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LEVERAGING SKINCARE SCIENCE: ENHANCING CONSUMER AWARENESS FOR HEALTHIER SKIN

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An effective skincare routine is more than just a cosmetic ritual; it is a fundamental practice for maintaining healthy, youthful, and resilient skin. Our skin, the largest tissue in the body, serves as a protective barrier against environmental contaminants, damaging UV radiation, and microorganisms. While lots of people overlook the value of skincare, the truth is that ignoring it can cause long-term damage that is challenging to reverse. Having a regular and consistent routine maintains the skin hydrated, clear, and healthy.

The initial and primary phase in skincare is **cleansing**. Throughout the day, our skin gathers oil, dirt, and other pollutants, which can block pores and trigger acne or dullness. Cleansing removes these impurities, allowing the skin to breathe and more effectively absorb the benefits from subsequent skincare procedures. Skipping this step can make the skin feel clogged, increasing the possibility of breakouts and irritations. It is vital for choosing a cleanser suitable for one's skin type, as using a harsh or incorrect product could damage the skin's natural balance, leading to excessive dryness or oiliness.

After cleansing, applying a **toner** aid in restoring the skin's pH balance, which may be compromised by strong cleansers or external factors. A toner eliminates unwanted impurities and prepares the skin for the optimal absorption of serums and moisturisers. Many people disregard this process, believing it unnecessary; however, its absence could compromise the skin's ability to maintain its natural protective barrier. Individuals with oily or acne-prone skin might discover toners incorporating witch hazel or salicylic acid advantageous; meanwhile, those with dry skin can opt for hydrating toners with glycerine or rose water.

After toning the skin, apply a **serum**, a potent treatment that tackles specific skin problems such as ageing, hyperpigmentation, or dryness. Serums contain high concentrations of chemical substances that penetrate the skin and offer specific advantages. A brightening serum that contained vitamin C, for example, helps to balance out the complexion and guards against free radical damage, whereas hyaluronic acid gives strong moisture. Neglecting this step means giving up the opportunity of treating the skin with concentrated ingredients that may significantly enhance its health and beauty over time.

It is irrelevant what kind of skin you have; **moisturising** is always a must. While some oily-skinned people are unaware that they need a moisturiser, not using one could cause their skin to produce extra oil to make up for what's missing. The skin's protective barrier is reinforced, and dryness can be prevented with the help of a suitable moisturiser. Without sufficient moisture, dry skin can become flaky and sensitive, while oily skin could develop clogged pores due to an imbalance. It is critical to select the appropriate moisturiser: oily skin benefits most from lighter gel formulations, while dry skin receives deeper hydration from thicker creams.

Sunscreen application is an important but frequently left-out step in skincare. Daily UV exposure increases the ageing process, causing fine lines, wrinkles, and dark spots. Sunscreen operates as a protective barrier, minimising UV damage and limiting the risk of skin cancer. Those who do not use sunscreen might experience premature symptoms of ageing, uneven skin tone, and increased sensitivity with time. Apply broad-spectrum SPF 30+ sunscreen generously to exposed skin and reapply every few hours when outdoors.

The skin heals itself at night, making it the ideal time to nourish and care for it. **Double cleansing** is common at night, especially for makeup and sunscreen users. Applying

an oil-based cleanser to remove stubborn makeup and pollutants is followed by an ordinary cleanser for cleaning the skin. **Exfoliation** two to three times a week eliminates dead skin and stimulates cell renewal, revealing a smoother, more luminous complexion. An **eye cream** may assist with dark circles, puffiness, and fine lines.

A **night cream or face oil** delivers profound hydration and facilitates the skin's nighttime regeneration process. While the daytime skincare routine focuses on prevention, the nightly approach is all about repair and recovery. Individuals who neglect nighttime maintenance can wake up with dull, fatigued skin and a heightened tendency for breakouts. Devoting extra minutes before sleep to give sufficient attention to skin preservation can dramatically improve its overall health and appearance.

A systematic skin care routine is not just for having a youthful appearance for a short time; it is also for keeping your skin healthy in the long run. Each step serves a vital purpose, and skipping any one of them can lead to imbalances that compromise the skin's condition. A regular practice that is made to fit your skin type and concerns can help halt acne, sensitivity, and early ageing, giving your skin look and feel its best.

While genetics have a role, everyday habits and product choices have a tremendous impact on how the skin ages and responds to environmental conditions. Taking the time to acquire knowledge and commit to a complete skincare routine is an investment in long-term skin wellness. Healthy skin is not just about appearance—it is about assurance, comfort, and overall well-being. With the correct care and perseverance, anyone can achieve a glowing, youthful complexion which demonstrates their devotion to self-care.

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