



Are You Applying Your Skin-Care Products Correctly?

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LAST UPDATED [NOVEMBER 7, 2017, 6:25 AM](#)



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Okay, so you've got your daily skincare routine down: cleanser, toner, serum, moisturizer. But, have you ever stopped to think that how you apply these products is just as important as the products themselves? There is, actually, a right way to apply skincare products to get the most out of them. Follow these guidelines for glowing, healthy skin.



Moisturizer

The biggest mistake I see people making with their moisturizer is where they don't apply it! Moisturizer should be applied to the face and the neck, since the neck and throat area is an extension of the face and needs attention, too. You also want to be sure to apply moisturizer evenly. Many of my clients have clogged pores around the hairline and close to the ears due to uneven application. Hair products can be the culprit here, but I've frequently found that it's actually the way people slather on moisturizer that's to blame. When you apply from the middle of your face, pushing outward, moisturizer settles more abundantly at the perimeter of your face. The layers may clog the pores, leading to excess oil production and eventually breakouts.

Finally, don't make the mistake of applying extra layers of moisturizer in an attempt to heal dry skin. Using thicker coats of moisturizer may result in clogged pores and definitely product waste; the skin can only absorb so much. When it comes to applying moisturizer with sunscreen (the most effective anti-wrinkle product available) it's even more important to follow these guidelines. But, when it comes to the neck, don't skimp.



14 OF 19



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