

A header image for the Kerstin Florian brand. It features a close-up of a woman's face on the right, looking down, with her skin appearing smooth and glowing. The background is a soft, out-of-focus white. The brand name 'KERSTIN FLORIAN' is centered in a clean, sans-serif font.

KERSTIN
FLORIAN

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What's The Big Deal About Hyaluronic Acid Serum?



You're seeing it everywhere, from articles about celebrity skin care to your own most trusted skin care websites--hyaluronic acid serum. But what is it, and how does it work?



What It Is

Hyaluronic acid is [a substance that naturally occurs in the human body](#). Babies are born with high concentrations of hyaluronic acid in their skin--it's what gives them that baby-soft plumpness. For use in medicine and skin care, hyaluronic acid is extracted from natural sources. In medical treatment, hyaluronic acid is used to help speed wound healing. In your skin care routine, [hyaluronic acid serum](#) provides unparalleled hydration and rejuvenation benefits.

What It Does

High-quality hyaluronic acid serum works to enhance and protect your complexion by attracting moisture and binding it to skin cells, giving you softer, smoother skin. When skin is well-hydrated it often feels more supple, and the appearance of fine lines and wrinkles are minimized. Many people describe the effect of regular hyaluronic acid serum as “getting that glow”--the dewy, fresh look of skin associated with youth and health.

How To Use It

So, you're sold: you want to incorporate hyaluronic acid serum into your skincare routine. Here are some tips to choosing and using it:

- *Look for high-quality hyaluronic acid serum.* Like many powerful ingredients, hyaluronic acid is effective even at low percentages of an overall formula. It is often listed as sodium hyaluronate on labels, such as [Kerstin Florian Correcting Hyaluronic Serum](#).



- *Decide when you're going to use it.* If you have dry skin, you should use the serum both morning and evening under moisturizer. If your skin is more oily or normal, you can even use it alone without another moisturizer at night, or by day under your SPF.
- *Use it at the right time during your skin care routine.* Apply a serum after you've cleansed and toned your face. In fact, it's ideal to apply while skin is still damp. You can follow with a moisturizer.
- *Layer hyaluronic acid serum under masques.* Here's a nice surprise: you can give your face a deep-moisturizing treat by applying a hyaluronic acid serum under a hydrating masque.

While the science and the choices might seem overwhelming, understanding how the active ingredients in your products work to improve your complexion empowers you to make informed choices about your skin care and take control of your skin.

Sources:

Why You Should Care About Hyaluronic Acid - blog.doctoroz.com

Hyaluronic Acid - www.WebMd.com