

Step-by-step facial routine: the correct order

Cleansing, toner, serum, moisturizer, and protection: learn the correct order and how much product to use at each step.

1. Double cleansing

Start with an oil or balm cleanser to remove makeup and sunscreen, and follow with a gentle gel or foam cleanser on damp skin. Never rub: clean skin should feel comfortable, never tight.

2. Layered hydration

Apply toner or essence with your hands, then the serum, and seal with a moisturizer. For combination skin, a light texture is enough for the day and something more nourishing for the night.

3. Eye contour and treatments

The eye area is thinner: use a rice-grain-sized amount per eye and tap gently without stretching the skin. Gel patches and eye gels refresh in the morning.

4. Masks and weekly extras

Two or three masks per week are enough to keep the skin plump. Alternate between hydrating and soothing ones, and avoid using them on the same day as a strong exfoliant.