

Press Release

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Her World is a magazine for the woman who is smart and stylish, reflecting its tagline: So Chic, So Real. It is for the mature woman who is balancing various roles in life. It also offers ideas on fashion and beauty as well as ways to improve well being and happiness in general.



OIL, GEL OR MILK?

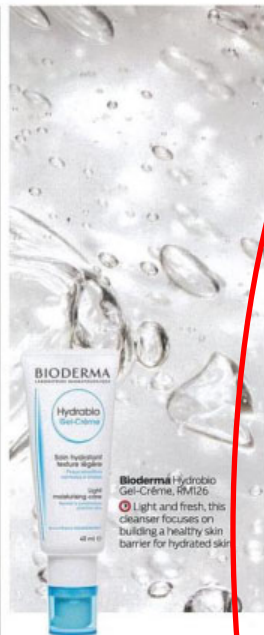
Cleansing is the easiest step, but picking the best cleanser for your skin can be a challenge. Here's what to consider.



Oil

▶ WHAT THIS IS
 Cleansing oils are not new, but they're in the spotlight again now that oil-based skincare products are all the rage. They are usually made with natural plant oils and contain antioxidant, anti-ageing and hydrating properties.

▶ WHO SHOULD USE THIS?
 If you have dry or sensitive skin, an oil cleanser is great for you because of its hydrating benefits and natural content. Cleansing oils may leave a moisture film on your skin after rinsing off, so you're recommended to double cleanse with a gentle gel cleanser.



Gel

▶ WHAT THIS IS
 Gel cleansers are not as thick, so they don't cling to your skin, but they still do a great job of cutting through dirt and oil. The light and refreshing texture is ideal for daytime cleansing, as it doesn't feel heavy on your skin.

▶ WHO SHOULD USE THIS?
 Ladies with oily or combination skin. Gel cleansers are soap-free, oil-free and do not strip your skin of its natural oils. Only excess grease is removed from the surface of your skin, at the same time decongesting clogged pores. Apply the cleanser onto damp skin so it will foam up and do its job effectively.



Milk

▶ WHAT THIS IS
 Milk cleansers are oil-in-water emulsions that work both as a cleanser and makeup remover – it's the best of both worlds. This type of cleaner won't strip your skin of natural oils. Instead, the oils in it attract and remove the 'bad' oils on your skin. It's similar to oil cleansers but without any sensation.

▶ WHO SHOULD USE THIS?
 Those with normal to combination skin, or ladies who don't like the texture of cleansing oils. Use your hands to massage it in and rinse it off easily with just water. It's best used at night to remove accumulated grime.