

The background of the page is a light cream color with a subtle texture. It is decorated with several water droplets of varying sizes, some of which are in motion, creating ripples. Green leaves are scattered around the edges, particularly in the top left and bottom right corners.

Dry Skin Guide

Understanding Dry Skin: Causes, Symptoms and Everyday Care

Dry skin is one of the most common skin concerns, affecting people of all ages—from babies and children to adults and the elderly. While many people experience occasional dryness during colder months or after bathing, persistent dry skin can become uncomfortable, affecting the way your skin feels, looks and functions.

At NMantra Bellevue, we believe that healthy skin begins with understanding your skin. The more you know about why your skin becomes dry, the easier it becomes to choose the right skincare routine and products that truly support your skin's natural health.

This guide explains what dry skin is, why it happens, how to recognise it and what you can do every day to keep your skin soft, comfortable and well hydrated.

What Is Dry Skin?

Your skin is your body's largest organ and its first line of defence against the outside world. It protects you from pollution, irritants, microbes and environmental damage while helping retain the moisture your body needs.

Dry skin occurs when the skin loses more moisture than it can retain or when it does not produce enough natural oils to maintain a healthy protective barrier. As moisture escapes from the skin, it begins to feel tight, rough and uncomfortable.

Healthy skin contains a balanced combination of water, natural lipids and protective proteins that work together to maintain hydration. When this balance is disturbed, the skin barrier becomes less effective, allowing water to escape more easily. This increased moisture loss may leave the skin feeling dry, sensitive and irritated.

Dry skin is not simply a cosmetic concern. It reflects changes in the skin's natural barrier function and deserves proper care.



Under the Dry Skin

Healthy skin stays hydrated because of a tightly packed barrier of skin cells held together by vvlipids, mainly ceramides, cholesterol, and fatty acids. Together they work like mortar between bricks, sealing moisture in and irritants out.

When that lipid mortar breaks down, from harsh cleansers, weather, ageing, or conditions like eczema, water escapes through the skin faster than it should. This is called Transepidermal Water Loss (TEWL), and it's the real mechanism behind chronically dry, tight, flaky skin.

Coating the skin with occlusive fillers can temporarily slow this water loss down. It doesn't rebuild the mortar. It just sits on top of a barrier that's still broken, which is why the dryness always returns.

Common Signs of Dry Skin

Dry skin affects everyone differently. Some people notice only mild tightness after bathing, while others experience persistent discomfort throughout the day.

Common signs include:

- Tightness, especially after washing or bathing
- Rough or uneven skin texture
- Flaking or peeling skin
- Itching or irritation
- Dull or tired-looking skin
- Redness or sensitivity
- Fine lines appearing more noticeable due to dehydration
- Small cracks or fissures in severe cases

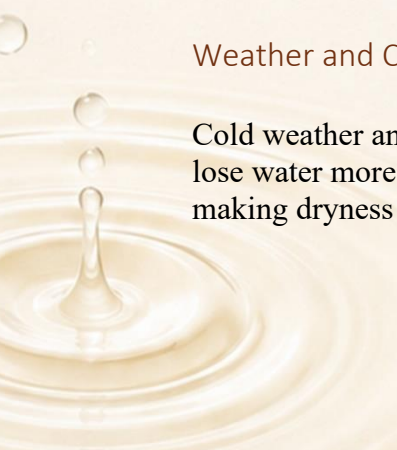
If left unmanaged, dry skin may become increasingly uncomfortable and more susceptible to irritation from everyday environmental factors.

Why Does Skin Become Dry?

Dry skin rarely has a single cause. It is usually the result of several internal and external factors working together.

Weather and Climate

Cold weather and low humidity reduce the amount of moisture in the air, allowing skin to lose water more quickly. Wind exposure can further weaken the skin's protective barrier, making dryness more noticeable.



Hot Showers and Frequent Washing

Although a hot shower may feel relaxing, prolonged exposure to hot water removes natural oils that help protect the skin. Frequent washing with harsh cleansers can have a similar effect, leaving the skin feeling tight and dry.

Ageing

As we grow older, the skin naturally produces fewer lipids and retains less moisture. This is one reason why dry skin becomes more common with age. Mature skin often requires richer moisturisers and a more consistent skincare routine to maintain comfort and hydration.

Environmental Exposure

Air conditioning, indoor heating, pollution and prolonged sun exposure can all contribute to moisture loss and weaken the skin's natural barrier over time.

Lifestyle Factors

Inadequate hydration, poor skincare habits and the use of unsuitable skincare products may all contribute to dryness.

Medical Conditions

Certain skin conditions, including eczema and other dermatological disorders, can affect the skin barrier and increase dryness. If your skin is persistently dry, itchy or inflamed, consult a qualified healthcare professional for appropriate advice.

Different Types of Dry Skin

Not all dry skin is the same. Understanding your skin type helps you choose products that provide the right level of care.

Normal to Dry Skin

The skin occasionally feels tight after cleansing but remains generally comfortable throughout the day. A lightweight daily moisturiser is often sufficient to maintain hydration.

Very Dry Skin

Very dry skin often feels rough, flaky and uncomfortable. Richer creams and more frequent moisturising may be needed to restore comfort and improve moisture retention.

Sensitive Dry Skin

Dry skin may also become sensitive, reacting more easily to environmental changes or unsuitable skincare products. Gentle formulations developed for sensitive skin are often the most appropriate choice.

Baby Skin

A baby's skin is naturally thinner and more delicate than adult skin, making it more prone to moisture loss. Gentle daily moisturising helps support healthy skin during the early years.

Mature Skin

As skin ages, natural moisture levels decline and the protective barrier becomes less efficient. Regular moisturising helps maintain softness, comfort and elasticity.

When Dry Skin Becomes Very Dry

Dry skin exists on a spectrum. For some people, dryness is occasional and seasonal. For others, it becomes persistent and significantly affects daily comfort.

Very dry skin may present with:

- Pronounced roughness
- Visible scaling
- Tightness throughout the day
- Increased sensitivity
- Persistent itching
- Dry patches on multiple areas of the body

These symptoms often indicate that the skin barrier requires additional support and more intensive moisturising.

When Dry Skin Becomes Severe

In some individuals, dryness becomes extreme and may be associated with conditions such as eczema or significantly compromised skin barrier function.

Symptoms may include:

- Cracked skin
- Intense itching
- Redness

- Skin irritation
- Painful fissures
- Interrupted sleep due to discomfort

If these symptoms occur or persist, professional medical advice should always be sought.

Early management helps reduce discomfort and supports healthier skin.

The Importance of the Skin Barrier

The outermost layer of your skin, often called the skin barrier, plays an essential role in maintaining healthy skin.

Think of it as your skin's natural shield.

It helps keep moisture inside the skin while protecting against external irritants, pollutants and environmental stress.

When this barrier becomes weakened, water escapes more easily, leading to dryness, tightness and discomfort.

Supporting the skin barrier is one of the most important steps in managing dry skin.

Daily Habits That Help Dry Skin

Small changes to your daily routine can make a significant difference over time.

Moisturise Regularly

Apply a moisturiser every day, especially after bathing while the skin is still slightly damp. This helps lock moisture into the skin and supports its natural protective barrier.

Use Gentle Cleansers

Choose mild cleansers that cleanse without stripping away the skin's natural oils.

Avoid Excessively Hot Water

Warm water is generally kinder to the skin than very hot water.

Pat, Don't Rub

After bathing, gently pat your skin dry with a soft towel instead of rubbing vigorously.

Stay Consistent

Healthy skin develops through regular care rather than occasional treatment. A consistent daily routine often provides better results than using many different products inconsistently.

Choosing the Right Moisturiser

Common Myths About Dry Skin

Myth: Drinking More Water Alone Will Cure Dry Skin

Staying hydrated is important for overall health, but dry skin is primarily related to the condition of the skin barrier. Daily moisturising remains an essential part of skincare.

Myth: Oily Skin Cannot Be Dry

Skin can produce oil while still lacking adequate water. It is possible for skin to be both oily and dehydrated.

Myth: More Products Mean Better Results

A simple, consistent skincare routine is often more effective than using numerous products unnecessarily.

Myth: Dry Skin Only Happens During Winter

Although cold weather can worsen dryness, many people experience dry skin throughout the year due to indoor environments, ageing, skincare habits and other factors.

When Should You Seek Professional Advice?



Occasional dryness is common and usually improves with appropriate skincare. However, you should consider consulting a healthcare professional if you experience:

- Persistent itching
- Cracked or bleeding skin
- Severe redness or inflammation
- Painful skin fissures
- Symptoms that interfere with daily life
- Dry skin that does not improve despite regular moisturising

Early guidance can help identify underlying causes and ensure appropriate care.

Caring for Dry Skin Every Day

Healthy skin is not achieved overnight. It is the result of consistent care, thoughtful formulations and understanding what your skin truly needs.

At NMantra Bellevue, we believe effective skincare should combine scientific understanding with carefully selected natural ingredients to support the skin's natural barrier and maintain long-lasting hydration.

Whether your skin is mildly dry, very dry or simply needs extra care during seasonal changes, a gentle skincare routine and regular moisturising can help your skin remain soft, comfortable and healthy.

Every day is an opportunity to care for your skin-and every small step contributes to healthier skin over time.

Skin Science

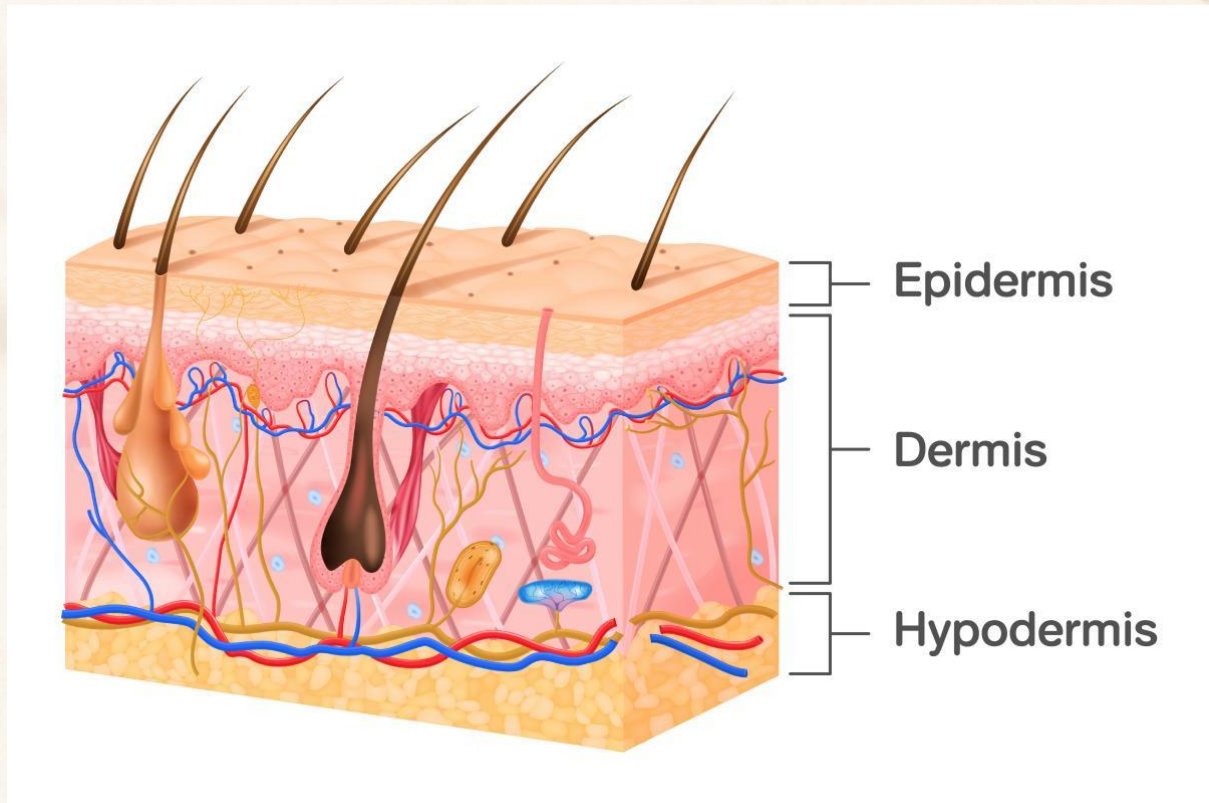
Understanding the Science Behind Healthy Skin

Healthy skin is more than just appearance. It is your body's largest organ and one of its most important protective systems.



Every day, your skin works continuously to protect you from pollution, bacteria, changing weather, allergens and environmental stress, while helping retain the moisture your body needs to stay healthy.

At NMantra Bellevue, we believe that understanding how your skin works helps you make better skincare choices. Our formulations are developed with this scientific understanding at their core-supporting your skin's natural functions rather than simply masking dryness.



[Image: Structure of Human Skin]

Your Skin: More Than Just the Surface

Although skin appears to be a single layer, it is actually made up of multiple layers that work together to protect your body.

Epidermis

The epidermis is the outermost layer of the skin. It acts as the body's first line of defence against the external environment.

Its primary functions include:

- Protecting against bacteria and pollutants

- Preventing excessive moisture loss
- Supporting skin renewal
- Maintaining the skin barrier

The outer portion of the epidermis, known as the **Stratum Corneum**, plays the most important role in keeping skin hydrated.

Dermis

Located beneath the epidermis, the dermis provides strength, flexibility and nourishment to the skin.

It contains:

- Collagen
- Elastin
- Blood vessels
- Sweat glands
- Hair follicles
- Nerve endings

The dermis supports the skin's structure and helps maintain its resilience.

Subcutaneous Layer

The deepest layer stores energy, cushions the body and helps regulate temperature.

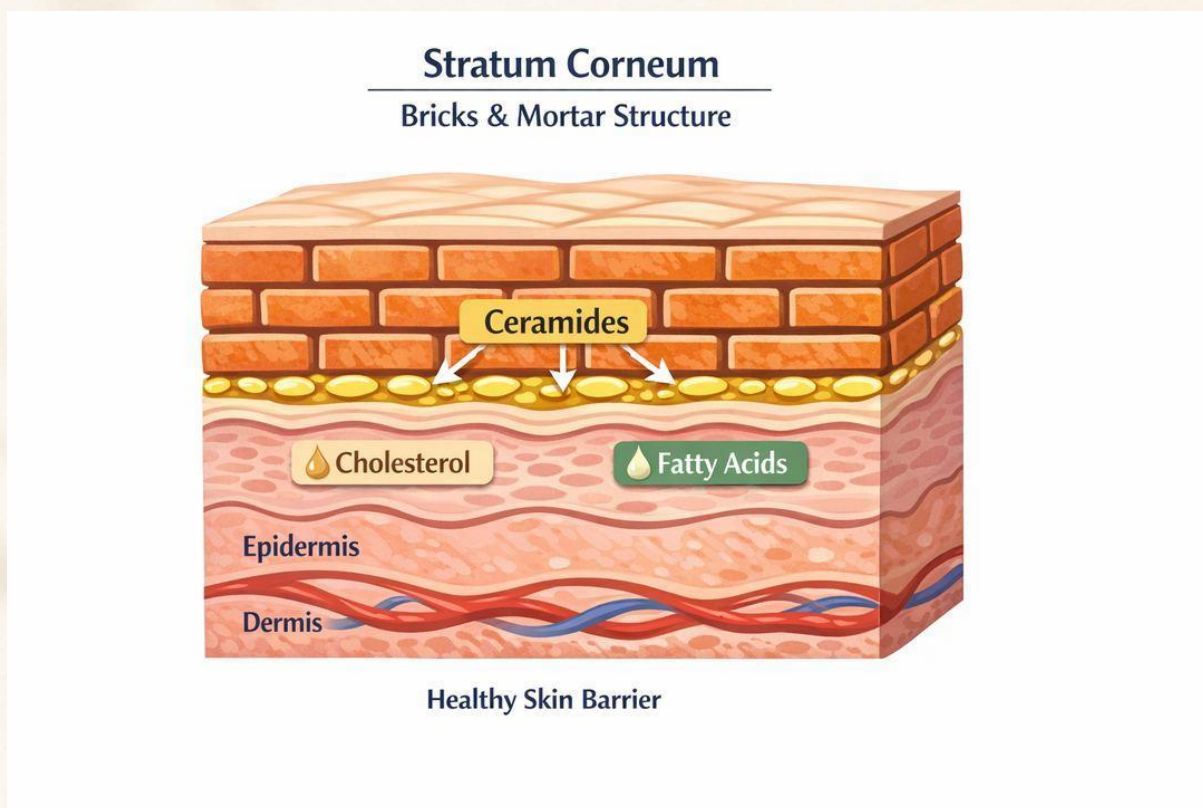
Although moisturisers primarily work on the upper layers of the skin, maintaining a healthy outer barrier helps protect all the layers beneath it.

The Skin Barrier: Your Body's Natural Shield

The outermost part of your skin is often referred to as the **skin barrier**. Imagine a brick wall. The skin cells act like bricks, while natural lipids act as the mortar holding everything together.

When this wall is healthy, it keeps moisture inside while helping protect against irritants and environmental stress. When it becomes damaged, tiny gaps appear in the barrier, allowing moisture to escape more easily and making the skin more vulnerable to dryness and sensitivity.

Healthy skincare begins with supporting this natural barrier.



[Image: Brick and Mortar Skin Barrier Illustration]

Why Does Skin Become Dry?

Understanding TEWL

What Is Transepidermal Water Loss?

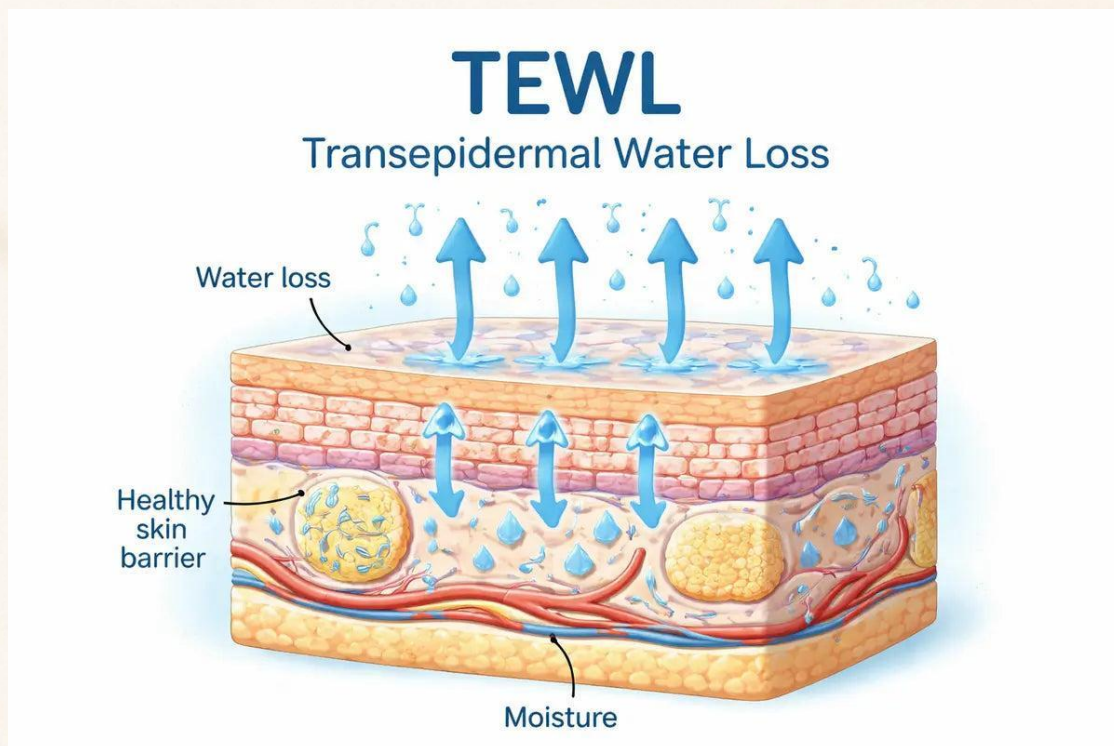
One of the most important scientific measurements used in skincare research is **Transepidermal Water Loss (TEWL)**. TEWL measures the amount of water that naturally evaporates through the skin. Some moisture loss is completely normal.

However, when the skin barrier becomes weakened, significantly more water escapes from the skin.

Higher TEWL values often indicate a compromised skin barrier.

Lower TEWL values generally indicate improved moisture retention and a healthier skin barrier.

Because of this, TEWL measurement has become one of the most widely accepted methods for evaluating skin barrier function in clinical skincare research.



[Image: TEWL Infographic Showing Healthy vs Compromised Barrier]

Why Moisturisation Matters

Water is essential for healthy skin. When skin loses moisture, it can become rough, less flexible and more prone to irritation.

A well-formulated moisturiser helps support the skin by:

- Increasing skin hydration
- Supporting the natural barrier
- Improving skin comfort
- Reducing feelings of tightness
- Leaving skin softer and smoother



Consistent moisturising plays an important role in maintaining healthy skin throughout the year-not just during winter.

How Moisturisers Work

Modern moisturisers work in several complementary ways.

Humectants

Humectants attract and bind water to the outer layers of the skin, helping increase hydration.

Emollients

Emollients smooth rough skin by filling microscopic gaps between skin cells, improving softness and comfort.

Occlusive Ingredients

Occlusive ingredients help reduce moisture loss by forming a light protective layer on the skin's surface.

Together, these mechanisms help maintain hydration and support healthy skin.

Why Clinical Testing Matters

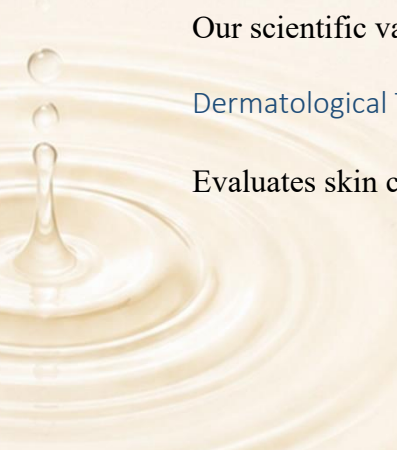
In skincare, not every claim is supported by scientific evidence. At NMantra Bellevue, we believe skincare should be evaluated using recognised scientific methods wherever possible.

Independent testing provides objective information about both product safety and performance.

Our scientific validation for Lotions & Creams includes:

Dermatological Testing

Evaluates skin compatibility and irritation potential under dermatologist supervision.



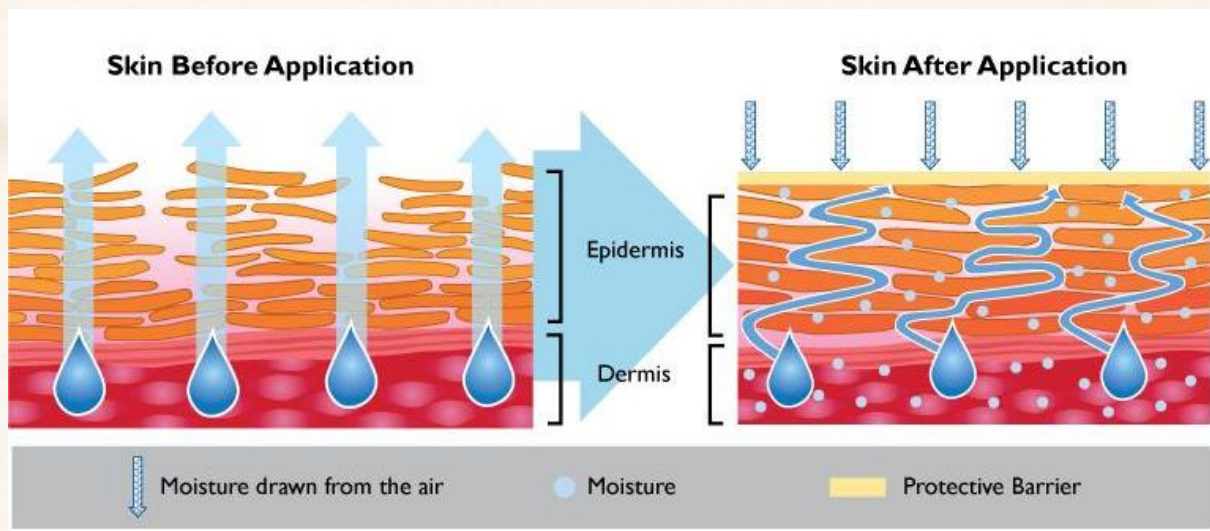
24-Hour Moisturisation Assessment

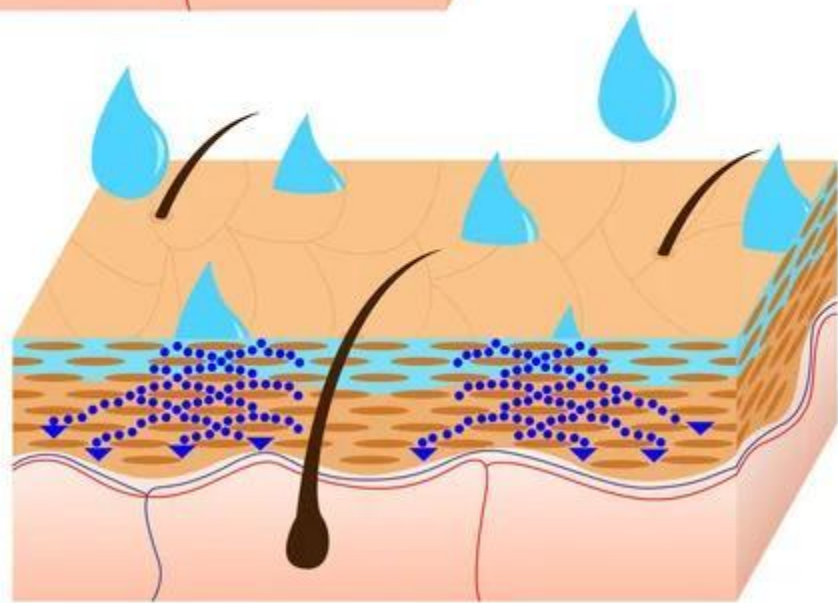
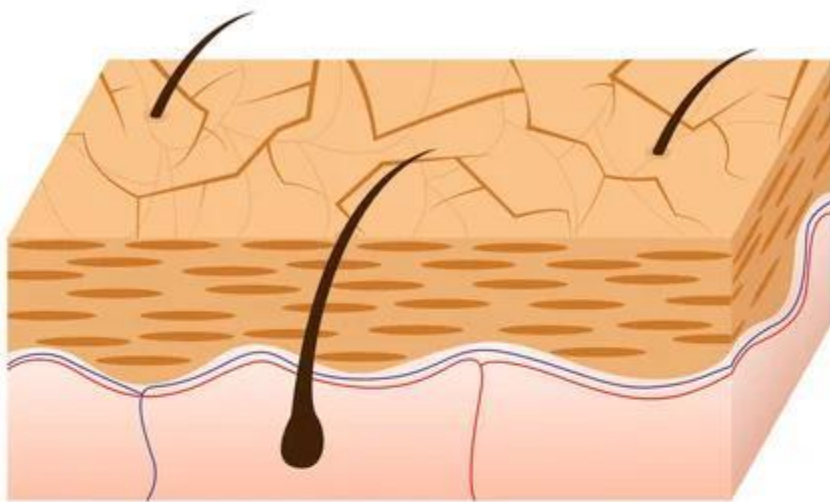
Measures how effectively a formulation helps maintain skin hydration over time using specialised instruments.

TEWL Assessment

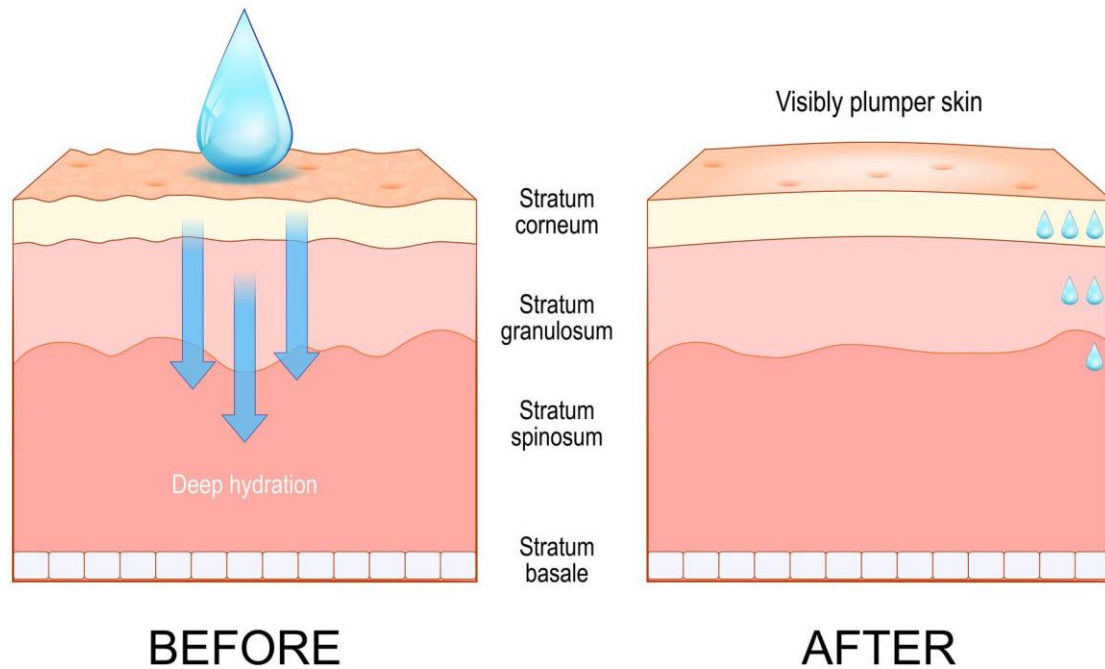
Measures the skin's ability to retain moisture by evaluating changes in Transepidermal Water Loss.

Together, these assessments provide a more complete understanding of how a formulation performs.





Skin hydration



[Image: Before and After Hydrated Skin Illustration]

Healthy Skin Is Built Every Day

Healthy skin is not achieved through a single product or overnight results. It develops through consistent care, gentle cleansing, regular moisturising and formulations designed to support the skin's natural biology.

Understanding how your skin functions allows you to make better choices and build a skincare routine that works with your skin-not against it.

At NMantra Bellevue, every formulation is guided by this philosophy: combining scientific understanding with carefully selected natural ingredients to create skincare that is gentle, effective and developed with integrity.

Because when you understand your skin, you can care for it with confidence.



Ingredients

Every Ingredient Has a Purpose

At NMantra Bellevue, we believe that exceptional skincare isn't created by using the greatest number of ingredients-it's created by choosing the right ones.

Every ingredient in our formulations is selected because it performs a specific function, supports skin health, and contributes to the overall effectiveness of the product.

As a science-led brand, we don't formulate based on trends or marketing buzzwords. We formulate with purpose, combining carefully selected natural ingredients with scientific understanding to create products that are gentle, effective and suitable for everyday use.

Our philosophy is simple: **If an ingredient doesn't improve the formulation, it doesn't belong in it.**

Our Ingredient Philosophy

Every formulation begins with one question: **"What does the skin truly need?"**

Rather than creating long ingredient lists to impress consumers, we focus on ingredients that work together to support hydration, strengthen the skin's natural barrier and maintain overall skin comfort.

Each formulation is carefully balanced to deliver performance while remaining gentle enough for regular use.

This thoughtful approach allows us to create products that nourish the skin without unnecessary complexity.

Inspired by Nature. Guided by Science.

Nature provides many remarkable ingredients, but not every natural ingredient belongs in every formulation.

Similarly, scientific research helps us understand how ingredients interact with the skin and with each other.

Our formulations combine both perspectives-carefully selected natural ingredients supported by scientific knowledge-to deliver skincare that is both gentle and effective.

For us, science and nature are not competing ideas. They work together.





USDA Certified Organic Oils

Plant oils have been used for centuries to care for the skin, and modern research continues to highlight their ability to nourish, soften and support healthy skin.

Where appropriate, we use USDA Certified Organic oils that are carefully selected for their quality and skin-conditioning properties.

These oils help:

- Nourish dry skin
- Improve skin softness
- Support the skin's natural protective barrier
- Enhance overall skin comfort

Because every oil has its own unique composition, we select each one based on its intended purpose within the formulation rather than simply following ingredient trends.

Plant-Based Extracts & Emulsifiers

Many skincare products contain both water-based and oil-based ingredients.

Plant-based emulsifiers help combine these ingredients into smooth, stable formulations that feel pleasant to apply while ensuring consistent performance throughout the product's shelf life.

Our carefully selected plant-derived emulsifiers contribute to:

- Smooth application
- Even product distribution
- Improved skin feel
- Consistent formulation stability

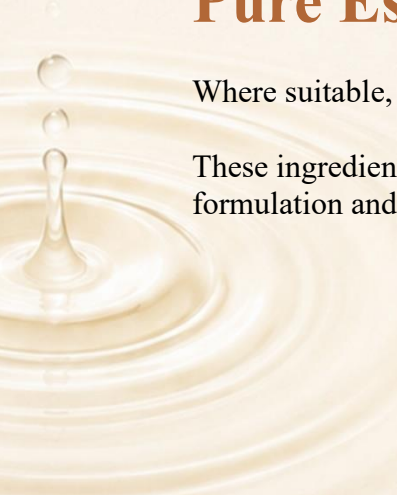
They help create products that spread easily and leave the skin feeling soft and comfortable.



Pure Essential Oils

Where suitable, we incorporate carefully selected pure essential oils into our formulations.

These ingredients are chosen thoughtfully based on their compatibility with the overall formulation and the experience they help create.





Rather than adding fragrance simply for sensory appeal, every essential oil is selected with care to complement the product's intended purpose.

Because skin sensitivity varies from person to person, essential oils are used responsibly and only where appropriate.

A Thoughtful Approach to Preservation

Every skincare product that contains water requires a preservative system to remain safe throughout its period of use.

Without effective preservation, microorganisms such as bacteria, yeast and mould can grow within a product, making it unsuitable for use.

At NMantra Bellevue, we use an ECOCERT-approved preservative system that helps maintain product safety while aligning with our philosophy of thoughtful formulation.

Rather than using excessive preservatives simply to maximise shelf life, we use only what is necessary to ensure product safety and stability.

This balanced approach allows us to protect both the formulation and the people who use it.

Why Our Shelf Life Is Approximately 12 Months

Many people assume that a longer shelf life automatically means a better product. We see it differently.

Our formulations are created with carefully selected natural ingredients and a balanced preservative system rather than relying on excessive preservation simply to extend storage life.

As a result, most of our products have a shelf life of approximately 12 months.

We believe this reflects our commitment to fresh, thoughtfully developed formulations that prioritise ingredient quality, product performance and skin compatibility.

What We Choose Not to Use

Just as important as the ingredients we include are the ones we choose to avoid.

Depending on the formulation, our products are developed without ingredients that do not align with our philosophy of gentle, everyday skincare.

Never used ingredients include:

- Petroleum
- Parabens
- Pesticides
- Toxic/Harmful Chemicals
- Surfactants (SLS/SLES)
- Artificial Fragrances
- Mineral Oils
- Animal Fat
- Artificial Color
- Alcohol
- Aluminium
- Silicones
- Mineral Oils
- Synthetics
- Carcinogens

Every formulation is carefully reviewed to ensure each ingredient serves a meaningful purpose.

Nature Is Never Identical

One of the beautiful characteristics of naturally derived ingredients is that they are influenced by nature itself.

Just as no two harvests of fruit are exactly alike, natural oils and botanical ingredients may vary slightly in colour or aroma from one batch to another.

These natural variations are completely normal and do not affect the quality, safety or performance of the product.

In fact, they are a reminder that the ingredients originate from nature rather than being artificially standardised.



Quality at Every Step

Choosing exceptional ingredients is only the beginning.

Each formulation undergoes careful development, quality evaluation and stability assessment before it reaches your hands.

Where applicable, products are also independently evaluated through dermatological testing and clinical assessments to support both skin compatibility and product performance.

For us, great skincare is never defined by a single ingredient.

It is the result of carefully balancing every ingredient so they work together in harmony.

Ingredients with Integrity

Every ingredient we choose reflects the same philosophy that inspired our brand from the beginning.

- Thoughtful selection.
- Scientific understanding.
- Respect for nature.
- Commitment to safety & quality.

Because we believe your skin deserves formulations built on purpose-not trends.

Every bottle, every jar and every formulation is created with one goal: to help care for your skin with ingredients you can trust.





Skin Barrier 101

Understanding Your Skin's First Line of Defence

Your skin does far more than cover your body-it protects it.

Every day, your skin defends you against pollution, harsh weather, bacteria, allergens and countless environmental stressors. At the same time, it works continuously to retain the moisture your body needs to keep skin healthy, comfortable and resilient.

This remarkable protective system is known as the **skin barrier**.

Although most people don't think about it until they experience dryness or sensitivity, the health of your skin barrier influences how your skin looks, feels and functions every single day.

Understanding how it works is the first step towards healthier skin.

What Is the Skin Barrier?

The skin barrier is the outermost protective layer of your skin, located within the **stratum corneum**, the top layer of the epidermis.

Think of it as your skin's natural shield. Its primary role is to:

- Keep moisture inside the skin.
- Protect against environmental irritants.
- Help defend against bacteria and pollutants.
- Reduce water loss.
- Support healthy, comfortable skin.

A healthy skin barrier keeps the right things in and the wrong things out. When this barrier functions well, skin feels soft, smooth and well hydrated.

When it becomes weakened, moisture escapes more easily, leaving skin dry, rough and uncomfortable.



The "Brick and Mortar" Analogy

One of the easiest ways to understand the skin barrier is to imagine a brick wall.

The skin cells are like **bricks**. The natural lipids surrounding them act like the **mortar** that holds the bricks together.

When the wall is strong and intact, it forms an effective barrier that protects everything behind it. If some of the mortar is lost or damaged, gaps begin to appear. These tiny gaps allow moisture to escape while making it easier for external irritants to enter.

Although invisible to the eye, these microscopic changes can have a significant impact on how your skin feels every day.

Why the Skin Barrier Matters

A healthy skin barrier supports many important functions.

Moisture Retention

One of its most important jobs is helping the skin retain water. Healthy hydration keeps the skin soft, flexible and comfortable.

Protection

The skin barrier helps reduce exposure to pollutants, allergens and everyday environmental stressors.

Comfort

Well-hydrated skin is generally more comfortable and less prone to feelings of tightness and dryness.

Skin Appearance

Healthy skin often appears smoother, softer and more radiant because it maintains an appropriate balance of moisture.



What Happens When the Skin Barrier Is Weakened?

A weakened skin barrier loses its ability to retain moisture efficiently. As more water escapes from the skin, it may begin to feel:

- Dry
- Tight
- Rough
- Flaky
- Sensitive
- Less comfortable

In more severe cases, the skin may become irritated or develop visible cracks.

Although these symptoms vary from person to person, they often share the same underlying cause—a barrier that is no longer functioning at its best.

Common Causes of Barrier Damage

Many everyday habits can gradually weaken the skin barrier.

Overwashing

Frequent cleansing or washing with harsh soaps can remove the skin's natural protective oils.

Very Hot Water

Long, hot showers may feel relaxing but can strip away lipids that help protect the skin.

Cold Weather

Low humidity and cold winds increase moisture loss from the skin.

Indoor Heating and Air Conditioning

Both can reduce moisture in the surrounding air, contributing to dryness.

Ageing

As we age, the skin naturally produces fewer protective lipids, making it more difficult to retain moisture.



Environmental Stress

Sun exposure, pollution and changing weather conditions can all influence the health of the skin barrier over time.

What Is TEWL?

One of the most important scientific tools used to evaluate the skin barrier is **Transepidermal Water Loss**, commonly known as **TEWL**.

Every person's skin naturally loses a small amount of water through evaporation. This is completely normal.

TEWL measures exactly how much water escapes through the skin over a given period. A healthy skin barrier slows this moisture loss. When the barrier becomes compromised, more water escapes from the skin.

Higher TEWL values generally indicate greater moisture loss.

Lower TEWL values generally indicate improved moisture retention and better barrier function.

Because TEWL provides an objective measurement of the skin's ability to retain moisture, it has become one of the most widely accepted methods for evaluating skin barrier performance in clinical skincare research.

Supporting a Healthy Skin Barrier

Healthy skin is built through consistent daily care rather than occasional treatment. Simple habits can help maintain the skin barrier and support long-term skin comfort.

Cleanse Gently

Choose mild cleansers that remove impurities without stripping away natural oils.

Moisturise Regularly

Daily moisturising helps support hydration and reduce moisture loss.





Applying moisturiser shortly after bathing helps lock in moisture while the skin is still slightly damp.

Avoid Excessive Heat

Warm water is generally kinder to the skin than prolonged exposure to very hot water.

Be Consistent

Healthy skin responds best to regular care.

A simple routine followed every day is often more beneficial than using many different products inconsistently.

Protect Your Skin

Environmental conditions such as cold weather, dry indoor air and prolonged sun exposure can all affect the skin barrier.

Taking simple protective measures helps maintain healthy skin throughout the year.

Can the Skin Barrier Recover?

In many cases, yes.

The skin has a remarkable ability to renew itself.

With gentle skincare, appropriate moisturisation and consistent daily care, the skin barrier can often recover and function more effectively over time.

Recovery depends on many factors, including age, environment, skincare habits and individual skin condition.

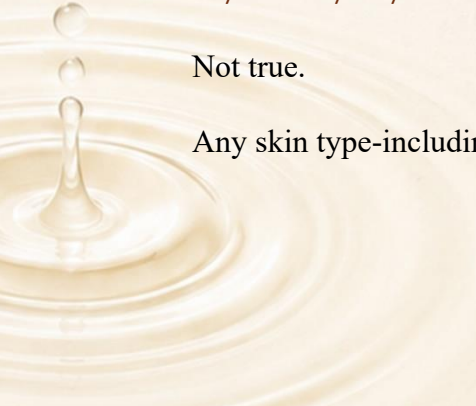
The key is supporting the skin rather than overwhelming it.

Common Myths About the Skin Barrier

Myth: Only Dry Skin Has Barrier Problems

Not true.

Any skin type-including oily skin,can experience a weakened skin barrier.



Myth: More Products Repair the Barrier Faster

Healthy skin is usually supported by a simple, consistent routine rather than using many products unnecessarily.

Myth: Strong Cleansers Mean Cleaner Skin

A cleanser should remove impurities while respecting the skin's natural protective barrier.

Over-cleansing may contribute to dryness and discomfort.

Myth: Healthy Skin Doesn't Need Moisturiser

Even healthy skin benefits from daily moisturisation to support hydration and maintain its natural barrier.

Healthy Skin Starts with a Healthy Barrier

Every skincare routine should begin with protecting the skin's natural barrier.

When your barrier is healthy, your skin is better able to retain moisture, remain comfortable and defend itself against everyday environmental stress.

At NMantra Bellevue, our approach to skincare is built around this understanding.

Our formulations are thoughtfully developed using carefully selected natural ingredients and supported by scientific evaluation, including dermatological testing, 24-hour moisturisation assessment and Transepidermal Water Loss (TEWL) evaluation.

Because healthier skin isn't achieved by doing more-it begins by helping your skin do what it was naturally designed to do.

- ✓ Protect.
- ✓ Hydrate.
- ✓ Restore.
- ✓ Every day.

Dry Skin & Ageing

Understanding the Connection Between Hydration, Skin Barrier Health and Younger-Looking Skin

When people think about skin ageing, they often blame growing older, sun exposure or genetics. While these are all important factors, there is another contributor that is often overlooked-**dry skin**.

Although dry skin does not directly cause biological ageing, it can make the visible signs of ageing appear sooner and more prominently. Fine lines become more noticeable, skin loses its natural glow, roughness increases and the complexion may appear tired or uneven.

The good news is that many of these visible changes can be improved by maintaining a healthy skin barrier and keeping the skin well hydrated.

Understanding this relationship is one of the most important steps in maintaining healthy-looking skin at every age.

What Happens to Skin as We Age?

Ageing is a natural biological process that affects every organ in the body, including the skin.

Over time, several changes occur naturally:

- The skin produces fewer natural oils.
- Moisture retention gradually declines.
- Collagen and elastin production slows.
- Skin renewal becomes less efficient.
- The skin barrier becomes less effective.

These changes make mature skin naturally drier and more vulnerable to moisture loss.

As a result, maintaining hydration becomes increasingly important with age.

Dry Skin vs Ageing

It is important to understand the difference between **dry skin** and **skin ageing**.

Dry skin is a skin condition in which the skin lacks adequate moisture or protective lipids.



Ageing is a gradual biological process influenced by genetics, hormones, sun exposure, environmental factors and lifestyle.

While dry skin does not cause ageing itself, it can make age-related changes appear more obvious.

Think of healthy, hydrated skin as a smooth, well-filled cushion.

When moisture is lost, that cushion begins to flatten, making small lines, uneven texture and dullness easier to see.

Why Hydration Matters

Water plays an essential role in maintaining healthy skin.

Well-hydrated skin is generally:

- Softer
- Smoother
- More flexible
- More comfortable
- More radiant

When hydration decreases, the skin becomes less elastic and its surface becomes uneven.

Light reflects less evenly from rough skin, making the complexion appear dull and tired.

Hydrated skin, on the other hand, reflects light more uniformly, creating a smoother and healthier appearance.

The Skin Barrier and Visible Ageing

The skin barrier is the outermost protective layer of your skin.

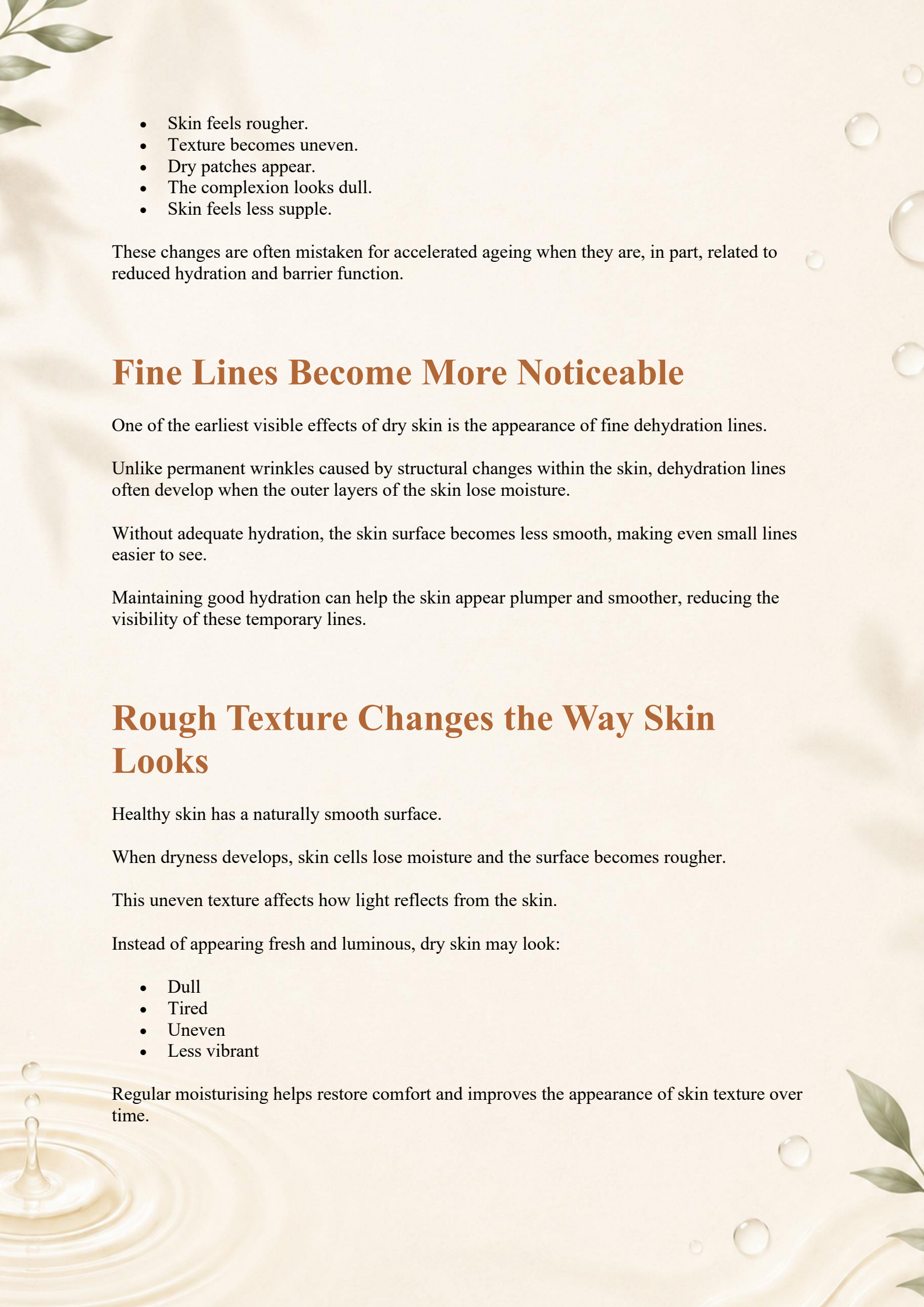
Its primary role is to keep moisture inside while protecting against environmental stress.

When this barrier is healthy, the skin remains hydrated and resilient.

When it becomes weakened, moisture escapes more rapidly through a process known as **Transepidermal Water Loss (TEWL)**.

As hydration decreases, several visible changes may occur:

- Fine lines become more noticeable.

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- Skin feels rougher.
 - Texture becomes uneven.
 - Dry patches appear.
 - The complexion looks dull.
 - Skin feels less supple.

These changes are often mistaken for accelerated ageing when they are, in part, related to reduced hydration and barrier function.

Fine Lines Become More Noticeable

One of the earliest visible effects of dry skin is the appearance of fine dehydration lines.

Unlike permanent wrinkles caused by structural changes within the skin, dehydration lines often develop when the outer layers of the skin lose moisture.

Without adequate hydration, the skin surface becomes less smooth, making even small lines easier to see.

Maintaining good hydration can help the skin appear plumper and smoother, reducing the visibility of these temporary lines.

Rough Texture Changes the Way Skin Looks

Healthy skin has a naturally smooth surface.

When dryness develops, skin cells lose moisture and the surface becomes rougher.

This uneven texture affects how light reflects from the skin.

Instead of appearing fresh and luminous, dry skin may look:

- Dull
- Tired
- Uneven
- Less vibrant

Regular moisturising helps restore comfort and improves the appearance of skin texture over time.



Reduced Elasticity and Comfort

Hydrated skin is naturally more flexible.

When moisture levels decline, skin may feel tighter and less comfortable during everyday facial movements.

Although hydration alone cannot replace collagen or elastin, maintaining moisture supports skin flexibility and improves overall skin comfort.

This contributes to healthier-looking skin.

Environmental Stress and Dry Skin

Our skin is constantly exposed to external stressors, including:

- Sunlight
- Pollution
- Wind
- Air conditioning
- Low humidity
- Cold weather

When the skin barrier is already weakened by dryness, these environmental factors can have an even greater impact on skin health.

Supporting the skin barrier helps the skin better manage these everyday challenges.

Why Mature Skin Needs More Hydration

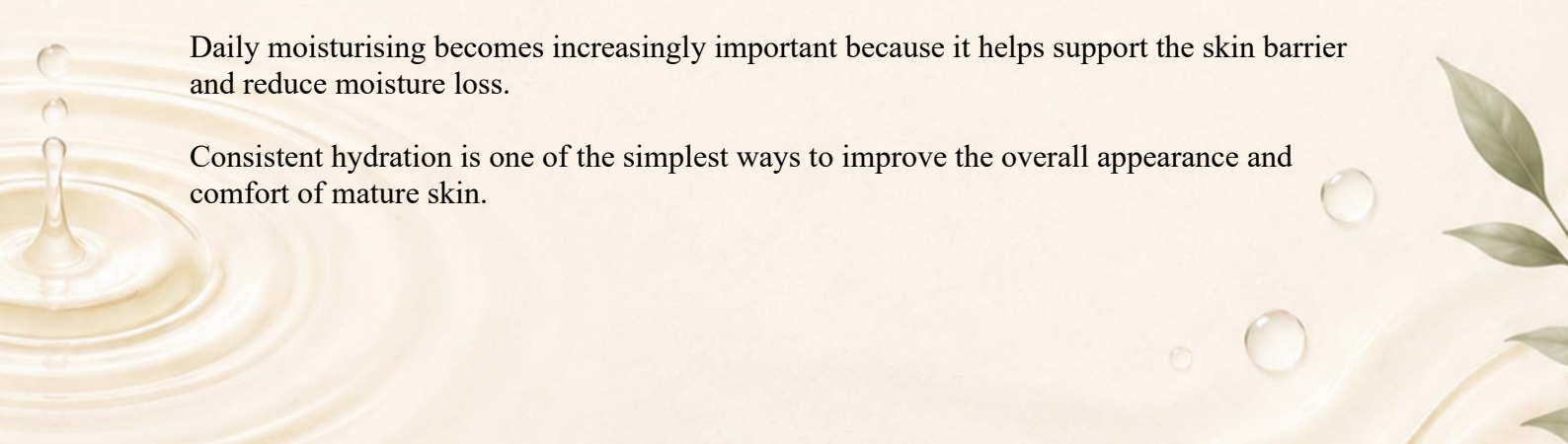
As we age, the skin naturally produces fewer lipids and retains less water.

This makes mature skin more prone to dryness than younger skin.

Many people notice that products they once used comfortably no longer provide sufficient hydration.

Daily moisturising becomes increasingly important because it helps support the skin barrier and reduce moisture loss.

Consistent hydration is one of the simplest ways to improve the overall appearance and comfort of mature skin.



Can Moisturising Reverse Ageing?

Moisturisers do not stop the biological ageing process.

They cannot replace collagen, reverse deep wrinkles or permanently alter the structure of ageing skin.

However, they play an essential role in improving the appearance of the skin by:

- Increasing hydration
- Supporting the skin barrier
- Reducing moisture loss
- Improving softness
- Enhancing smoothness
- Helping skin appear healthier and more radiant

Well-hydrated skin often looks younger because it appears smoother, more comfortable and more resilient.

Supporting Healthy-Looking Skin Every Day

Healthy-looking skin is built through consistent daily care. Simple habits can make a meaningful difference over time:

Moisturise Every Day

Daily moisturising helps maintain hydration and supports the skin's natural barrier.

Cleanse Gently

Avoid harsh cleansers that strip away the skin's protective oils.

Avoid Excessively Hot Water

Warm water is generally kinder to the skin than prolonged hot showers.



Protect Your Skin

Sun protection, gentle skincare and a consistent routine all contribute to healthier-looking skin.

Choose Products Developed for Dry Skin

Formulations designed to support hydration and the skin barrier can help maintain long-term skin comfort and improve the appearance of dry skin.

Healthy Skin Looks Younger

Youthful-looking skin is not simply about age-it is about skin health.

When the skin is well hydrated, its natural barrier functions effectively and moisture is retained, it appears smoother, softer and more radiant.

Although ageing is inevitable, maintaining healthy hydration and supporting the skin barrier can help minimise the visible effects of dryness and keep skin looking comfortable, healthy and refreshed.

At NMantra Bellevue, our understanding of skin science guides every formulation. By combining carefully selected natural ingredients with scientific evaluation, we develop skincare that supports hydration, helps maintain the skin's natural barrier and promotes healthier-looking skin at every stage of life.

Because healthy skin is the foundation of beautiful skin-and every journey towards healthier-looking skin begins with protecting its most important asset: the skin barrier.



Dry Skin: Infants to Elders

From the first day of life to healthy ageing, your skin changes. Understanding these changes helps you give your skin the care it needs at every stage.



One Skin. A Lifetime of Change.

Your skin is constantly changing.

The skin of a newborn is very different from that of a teenager. The skin of a young professional is different from that of someone in their sixties.

As we age, our skin naturally loses moisture, produces fewer protective oils and becomes less efficient at maintaining its natural barrier. These changes influence how dry our skin becomes, how comfortable it feels and how we should care for it.

At NMantra Bellevue, we believe skincare should evolve with your skin-because every stage of life has different needs.

Newborns (0–12 Months)



Skin at this Stage

A newborn's skin is soft, delicate and still adapting to life outside the womb.

Although it appears perfect, it is thinner than adult skin and loses moisture much more quickly.

The skin barrier is still developing, making babies more vulnerable to dryness and irritation.

Common Concerns

- ✓ ✓ Dry patches
- ✓ ✓ Peeling skin
- ✓ ✓ Rough cheeks
- ✓ ✓ Moisture loss after bathing
- ✓ ✓ Sensitive skin

What Baby Skin Needs

- Gentle cleansing
- Daily moisturising
- Protection of the developing skin barrier
- Mild, carefully formulated skincare

Toddlers (1–5 Years)



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Skin at this Stage

Toddlers spend more time outdoors, wash their hands frequently and become exposed to changing weather conditions.

Although their skin barrier is becoming stronger, it is still more delicate than an adult's.

Common Concerns

- ✓ Dry knees
- ✓ Rough elbows
- ✓ Chapped cheeks
- ✓ Seasonal dryness
- ✓ Mild irritation

What Their Skin Needs

- Gentle cleansing
- Daily hydration
- Skin barrier support
- Protection from weather changes

Children (6–12 Years)

Skin at this Stage

School-age children become increasingly active.

Sports, outdoor play, frequent hand washing and environmental exposure can gradually dry the skin.

Common Concerns

- ✓ Dry hands
- ✓ Rough legs
- ✓ Winter dryness
- ✓ Mild itching

What Their Skin Needs

- Consistent moisturising
- Gentle soaps
- Healthy skincare habits



Teenagers (13–19 Years)



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Skin at this Stage

Hormonal changes increase oil production, but many teenagers still experience dry skin.

Strong acne products often damage the skin barrier, creating dryness even in oily skin.

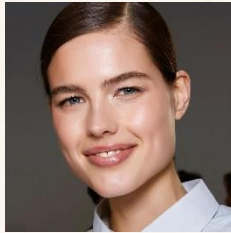
Common Concerns

- ✓ Tight skin after cleansing
- ✓ Dry patches
- ✓ Flaking
- ✓ Combination skin
- ✓ Sensitive skin

What Teen Skin Needs

- Barrier-friendly skincare
- Lightweight hydration
- Gentle cleansing
- Balanced moisturising

Young Adults (20–35 Years)



Skin at this Stage

The skin is generally healthy but increasingly affected by modern lifestyles.

Stress, pollution, air conditioning, travel and irregular routines contribute to dehydration.

Common Concerns

- ✓ Dull skin
- ✓ Dehydration
- ✓ Tightness
- ✓ Early fine lines

What Adult Skin Needs

- Daily moisturisation
- Barrier support
- Protection from environmental stress
- Consistent skincare

Adults (35–50 Years)





Skin at this Stage

Natural collagen production gradually slows.

The skin produces fewer protective oils and retains less moisture.

Dryness often becomes more noticeable.

Common Concerns

- ✓ Rough texture
- ✓ Fine lines
- ✓ Dryness
- ✓ Loss of glow
- ✓ Reduced elasticity

What the Skin Needs

- Long-lasting hydration
- Richer moisturisation
- Daily barrier support
- Consistent skincare

Mature Adults (50–65 Years)

The Skin Needs More Support

As menopause and hormonal changes occur, many people experience a noticeable increase in skin dryness.

Natural lipid production declines further, making it more difficult for the skin to retain moisture.

Common concerns include:

- Persistent dryness
- Itching
- Rough texture
- Loss of elasticity
- Increased sensitivity
- More visible fine lines

The skin barrier also becomes less efficient, allowing moisture to escape more easily.



At this stage, richer moisturising formulations and consistent skincare routines help improve comfort and support healthy skin.

Elderly Skin (65+ Years)

Caring for Fragile Skin

Older skin is naturally thinner, drier and more fragile than younger skin.

The skin barrier weakens, moisture loss increases and healing becomes slower.

Dry skin in elderly individuals is often more than a cosmetic concern.

Without appropriate care, severe dryness may contribute to:

- Persistent itching
- Rough, flaky skin
- Cracking
- Discomfort
- Increased skin sensitivity

Daily moisturising becomes an essential part of maintaining skin comfort and supporting overall skin health.

Gentle formulations that provide long-lasting hydration are often preferred for ageing skin.

Healthy Skin at Every Age

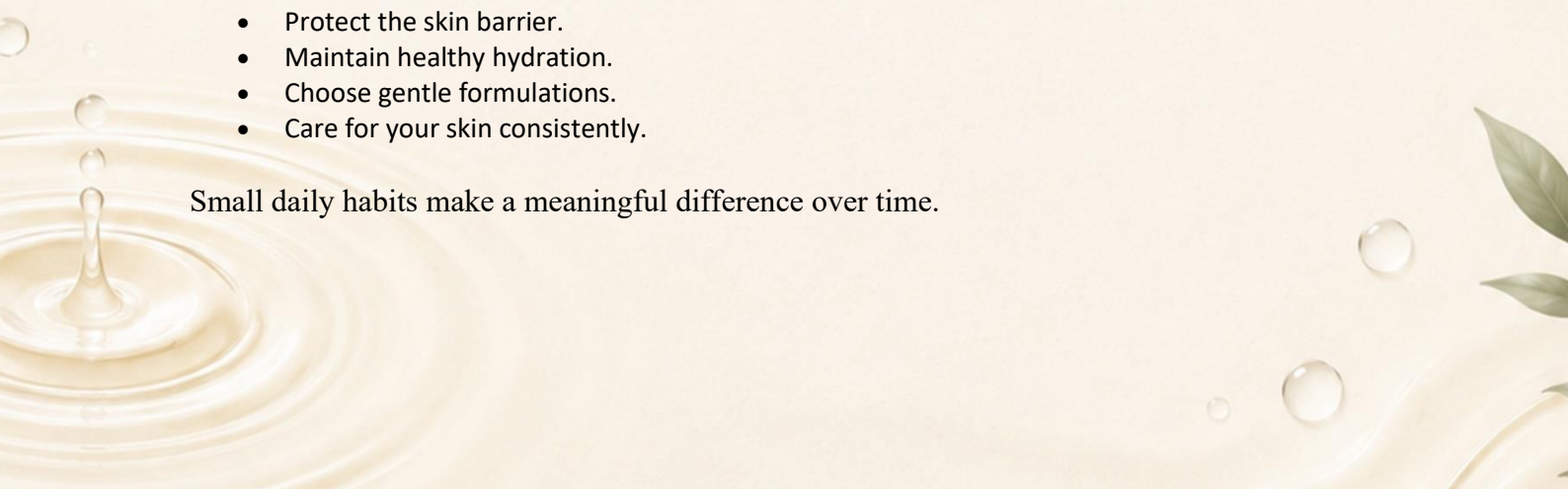
Although our skin changes throughout life, one principle remains constant.

Healthy skin depends on a healthy skin barrier.

Whether you are caring for a newborn's delicate skin, helping a teenager recover from over-cleansing, maintaining hydration during adulthood or supporting ageing skin, the goal is always the same:

- Protect the skin barrier.
- Maintain healthy hydration.
- Choose gentle formulations.
- Care for your skin consistently.

Small daily habits make a meaningful difference over time.



Supporting Skin through growing years

Every age has unique skincare needs, but every stage deserves thoughtful care.

At NMantra Bellevue, our formulations are inspired by the understanding that skin changes throughout life.

From delicate baby skin to mature ageing skin, we believe skincare should evolve with you- supporting your skin's natural barrier, maintaining healthy hydration and helping skin remain comfortable every day.

Because healthy skin isn't defined by age. It's defined by how well we care for it.

How Dry Skin Changes With Age

As we grow older, several natural changes occur:

Infants	Developing skin barrier
Children	Stronger barrier, increased environmental exposure
Teenagers	Hormonal changes and over-cleansing
Adults	Lifestyle-related dehydration
Mature Adults	Reduced collagen and natural oils
Elderly	Increased moisture loss and fragile skin

Although the reasons change, one thing remains constant.

Healthy skin depends on maintaining a healthy skin barrier.

Caring for Skin throughout Life

Regardless of age, healthy skin begins with a few simple habits.

- ✓ Cleanse gently.
- ✓ Moisturise every day.
- ✓ Support the skin barrier.
- ✓ Protect against environmental stress.

- ✓ Choose formulations appropriate for you.

Healthy Skin Has No Age

Our skin changes throughout life, but it never stops protecting us.

Whether caring for the delicate skin of a newborn, helping a teenager maintain balance, supporting an adult's busy lifestyle or providing comfort to ageing skin, the goal remains the same-to protect the skin barrier, maintain hydration and keep skin healthy every day.

At NMantra Bellevue, our formulations are inspired by this lifelong journey, combining carefully selected natural ingredients with scientific understanding to support healthy skin at every stage of life.

Because beautiful skin isn't defined by age. It is defined by how well we care for it.

Frequently Asked Questions

Everything You Need to Know About Dry Skin, Our Products and Skincare

- **Dry Skin (10 FAQs)**
- **Skin Barrier (8 FAQs)**
- **Ingredients (7 FAQs)**
- **Clinical Testing (5 FAQs)**
- **Using Our Products (8 FAQs)**
- **Storage (4 FAQs)**
- **Everyday Skincare (8 FAQs)**

Whether you're learning about dry skin, choosing the right moisturiser or understanding our formulations, we've answered some of the most common questions below.

Dry Skin

1. What is dry skin?

Dry skin occurs when the skin loses more moisture than it can retain or does not produce enough natural oils to maintain a healthy protective barrier. This may cause tightness, roughness, flaking and discomfort.



2. What causes dry skin?

Dry skin can result from weather, ageing, hot showers, harsh soaps, air conditioning, indoor heating, pollution, certain medical conditions and a weakened skin barrier.

3. Can dry skin affect anyone?

Yes. Dry skin can occur at any age-from newborn babies to older adults-and may vary in severity depending on individual skin type and environmental factors.

4. Is dry skin permanent?

Not usually. With consistent skincare and appropriate moisturising, many people can significantly improve dry skin and maintain healthy hydration.

5. What's the difference between dry skin and dehydrated skin?

Dry skin lacks natural oils, while dehydrated skin lacks water. A person may experience one or both at the same time.

6. Why does my skin feel tight after bathing?

Hot water and harsh cleansers can remove natural oils from the skin, increasing moisture loss and leaving the skin feeling tight.

7. Does weather affect dry skin?

Yes. Cold weather, low humidity, wind, indoor heating and air conditioning can all increase moisture loss.

8. Can stress affect my skin?

Stress may influence overall skin health and may contribute to changes in the skin barrier and hydration.

9. Why is my skin dry even after moisturising?

The moisturiser may not be appropriate for your skin type, may not be applied regularly, or your skin barrier may require additional support.

10. When should I consult a dermatologist?

If dryness is severe, persistent, painful, associated with significant itching, cracking or does not improve with appropriate skincare, professional medical advice should be sought.

Skin Barrier

11. What is the skin barrier?

The skin barrier is the outermost protective layer of the skin that helps retain moisture while protecting against environmental irritants.

12. Why is the skin barrier important?

A healthy barrier keeps moisture inside the skin and helps protect against pollutants, allergens and external stress.

13. What damages the skin barrier?

Over-cleansing, harsh soaps, excessive exfoliation, hot water, weather changes and environmental stress can all affect the barrier.

14. Can the skin barrier recover?

In many cases, yes. Gentle skincare and consistent moisturising help support the skin's natural recovery process.

15. What is TEWL?

TEWL stands for Transepidermal Water Loss. It measures the amount of water naturally evaporating through the skin and is widely used to assess skin barrier function.

16. Why is TEWL important?

Lower TEWL generally indicates better moisture retention and a healthier skin barrier.

17. Does everyone lose moisture through the skin?

Yes. Some moisture loss is completely normal. Problems occur when excessive moisture escapes due to a weakened skin barrier.

18. Does moisturiser reduce TEWL?

Well-formulated moisturisers help support the skin barrier, which may reduce moisture loss from the skin.

Ingredients

19. Why do you use organic ingredients?

We carefully select ingredients based on quality, skin compatibility and their role within each formulation. Where appropriate, we use USDA Certified Organic plant oils.

20. Why don't your products have a very long shelf life?

We use a balanced preservative system rather than excessive preservatives simply to maximise shelf life. Most products have a shelf life of approximately 12 months.

21. Do your products contain preservatives?

Yes. Water-based skincare requires preservatives for safety. We use an ECOCERT-approved preservative system.

22. Why are preservatives necessary?

Without appropriate preservation, bacteria, mould and yeast may grow within a product, making it unsuitable for use.

23. Why can product colour vary slightly?

Natural ingredients may vary from harvest to harvest. These small differences are normal and do not affect product quality or performance.

24. Do natural ingredients always perform better?

Not necessarily. We select ingredients based on scientific understanding, quality and suitability for the formulation rather than whether they are simply natural or trending.

25. Are your formulations designed for everyday use?

Yes. Our products are developed for regular use when used according to the directions provided.

Clinical Testing

26. What does "Dermatologically Tested" mean?

It means the product has been evaluated under dermatological supervision to assess skin compatibility and irritation potential.

27. What is a clinical moisturisation study?

It is an independent evaluation using specialised instruments to measure changes in skin hydration over time.

28. What is a 24-hour moisturisation study?

It evaluates how effectively a product helps maintain skin hydration for up to 24 hours after application.

29. Why do you conduct clinical evaluations?

Scientific evaluation helps provide objective evidence of product performance and skin compatibility.

30. Are clinical studies performed by independent laboratories?

Yes. Our evaluations are conducted by independent testing laboratories using recognised scientific methods.

Product Use

31. How often should I moisturise?

Daily moisturising is generally recommended, especially after bathing while the skin is still slightly damp.

32. Can I use moisturiser more than once a day?

Yes. Very dry skin may benefit from additional applications as needed.

33. Should moisturiser be applied to damp skin?

Applying moisturiser shortly after bathing may help lock moisture into the skin.

34. Can your products be used year-round?

Yes. Dry skin can occur in every season, making consistent skincare beneficial throughout the year.

35. Can men use these products?

Yes. Healthy skin has the same basic needs regardless of gender.

36. Can older adults use these products?

Our formulations are designed to support dry skin across different stages of life. Choose products appropriate for individual skin needs.

37. Are your products suitable for babies?

Please refer to the individual product recommendations and age guidance provided on each product page.

38. Which moisturiser should I choose?

The most suitable product depends on your skin type and level of dryness. Our product pages provide guidance to help you select the appropriate formulation.

Storage

39. How should I store my products?

Store products in a cool, dry place away from direct sunlight and excessive heat.

40. Why shouldn't products be exposed to high temperatures?

Heat may affect the stability of ingredients and reduce product quality over time.

41. How can I check the expiry date?

Please refer to the packaging for the manufacturing date, expiry date and batch details.

42. Can I use the product after it expires?

No. Expired skincare products should not be used.

43. What should I do if the product changes appearance?

Natural ingredients may vary slightly, but if you notice an unusual odour, separation or significant change in appearance, discontinue use and contact customer support.



Everyday Skincare

44. Is hot water bad for dry skin?

Very hot water may remove the skin's natural protective oils and contribute to dryness.

45. Should I moisturise during summer?

Yes. Dry skin can occur throughout the year, not only during winter.

46. Can frequent hand washing dry the skin?

Yes. Repeated washing may remove natural oils, making regular moisturising beneficial.

47. Does drinking water cure dry skin?

Good hydration supports overall health, but dry skin is primarily managed by maintaining a healthy skin barrier and using appropriate moisturisers.

48. Can dry skin make fine lines more noticeable?

Yes. Reduced hydration may make fine lines appear more visible, while well-hydrated skin often appears smoother.

49. Can I prevent dry skin?

Although not every cause can be prevented, gentle cleansing, daily moisturising and protecting the skin barrier can significantly reduce dryness.

50. Why does NMantra Bellevue focus on the skin barrier?

Because a healthy skin barrier helps retain moisture, supports comfortable skin and forms the foundation of healthy skin at every age.

