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**YOUR PERIOD,  
YOUR MOVE.**



**UP TO 100%  
LEAK-FREE  
WORKOUTS**

**TAMPAX**

**{ TREND REPORT }**

At the end of the day, though, we all just want our face to feel clean. This very fundamental need—epidermal decontamination—has long been the driving force behind Korea’s double-cleansing ritual. “South Korea’s pollution levels are some of the highest in the world,” says Charlotte Cho, a cofounder of the K-beauty shop Soko Glam. So while the multistep Korean regimen may initially seem excessive, “it’s just a part of our normal routine,” says Cho. “A routine where cleansing is the most important step.”

Here in the United States, even pragmatic dermatologists are getting behind double-cleansing, recommending it especially to urbanites in pollution-saturated areas. The process involves first using an oil-based cleanser that will lift away makeup, sunscreen, and other oil-based stuff, and following with a water-based formula, usually a cream or a balm. “Microscopic pollution particles can get into pores and create free radical damage, promoting brown spots and premature wrinkling,” says New York City dermatologist Whitney Bowe. “Cleansing twice, starting with an oil, can remove even the tiniest debris.”

**THE PSYCHOLOGY OF CLEAN**

Molecular tweaks to soaps can’t be the only catalysts for our obsession—surfactants simply aren’t titillating enough to spark or sustain the adoration we have today for our favorite cleansers.

The new truth: “Cleansers have developed a higher purpose,” says beauty entrepreneur Marcia Kilgore, whose brainchildren include Beauty Pie, Soap & Glory, and Bliss Spa. More than mere liquids we slap on and rinse off, they’re twice-daily instruments of intention and meditation; they’re stress busters and coping mechanisms. Or at least they can be.

“Cleansers have become part of our rituals of wellness and self-care,” says Nancy Etcoff, an assistant clinical professor of psychology in the department of psychiatry at Harvard Medical School. “And rituals—even meaningless ones—can reduce stress and lead to an increased sense of control.” Which is something we’re all craving. Google searches for “self care” reached a five-year high following the 2016 presidential election—perhaps the most dramatic race in American history. It’s no wonder we’re turning our attention inward to tune out the noise and fixate on something pure.

These moments of quiet in front of the sink are more than just a brief escape, though. “Cleansing enables a sort of physical catharsis,” says Rachel Anise Wegter, a communication-studies professor at Golden West College in Huntington Beach, California. “It allows us to wash away the stress, frustration, and literal dirt we’ve encountered throughout the day.” And that alone is something to rave about.

**GOOD,  
CLEAN FUN**

THE CLEANSERS WE’RE REACHING FOR RIGHT NOW.



From top: **Neutrogena Hydro Boost Gentle Cleansing Lotion** is simply perfect for sensitive skin. Just try not to smile as you run the bouncy **Bliss Jelly Glow Ball** over your skin. Scoop out a tiny dab of **Yes to Cucumbers Exfoliating Cleansing Balm** with the exfoliating pad on top. **Chanel L’Huile Anti-Pollution Cleansing Oil** lathers up on contact with water and lifts away makeup, sunscreen, and the day’s grime. The thick froth of **Bioré Baking Soda Acne Cleansing Foam** deep-cleans with baking soda and salicylic acid. A few drops of **Collosol Eau de Lait** on your cotton ball leaves skin clean and soft (you can also pour the milky liquid in the bath).

FROM TOP: JOSEPHINE SCHIELE (2); LIAM GOODMAN; JOSEPHINE SCHIELE (3)