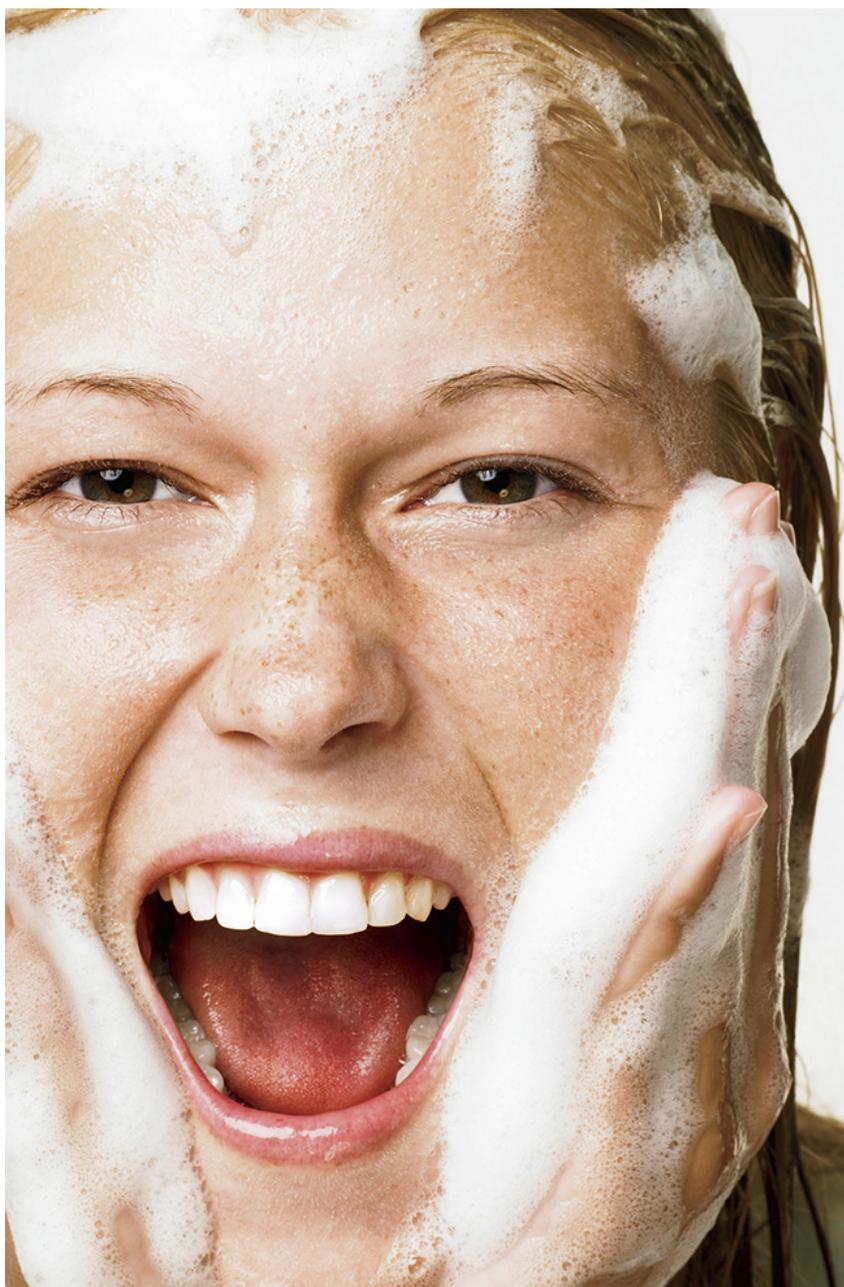


SKINTERVENTION

# The New Way to Wash

What seems to be the most basic of beauty skills really isn't that basic at all. Meet the triple-cleanse—the most effective routine for taking off the day.

BY LAUREN BALSAMO



MAIN IMAGE: GETTY IMAGES.

## STEP 1

### Remove Makeup

First, a beauty PSA: This part is nonnegotiable. “If left on overnight, makeup can trap oil, dirt, and pollution on the skin, causing breakouts and even premature aging,” explains Shari Marchbein, MD, an NYC dermatologist. And because most makeup repels water and moisture (so it can withstand sweat and humidity throughout the day), you’ll need to pre-cleanse with an oil-based remover to fully break down those long-wear pigments and polymers, explains Dr. Marchbein. If you wear a full face, massage a few pumps of True Botanicals’ cleansing oil all over dry skin, then rinse with warm water. If you only do an eye and/or lip, spot-clean with a cotton pad soaked in Lancôme’s dual-phase (i.e., part oil, part water) micellar water—no rinsing required.

→ TRUE BOTANICALS *Pre Cleanse Oil*, \$48, [truebotanicals.com](http://truebotanicals.com)

→ LANCÔME *Bi-Facil Visage*, \$40, [lancome-usa.com](http://lancome-usa.com)



# BEAUTY



## STEP 2

### Wash

It's time for the main event. On damp skin, gently massage (no aggressive rubbing or tugging) a nickel-size amount of your cleanser in small circles from your hairline down to your neck, paying special attention to the T-zone, where you're most likely to have clogged pores, explains Dr. Marchbein.

Rinse using lukewarm water (hot temps can cause redness and dryness). Opt for a cream cleanser if you have dry skin (it typically has more conditioning agents) or something that foams with more surfactants if your skin is oily. A one-size-fits-all option: Olay's water-activated, textured cloths, which pull triple duty to whisk away leftover impurities, gently exfoliate (so your subsequent skin-care products can penetrate the skin

more easily), and hydrate with aloe and grapeseed extract so you're not left feeling tight or dry after you rinse.

→ **OLAY 4-in-1 Daily Facial Cloths**, \$9.50, [olay.com](http://olay.com)

## STEP 3

### Tone

Toning offers extra residue removal, hydration or oil-reduction (depending on the formula you choose), and enhanced penetration of your serum or moisturizer, explains Stalina Glot, senior facialist at Haven Spa in NYC. "Moist, clean skin absorbs products better," says Glot. To use, saturate a cotton pad with the liquid, and glide it across your face (misting it on isn't as effective). And don't forget your hairline and jawline—both areas that you're less likely

to rinse well during step two. Try It Cosmetics' Miracle Water with hydrating hyaluronic acid if you have dry skin or Herbivore's willow bark blend (a natural form of salicylic acid) if your skin is oily. No matter which toner you choose, make sure it's alcohol-free (avoid *alcohol denat* on the label). "It's too drying, even for oily complexions," explains Dr. Marchbein.

→ **IT COSMETICS Miracle Water**, \$38, [sephora.com](http://sephora.com)

→ **HERBIVORE Jasmine Green Tea Balancing Toner**, \$39, [sephora.com](http://sephora.com)



## DO I NEED ALL THREE STEPS IN THE A.M.?

No, it's not necessary. "If you have dry or sensitive skin and thoroughly cleansed before bed, rinsing your face with just water should be enough to remove any dirt that has accumulated on skin overnight," says David Colbert, MD, founder of New York Dermatology Group. Ditto if your skin is dry or chapped from winter weather. "If you have oily skin, a gentle wash, like NYDG Colloidal Oatmeal Cleanser [\$48, [nydg.com](http://nydg.com)], can remove sebum without stripping skin," says Dr. Colbert. And if you use p.m. acne products, like benzoyl peroxide or retinol, you'll want to wash them off in the a.m. since they're not suitable for daytime.