

twenties

W O R L D

Are Makeup Wipes Dead?

It may sound harsh, but our team here at Twenties World says YES. Makeup wipes are 100% a thing of the past.

For years, makeup wipes were the most popular way to take off makeup or “wash” your face in general. Now, many people have discovered that these wipes are the cause of their dreaded breakouts.

Makeup wipes don’t actually cleanse your skin. Instead, they push dirt and product around the face – not fully lifting them off of the surface of your skin. It may give you the appearance of a clean face, however, there will most likely be dirt and makeup still left on your face.

This brings us to oil cleansing – a type of cleansing that we are HUGE fans of. Oil cleansers do the job of not only lifting makeup, dirt, and SPF from the pores, but they also can reap many benefits for your skincare routine.

Let’s dive in further and see why you should start using an oil cleanser today.

Myth Busting Oil Cleanser’s Bad Rap

Do you remember the days when almost every face wash, lotion, or serum had “oil-free” plastered on the front? It became increasingly popular to avoid any type of oil in your skincare routine. Unfortunately, like many trends, this one turned out to not be as useful as people thought.



“Oils in general can be great for every skin type. Dry skin can benefit from nourishing non-comedogenic properties. For oily skin, some oils have properties that soothe the skin and won’t irritate acne.” - Nikki, an esthetician at Heyday Skincare.

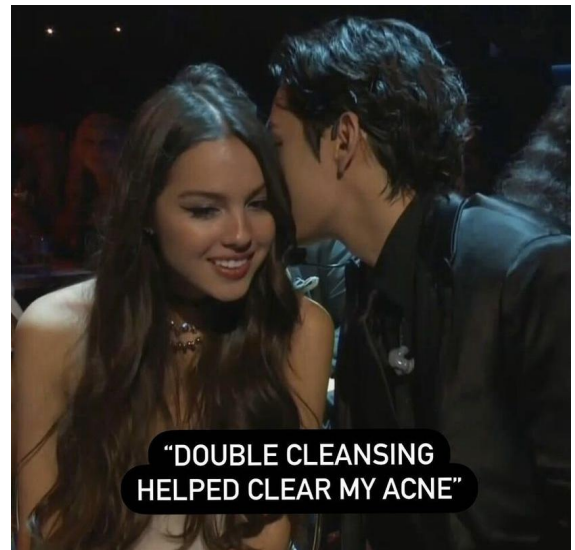
Even if you have oily skin, you shouldn’t fear using oil-based products. Many people have oily skin because their skin is over-producing oil in order to hydrate itself. Oil cleansers can mimic the oil on your face, letting your sebaceous glands take a break. You will ultimately have a healthier balance of oil on your face when using an oil cleanser.

What is Double Cleansing?

Double cleansing is using two cleansers to wash your face at night. You can start with an oil cleanser (like ours, “[Up and Away](#)”) and then follow with a water-based cleanser.

This practice began in Asian cultures, dating back to the 14th century. In Japan, Geishas would use camellia oil to help melt away the thick white makeup that they wore. They would follow with a lathering water-based cleanser.

Today, double cleansing has become increasingly popular. Tatcha, a popular Japanese skincare brand made the oil cleanser more mainstream with their “Camellia Cleansing Oil”. Since then, brands have expanded the ingredients in oil cleansers.



“Up and Away” has sunflower seed oil and jojoba oil which improves the skin’s suppleness and nourishment. We love how clean and soft our skin feels after cleansing with it!

Benefits of Double Cleansing

The oil cleanser acts as a great first step because it removes dirt, oil, and pollution that can get trapped in our pores throughout the day. The water-based cleanser then reveals clean, glowing skin.

“The reason we use an oil cleanser is because oil dissolves oil! Having it as a first step breaks down oils from makeup, sebum, SPF, and more. Having thoroughly clean skin helps boost product penetration in your steps in your routine.” - Anna, esthetician at Heyday Skincare.

Here are the top benefits we’ve seen from double cleansing:

- Ensures a thorough clean
- Promotes deeper penetration of product
- Supports the skin’s protective barrier

- Prevents breakouts
- Enhances skin's brightness

How To Incorporate it Into Your Routine

When you are ready to wrap up your day, take your favorite cleansing oil and apply it directly to your dry face. Massage it into your face for about 30 seconds to a minute. Then, you can add warm water and continue massaging while the product emulsifies.

Next, follow up with a water-based cleanser. We are huge fans of the Indie Lee "Brightening Cleanser" (great for sensitive skin) or the Grown Alchemist "Hydra Restore Cleanser" (great for dry skin).

After your skin is feeling nice and clean, it is time to dive in with products that will support your skin barrier. Like Anna said before, having such a clean canvas will help products penetrate deeper. We love going in with a Vitamin C serum to help with hyperpigmentation and brightening. The Ursa Major "Brighten Up Vitamin C Serum" is a great lightweight serum that is great to be layered underneath other products.



Following your choice of serum, it's time to give your skin the gift of a soothing moisturizer. Naturopathica's "Calendula Essential Hydrating Cream" is an amazing night cream that helps calm redness, irritation, and provides great moisture throughout the night.

If you are feeling fancy, you can top off this routine with a facial oil. Facial oils can provide amazing benefits depending on the one you choose. Pai's "Rosehip Bioregenerate Oil" has a formula that strengthens the skin barrier and prevents aging. Top off your routine before heading to bed with a few drops of oil and you are good to go!

Get Started Now!

If you want to have clean skin that can penetrate products more effectively (getting that bang for your buck!), then you need to start double cleansing today.

Make sure to [order our "Up and Away" Cleanser](#) on our site today!