

BEAUTY

# Why honey is beauty's most-hyped ingredient right now

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Getty.

**The healing power of honey is enjoying a moment in the skincare spotlight – and with good reason**



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Sometimes a left-of-centre approach to beauty is the one that reaps the most benefits. Case in point: honey. Not just great for drizzling into tea or slathering over toast, honey has countless benefits for your skin and hair, all underpinned by credible science.

Rewind 2,000-plus years to Ancient Egypt and Cleopatra was a devotee of honey for its skin-clarifying properties, famously mixing it with milk to make face masks. And it seems she was onto something. Now that self-care is beauty's biggest buzzword and more of us are leaning on natural origin ingredients in our skincare, the market is seeing a resurgence in honey-based products.

One of the biggest appeals of honey is its antimicrobial properties, which is precisely why you'll never see mould congealing at the top of a long-forgotten jar. But if you ask Jenny Zhang, co-founder of Sjo Skin, that's just the tip of the iceberg for this multi-tasking ingredient. "Honey is nature's gold," says Zhang. "It acts as a humectant to hydrate deeper layers of skin, and naturally exfoliates thanks to gluconic acid," she continues. "Honey is also incredibly rich in antioxidants such as flavonoids, polyphenols, vitamin B and vitamin C, which are key for healthy skin and protecting against damage caused by pollutants and other environmental irritants."