Morning	Why it matters
1. Cleanse gently	Refresh without stripping the skin. Using just water is sufficient.
2. Pat dry	Avoid friction and unnecessary irritation.
3. Tone	***Optional step.*** Add this for extra comfort if you're accustomed to using a toner in your skincare routine.
4 Serum	Serums are the heavy artillery of skincare—concentrated with targeted actives. Apply them before your moisturizer. If using two serums, apply the water-based serum first, followed by the oil-based serum
5. Moisturizer	A well-formulated universal moisturizer is sufficient for both morning and evening—you don't need a separate day cream. It helps lock in hydration, support the skin barrier, and deliver additional skin-benefiting actives.
6. Eye cream	Gently tap a rice-grain amount around the orbital bone using your ring finger—no rubbing or pulling. A well-formulated moisturizer can also be used around the eye area, so a separate eye cream is not always necessary.
7. SPF 30+	Use a mineral sunscreen every morning and avoid chemical sunscreens. Wait about five minutes before applying makeup. Alternatively, you can use a foundation with SPF 30+ instead of a separate sunscreen.

Evening	Why it matters
1. Remove eye makeup	Use a dedicated gentle remover when needed. You may opt for universal makeup remover and facial cleanser 2 in 1.
2. Cleanse	Use gentle, natural make up remover that protects your lipid layer and your microbiome. Your skin should NOT be squeaky clean – it means you removed your protective lipid layer. and it will cause dryness and tightness
3 Toner	Totally optional step. See morning routine.
4. Pat dry	Treat skin gently.
5. Serum	This is a good time to use serums containing actives that can increase photosensitivity, such as **retinol, glycolic acid, salicylic acid, and lactic acid**. Give your skin at least **8 hours of overnight recovery time** before potential sun exposure
5. Eye cream	Gently tap a rice-grain amount around the orbital bone using your ring finger—no rubbing or pulling. A well-formulated moisturizer can also be used around the eye area, so a separate eye cream is not always necessary.
6. Moisturizer	Support overnight comfort and recovery. Use your universal moisturizer as part of your nighttime routine—there's no need to purchase a separate night cream. Once or twice a week, you may add an overnight mask or treatment to provide additional skin support and help relieve extreme dryness.

Once a week: Add gentle exfoliation if your skin tolerates it. Avoid harsh scrubs and do not layer several strong exfoliating products in the same routine.