

Your Morning Routine

Simple, consistent care to begin the day

Consistency matters more than complexity. Adjust texture and intensity to your skin's current condition, and introduce active products gradually.

	1. Cleanse Use a gentle cleanser suited to your skin type. Dry or sensitive skin may need an especially mild cleanse.
	2. Pat dry Do not rub. Gently pat with a clean towel; use a soft towel or disposable cloth if your skin is reactive.
	3. Tone Apply toner after cleansing to add hydration, restore comfort and prepare the skin for the next steps.
	4. Eye cream Apply after toner and before face serum or cream. Warm a rice-grain amount between your ring fingers and tap around the orbital area, not on the lash line or mobile lid.
	5. Serum and moisturizer Choose hydrating, nourishing textures for dry skin and lighter hydrating textures for oily or combination skin. If redness is present, consider soothing, barrier-supportive ingredients.
	6. SPF Use broad-spectrum SPF every day. For city wear, choose SPF 30 or higher; apply after skincare and before makeup.
	7. Makeup Allow skincare to settle for about five minutes before applying makeup.

SPF note: If SPF is already included in a tinted complexion product, use that as your final morning step. Apply tinted SPF after toner or serum according to its texture and directions.

Your Evening Routine

Remove the day gently and support overnight recovery

	1. Remove eye makeup Remove eye makeup first with a dedicated gentle remover. A two-phase formula can help with waterproof makeup.
	2. First cleanse Use an oil, balm or milk cleanser to dissolve sebum, sunscreen, makeup and daily buildup.
	3. Second cleanse Follow with a gentle gel, foam, mousse or milk cleanser to clean the skin and remove residue from the first step.
	4. Pat dry Do not rub. Gently pat the skin dry.
	5. Tone Apply toner after cleansing.
	6. Eye cream Apply after toner using the same rice-grain amount for both eyes. Avoid the lash line and mobile lid; apply 30–40 minutes before sleep.
	7. Serum and moisturizer Complete the evening routine with serum and moisturizer. Combination or oily skin may sometimes prefer serum alone after toner.



Once a week

Exfoliate gently on clean skin to remove surface buildup. Choose enzyme powders, exfoliating masks or mild acid formulas. Avoid harsh scrubs, rough particles and aggressive tools. If you already use a retinoid or exfoliating acid, do not duplicate strong exfoliation in the same routine.