

your skin has a magnetic charge. here's why it matters.



Skin's natural charge can impact how well your skin care works. Here's everything you need to know.

story highlights

- Your skin's natural negative charge impacts how products adhere and absorb.
 - Positively charged ingredients act like magnets to enhance hydration and product performance.
 - Magnetic^[+] Afterglow Cleanser is designed to leverage your skin's charge, leaving it refreshed, hydrated, and ready for the next step in your routine.
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When you think about your skin care routine, the laws of magnetism probably aren't the first thing that comes to mind. But just like a magnet, your skin has a natural charge – and it's one of the keys to unlocking more effective skin care. But what does a magnetic charge do for skin? Read on to explore the science behind your skin's magnetic charge, why it matters – and how you can take advantage of it to optimize your skin care regimen.

the science of skin's magnetic charge

Skin's surface naturally carries a negative charge. This charge helps repel harmful substances, but it also presents a challenge: many active ingredients in skincare products are neutral or negatively charged, making it harder for them to adhere to your skin. As a result, skin may not fully absorb the benefits of these products.

On the other hand, when products contain **positively charged ingredients**, they are naturally attracted to the skin through electrostatic forces – similar to magnets, where opposite charges pull toward one another. This attraction helps ingredients adhere better to the skin, ensuring they stay in place longer.

why a magnetic cleanser?

Active ingredients in skin care products need to remain on the skin to deliver benefits like hydration or barrier support. Without the ability to interact with the skin's charge, some ingredients may not cling well, risking reduced efficacy as they are rinsed away or evaporate too quickly.

This is where positively charged skincare ingredients come into play. By formulating products with positively charged molecules, we can leverage the science of attraction to enhance product performance. **Magnetic^[+] Afterglow Cleanser** incorporates **positively charged Hyaluronic Acid**. It acts like a magnet, attracting hydration to your skin as you cleanse. It's also an excellent way to prep skin for the rest of your routine: skin not only feels refreshed, but is also primed for better skincare absorption.

get the most out of every cleanse

Prep skin for the rest of your skin care routine with our professional skin therapists' tips:

- **Start with clean hands** to avoid transferring dirt or bacteria to your skin.
- **Double cleanse for a fresh start:** begin with PreCleanse to remove surface impurities, then follow with Magnetic^[+] Afterglow Cleanser. This step ensures your skin is ultra-clean.
- **Use lukewarm water** to open pores without causing irritation. Avoid water that's too hot or cold.
- **Massage in circular motions**, using your fingertips to gently massage your cleanser into the skin. This helps boost circulation and ensures a thorough cleanse.
- **Cleanse for 30 seconds**, taking your time to ensure all areas of your face, neck, and chest are properly cleaned.
- **Pat dry** with a clean, soft towel to prevent irritation and bacteria transfer.

Leverage your skin's natural charge for clean, hydrated skin that's perfectly prepped: with the right techniques and positively charged ingredients, you can boost hydration and make every step of your skincare routine more effective.

Get more skin care tips at [dermologica.com](https://www.dermologica.com)

Want to learn more about which skin care products are right for you?
Visit your local Dermalogica skin therapist for a completely customized regimen.