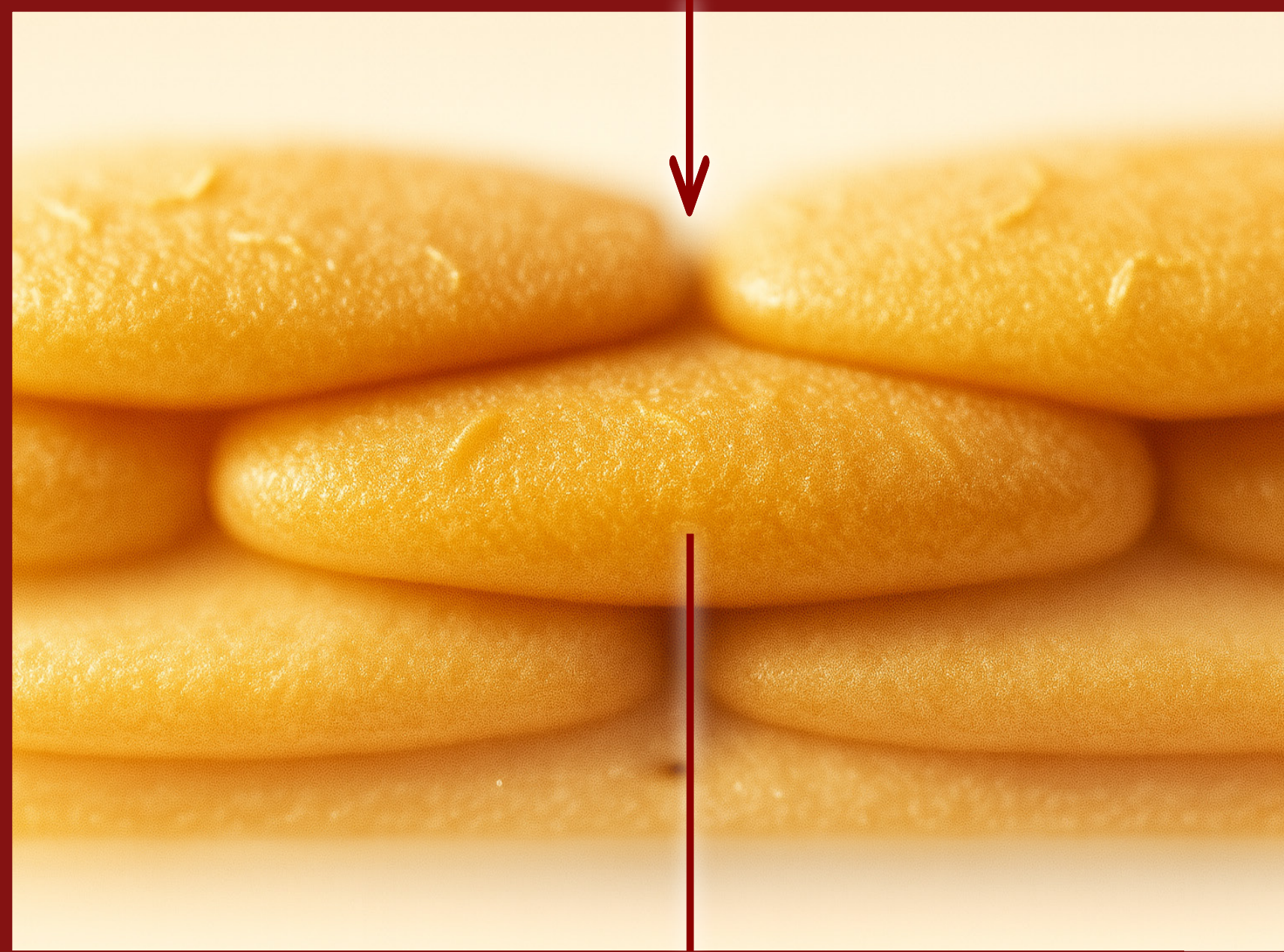


How water increases permeability

Lipid Matrix
(Ceramides, Cholesterol, Fatty Acids).



Skin Cells (Corneocytes)

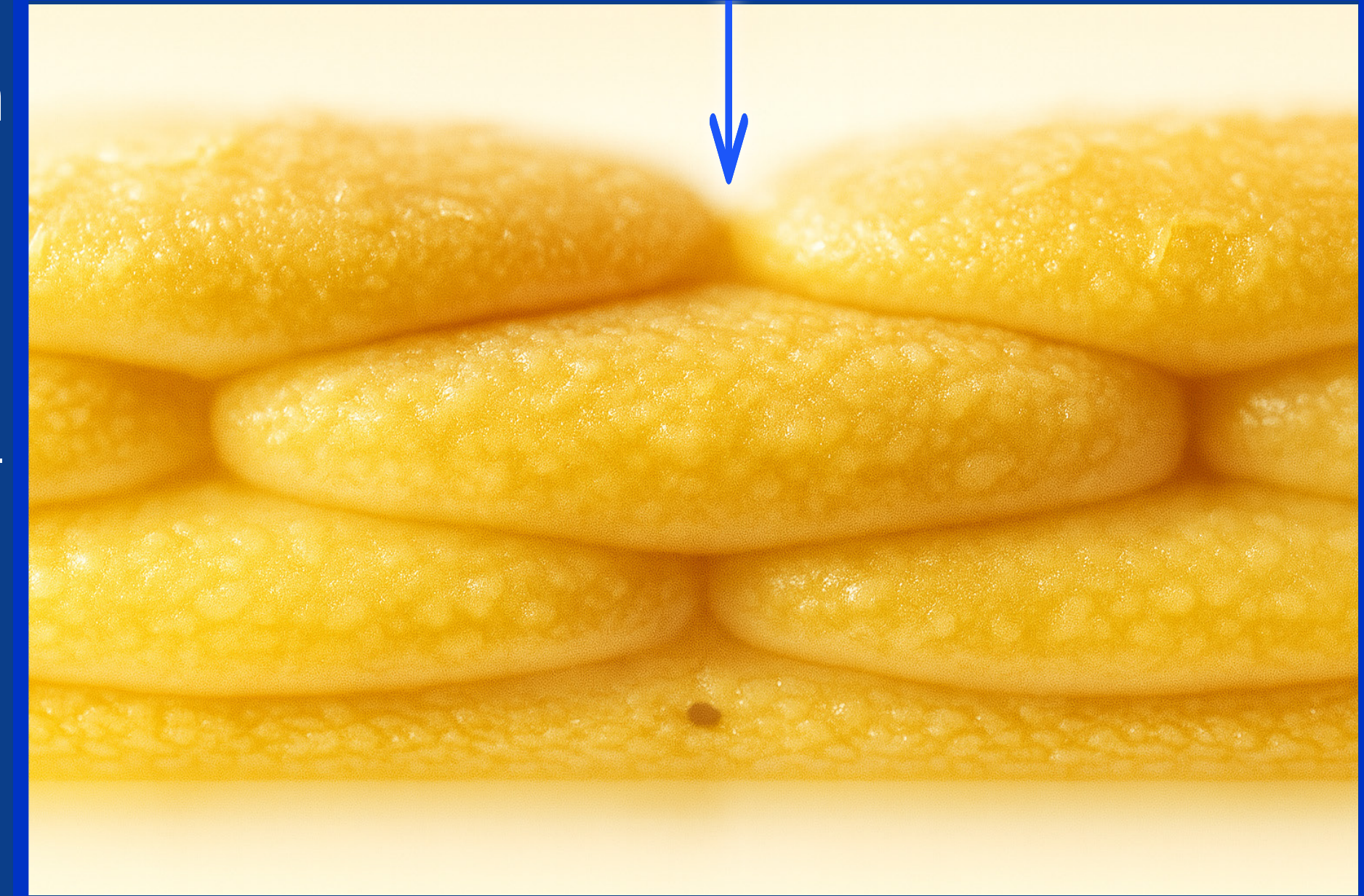
Dry Skin

Skin cells are tightly packed together and held together by an intact mix of lipids creating a barrier that makes it harder for water to escape your skin and for irritants to enter. This is why it's better to apply retinol and acids to dry skin.

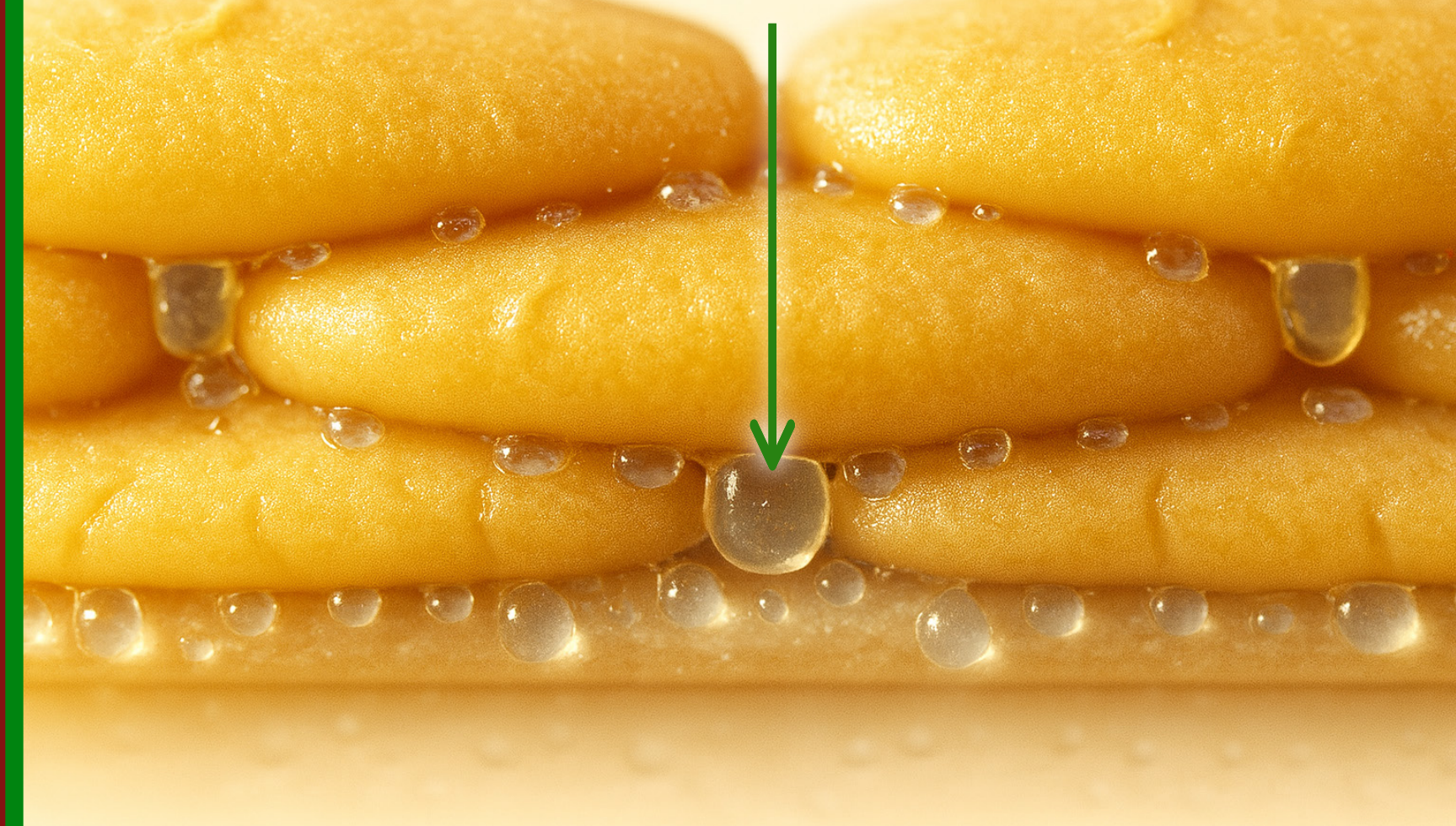
Damp Skin

When your skin is damp (e.g., after cleansing), the excess water causes your skin cells to swell and dilutes your lipid matrix making it easier for skincare products to pass through. This is why you should avoid applying retinol and acids to damp skin.

Diluted Lipids.



Gaps Form



Occluded Skin

When your skin is occluded, the water content of your skin is increased which can cause skin cells to swell further and small gaps form in your lipid matrix. This is why you should avoid applying retinol and acids.