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BEAUTY

Apparently, we've been applying deodorant wrong this whole time

BY FIONA EMBLETON 4 DAYS AGO



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Nighttime is the ideal time of day to apply antiperspirant. Who knew?

I've started to avoid reaching for the overhead grab rail on the Tube. Puddles of sweat may mysteriously bloom under my armpits, but the idea that I'm applying my antiperspirant wrong didn't even cross my mind. In fact, of all our daily beauty habits, applying deodorant feels the most straightforward. There's no special technique or carefully choreographed 10-step routine; you just spray in the morning and go, *right*? Yet, my dry-cleaning bill says otherwise.

There's seemingly a lot more to keeping our armpits dry, and it could explain why our deodorants have been letting us down in the heatwave. It all comes down to the time of day you apply deodorant, and whether you use one that contains antiperspirants to block sweat (some deodorants are only designed to mask the smell but don't stop you sweating, FYI).