



## WHY USE FACIAL OILS

### **You Should Be Putting Oil On Your Face Everyday - Here's Why:**

So in an age of more is more, what is the simplest way to keep skin looking clean and fresh? Hello, Face Oil.

Here is why every gent wanting nourished, healthy looking skin should have a go:

- \* Oils occur naturally on your face. If you don't have enough (on account of being stripped away from washing), your face will look more oily, not less oily.
- \* Facial oils can stand in for moisturizers altogether.
- \* Facial oils are packed with essential oils that can keep skin deeply nourished, even younger looking.

### **Important Facts About Facial Oils**

Face oils have been around for hundreds of years. People have used blends of natural, castor and olive oils to moisturize skin since way back. And thanks to science, we now know why.

Oil breaks down oil; it is as simple as that. When your face has none on it, it makes and distributes it's own, often times creating too much.

Counter to every advert you've ever seen, oiling up morning and night balances things out by introducing oil to your face. This means your face doesn't need to produce any oil of it's own, which actually makes it look less, not more slick.

Most facial oils come in sizes no larger than 30 ml, and that's because they're highly concentrated products. You need only a very small amount of a facial oil to achieve great benefits for your skin.

### **Why Are Face Oils A Thing?**

Supply and demand is the quickest answer. What culture has delivered by way of abundant beards has produced a greater need to moisturize them and the skin underneath, a demand to keep men healthy and handsome.

Men's grooming regimens have evolved considerably in the last five years. And while beard oils opened the door to applying oil to a man's face, availability of concentrated, vitamin-rich facial oils has cracked it wide open. With smoother, softer facial hair and cleaner, better looking, healthier skin as the by product, it's no wonder they've taken off.

### **What Are The Benefits Of Quality Facial Oils?**

Facial oils offer great benefits to skin because they are:

- \* Full of omega-rich oils
- \* A natural source of vitamins & antioxidants
- \* Skin-identical and therefore highly compatible
- \* Helpful in repairing skin's barrier function



## WHY USE FACIAL OILS - Cont.

### \* Facial Oils offer a concentrated dose of omega fatty acids.

Natural oils are made up of ingredients referred to as 'omega fatty acids.' Like many nutrients, omegas are great to apply topically as well as to eat.

Omega fatty acids are known anti-inflammatories, which means they're great for treating skin concerns such as dryness, eczema, and chronic conditions such as rosacea or acne.

### \* Facial Oils are a natural source of vitamins & antioxidants

Natural oils can help lock hydration into your skin but also condition the skin with vitamins and antioxidants. These ingredients help improve skin's overall resilience.

### \* Facial Oils are high in skin-identical ingredients

Facial oils work with your skin, not against it. The outermost layers of your skin are oil-based, which makes a facial oil the perfect treatment. These top layers are primarily composed of fatty acids, cholesterol, and ceramides, all of which can be found in natural oils.

When you give your skin an ingredient it knows how to use, you provide it with highly usable nutrients that your skin may be fooled into 'thinking' it made itself.

That means facial oils are exceptionally gentle, kind, and effective.

### \* Facial Oils help to repair skin's barrier function

The outermost layers of skin are oil-based in order to keep your skin safe from germs and dehydration. You can think of your skin as the shield of your body.

When this shield is attacked or neglected, it becomes:

- \* Less able to do its jobs of protection, temperature regulation, and so forth
- \* Dull and dehydrated
- \* Dry and unevenly textured
- \* Open to developing forms of dermatitis and eczema
- \* Sensitive, reactive, and reddened

Facial oils help keep your skin healthy and attractive because they replenish your skin's natural oil content. Oils not only form a temporary barrier, but they also feed skin with the nutrients it needs to restore itself to health.