a limit on social media.

TAKING BREAKS

- Using your phone late in the evening can make it harder to sleep.
- Try keeping your device further from your bed.





Check out the night modes
on your phone or look into
a blue light filter

AVOID USING YOUR PHONE BEFORE BED

- Make sure to take steps away from your phone and do something offline.
- Try doing something creative or spending time with people.



MUTING NOTIFICATIONS

- Constant alerts can make you feel pressured to check your phone, always check your phone in your own time.
- Try turning off your notifications for apps or putting your phone into 'do not disturb' mode.

COMPARING YOURSELF TO OTHERS

- It's common to feel like you're missing out when you see others posting.
- Everyone has downtime, challenges, and lonely times — you're only seeing a small fragment of their life.

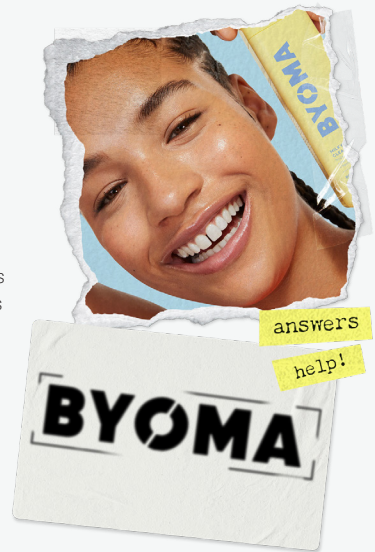
Time for some FAQs

We pitched your burning beauty questions to a team of dermatologists, brand founders and skincare experts to help you conquer your common skincare bugbears.

"I hate my spots - what can I do to help clear my complexion?"

"Start with the basics. A gentle, pH-balanced cleanser to remove dirt, make up and oil, followed by a non-drying, targeted treatment. Ingredients like PHA (polyhydroxy acid) and zinc are great for targeting clogged pores and imperfections, while blue tansy is ideal for soothing redness. Always moisturise – choose an oil-free, lightweight formula."

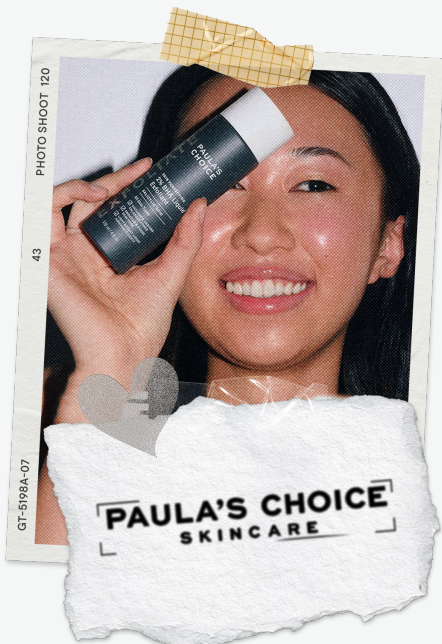
Team of experts at Byoma



"I know I should wear sunscreen, but it breaks me out. Is there an SPF to suit my oily skin type?"

"Don't put off wearing sunscreen because you've heard it blocks your pores – it's a common myth. These days, well-formulated sunscreens exist that are suitable for all skin types, even acne-prone skin. Look for sheer, thin textures and experiment with formulas that contain a blend of synthetic and mineral actives. And make sure you cleanse thoroughly at the end of the day."

Heather Wish, Skincare Education Manager at Paulas Choice



“Should I use acid exfoliants?”

“You hear so much about acid exfoliants and how they can achieve a ‘glass skin’ glow. For teens, there are a lot of changes happening and acids can be detrimental – leading to redness, irritation and impaired barrier function. You’re better off focusing on products that calm and respect your skin barrier.”

Melanie Black, Head of Scientific
Communication & Training at Avène



“What should my morning and evening skincare routines look like?”

Morning:

Cleanse with a gentle face wash.
Apply a hydrating serum (like hyaluronic acid).
Moisturise with a lightweight cream.
Finish with SPF 30 or higher.

Evening:

Cleanse to remove make up, sunscreen, and dirt.
Use a targeted treatment (like niacinamide or a gentle exfoliant).
Moisturise to replenish your skin overnight.

Dr. Kelly Saynor

“What does premature or inappropriate use of retinol and actives do to the skin?”

“In the short term, we see redness, peeling, and irritation. If you’ve been using actives longer than a few months they can cause some sensitivity and make your skin more prone to damage. If retinol is used for more than a year, the skin barrier can become compromised leading to chronic dryness or redness.”

Dr. Kelly Saynor



Ingredient Glossary

Here are some ingredients to look (and look out!) for.

Green

Gentle yet effective, these ingredients prioritise soothing, hydration, and barrier support. Perfect for calming and maintaining healthy skin long-term, they are considered safe for young skin and can be used with confidence.

Amber

For oily or blemish-prone skin, these ingredients help purify pores, exfoliate, and brighten the complexion, while targeting concerns like texture and pigmentation. While safe for young skin, they may not be suitable for everyone – always consult a dermatologist before use.

Red

These are potent, exfoliating ingredients that work to dissolve dead cells and rejuvenate the skin. Considered too harsh, irritating and impractical for developing skin, they should be avoided unless specifically recommended by a dermatologist.

AHA

Alpha-hydroxy acids; chemical exfoliants that work by dissolving the uppermost layer of protective skin cells.

Aloe Vera

A soothing, plant-derived extract that's prized for its calming and comforting powers.

Azelaic Acid

Effectively works to reduce rosacea, acne and pigmentation, while neutralising the harmful effects of free radicals that trigger inflammation. Its mild exfoliating properties may cause sensitivity.

Benzoyl Peroxide

Not as scary as it sounds, this organic acid targets acne by killing bacteria on the skin and removing dead skin cells that can clog pores.

BHA

Beta-hydroxy acids; these have pore-purifying properties. Great for oily, congested complexions.

Blue Tansy

A calming flower extract that is great for sensitive complexions.

Ceramides

Often found in cleansers and moisturisers, these barrier-boosters supplement skin's defences.

Chemical SPF

While mineral sunscreens act like a shield, chemical sunscreens are like a sponge, soaking up damaging UV rays before they can harm your skin. Light, easy to apply, and non-greasy, they're best suited to oily and combination skin types.

Collagen

A naturally occurring protein in the body, it's commonly included in creams and serums to help keep skin smooth, firm and plump.

Fragrance

Heavily fragranced formulas can disrupt the skin's barrier, leading to breakouts and redness. Anyone with sensitive skin, rosacea, or eczema should avoid fragranced products.

Glycerin

A humectant, this draws moisture into the skin to hydrate without clogging pores.

Glycolic Acid

The smallest of AHAs, this chemical exfoliant dissolves dead skin cells on the surface and boosts cell turnover to brighten and smooth skin.

Green tea

A natural alternative to chemical antioxidants, great for soothing sensitivity and redness.

Hyaluronic Acid

A powerful, lightweight hydrator, similar to glycerin.

Niacinamide

A form of vitamin B that helps minimise enlarged pores and balance oil production.

Mineral SPF

Forms a physical barrier on the skin that blocks and scatters both UVA and UVB rays. It sits on top of the skin, instead of soaking in, so it's a great choice for sensitive skin. Will need reapplication every few hours for optimum protection.

PHA

Polyhydroxy acids; gentler, more gradual alternatives to AHAs.

Pre/Probiotics

'Good bacteria' that support the skin barrier. Great for blemish and acne-prone skin types.

Retinal

A more potent form of vitamin A than retinol, it's less harsh and quicker to act on the skin, but can still compromise its protective barrier if overused.

Retinol

A vitamin A derivative known for a spectrum of benefits. It works by encouraging cell turnover to promote brighter, smoother skin – so it's great for mature skin types, but can deplete the skin's barrier when used too soon.

Salicylic Acid

A common BHA, found in pore-purifying and clarifying cleansers, toners and moisturisers.

Squalane

A highly effective emollient that mimics your skin's natural oils to deeply hydrate and support your natural moisture barrier.

Vitamin C

Often listed as ascorbic acid, this powerful antioxidant targets pigmentation, refines skin texture and brightens.

Witch Hazel

A mild astringent, great for oily skin types.

Zinc

An essential mineral that helps reduce the appearance of redness and acne scars.

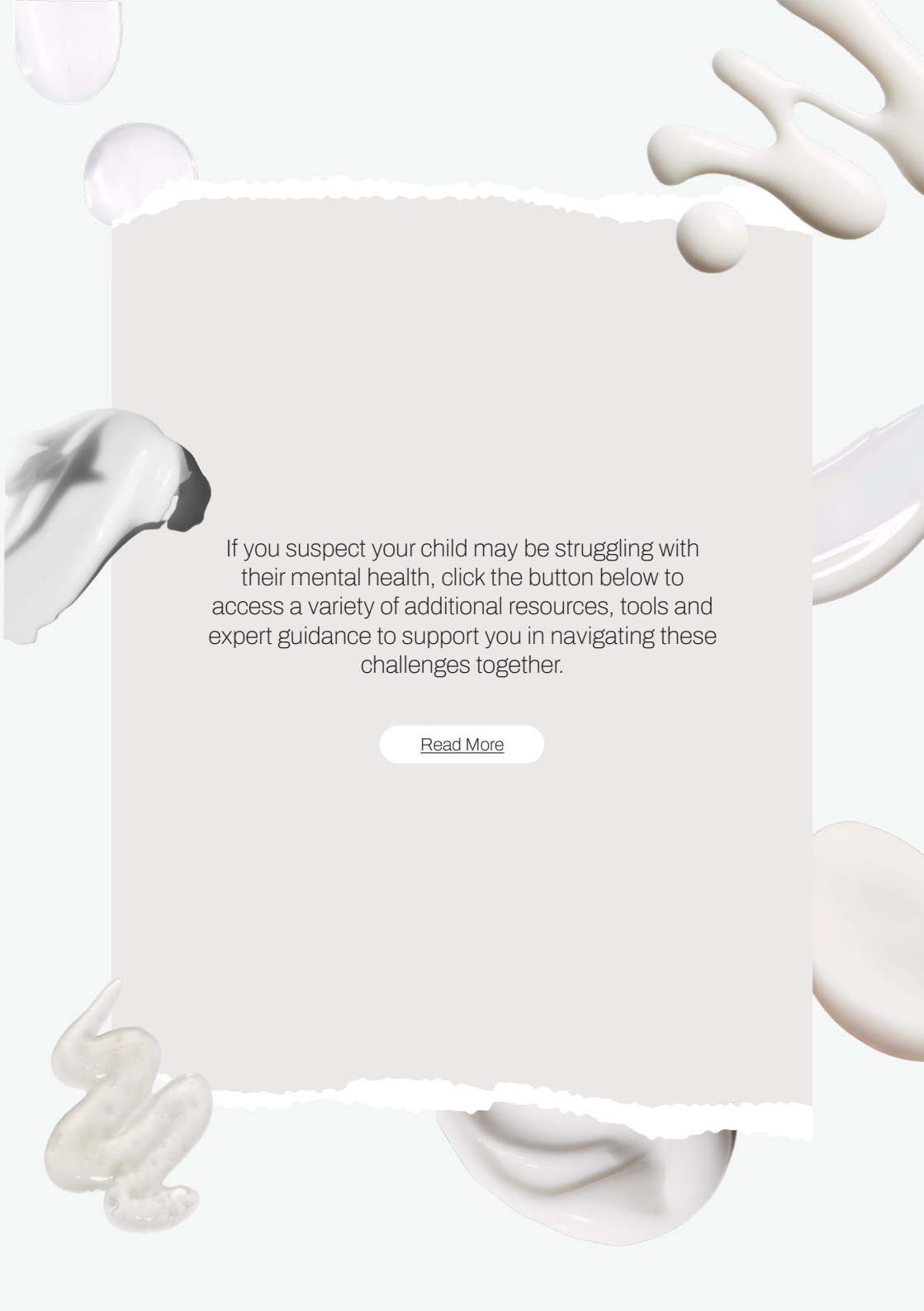
Essential oils

Highly concentrated extracts that should be used with extreme caution for young, developing skin. If not properly diluted or used appropriately, they can lead to irritation or a burning sensation.

Caring for your skin - and overall wellbeing - *is a journey, not a sprint.*

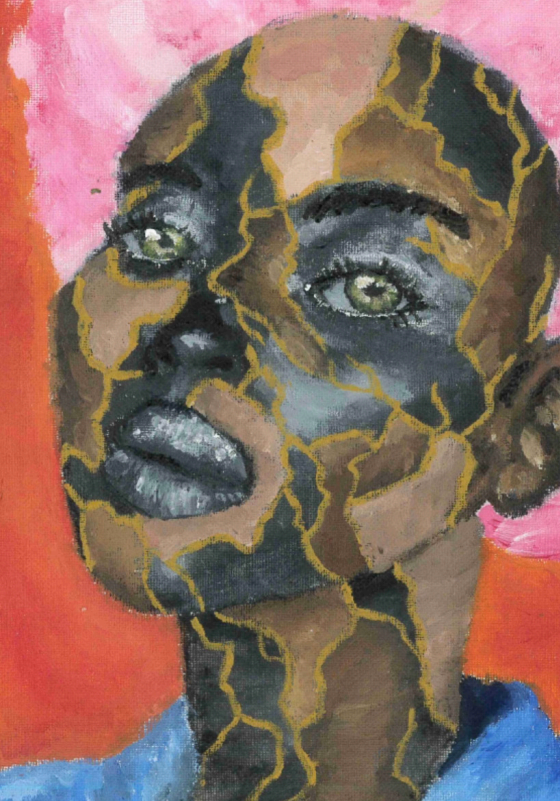
The public sphere of social media is noisy, and the pressure to be perfect unquestionably intense - but a 7-step skincare routine isn't the magic antidote. With the right products for you, patience, and a *little self-love* for all your quirks and complexities, you'll *blossom into your most authentic self*, both inside and out.





If you suspect your child may be struggling with their mental health, click the button below to access a variety of additional resources, tools and expert guidance to support you in navigating these challenges together.

[Read More](#)



CARLA/ YEAR 10/ LADY ELEANOR HOLLES SCHOOL

GIGI/ YEAR 9/ DOWN HOUSE



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