

# Just How Many Beauty Products Should You Share With Bae?

1 WEEK AGO by NIKKI BROWN



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The age old mantra “less is more” can be applied to many things, including our beauty routines. Over the years, we’ve watched experts add a combination of skin types to our personal care dictionary and of course, they’ve been separated by gender, too. It turns out, some of what we’ve been taught is complete B.S. After all, one can argue that the label “unisex” is a marketing invention without a clear scientific definition. It’s all about perception, SBs.



Yes, acne concerns vary from person to person, but when it comes down to those core bathroom products, sharing is totally acceptable. Don’t believe us? Just look at the onslaught of cosmetics companies creating skincare that doesn’t cater to one specific gender. For instance, TwinLuxe’s skincare line is successful for two reasons: it sticks to basics and tackles “anti-aging,” a concern for most people as they inch closer to middle age. Their award winning SPF face moisturizer stresses the inclusion of all skin types and a matte finish for those who hate that after shine that comes with most lotions.