

Mind Over Masking: It's Time To Manifest Your Way To Better Skin

— *An increasing number of women are using visualisation techniques as a route to perfect skin. But does it really work?*

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We’re all familiar with the line from Roald Dahl’s *The Twits*: 'If you have good thoughts they will shine out of your face like sunbeams and you will always look lovely.' Saccharine yes, but not exactly the most scientific approach for someone battling [acne](#), [rosacea](#) or decades of [SPF](#) denial. Yet for a growing number of young women, those good thoughts are the missing cog in the wheel of healthy skin. Where once the answer lay in a dizzying menagerie of potions for minimising lines and spots, now [manifesting](#) is seen as a key step in a skincare routine. The goal, say stans, is simple: visualise how it feels to have good skin and then realise that dream through positive affirmations, journaling and a small side of gratitude.

How can manifesting help your skin?

Manifesting is the latest wellness buzzword on social media (‘manifestation’ has been tagged more than 13 billion times on TikTok) and now it’s entering the beauty space. Essentially, manifesting is using the power of our minds to bring measurable change to our lives. At the crux of the practice is the ‘Law of Attraction’, which states that your thoughts and feelings have a certain frequency. In other words, positive or negative thoughts attract positive or negative situations.

Of course, it's a bit more complex than that when it comes to skin. 'A manifesting practice can support you in changing the way you think and feel *about* your skin,' says [Giselle La Pompe-Moore](#), spiritual guide and author of [Take It In: Do the inner work. Create your best damn life](#). La Pompe-Moore not only spent some years working in the beauty industry but includes manifesting in her personal skincare routine. 'When we avoid big opportunities because of say an acne breakout, we often believe the solution lies in our skin getting "better". But, the richer work is in finding comfort and giving ourselves permission to be in the world regardless of how we look.'

5. Repeat positive affirmations

La Pompe-Moore warns against using a photographic vision board of 'perfect' skin. 'It will only make you feel bad,' she says. 'Instead, visualise how you want to feel in your skin and write positive affirmations on post-its then stick them to your mirror.' Good ones to repeat include: 'I feel at home in my skin'; 'I feel safe meeting new people and taking photos'; 'I accept what I see in the mirror as I am so much more than what I see'. One study found that affirmations increase brain activity in areas associated with reward and, by proxy, encourage positive emotions.

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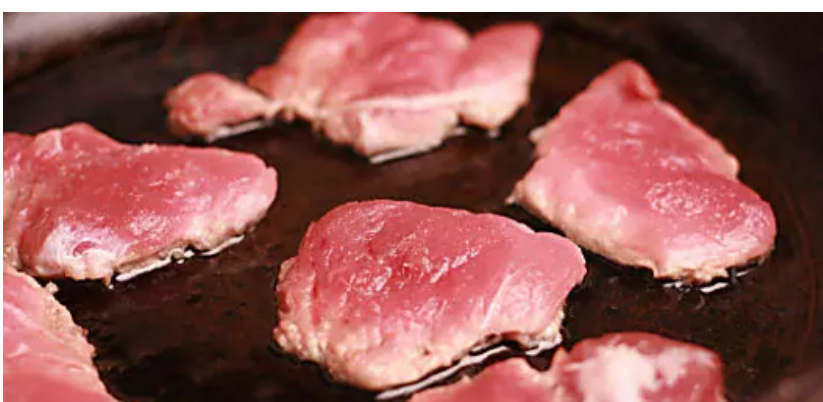
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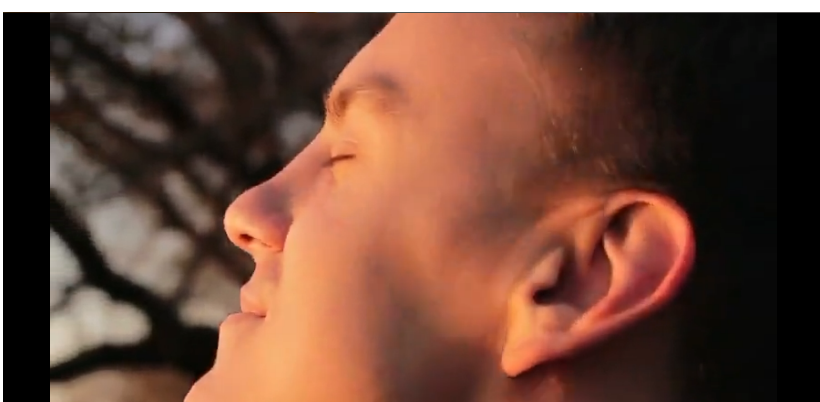
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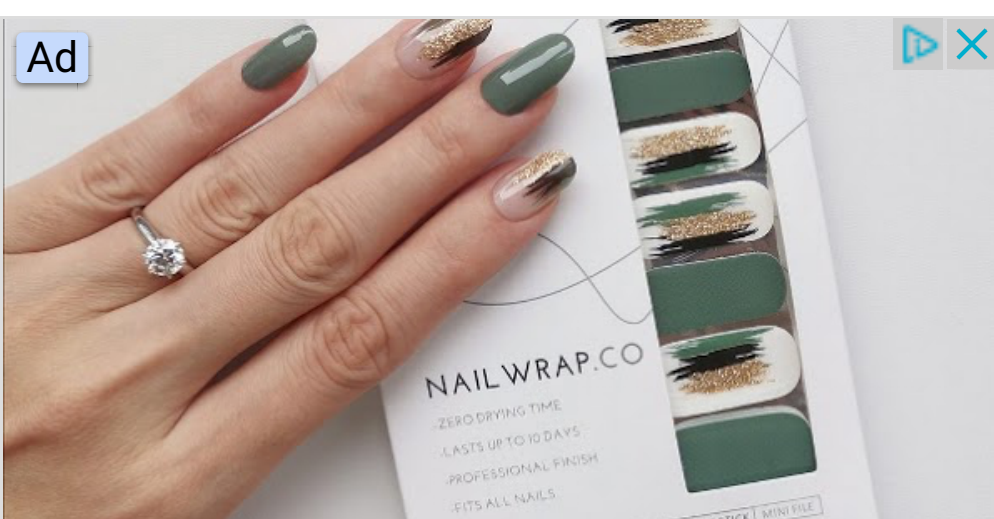


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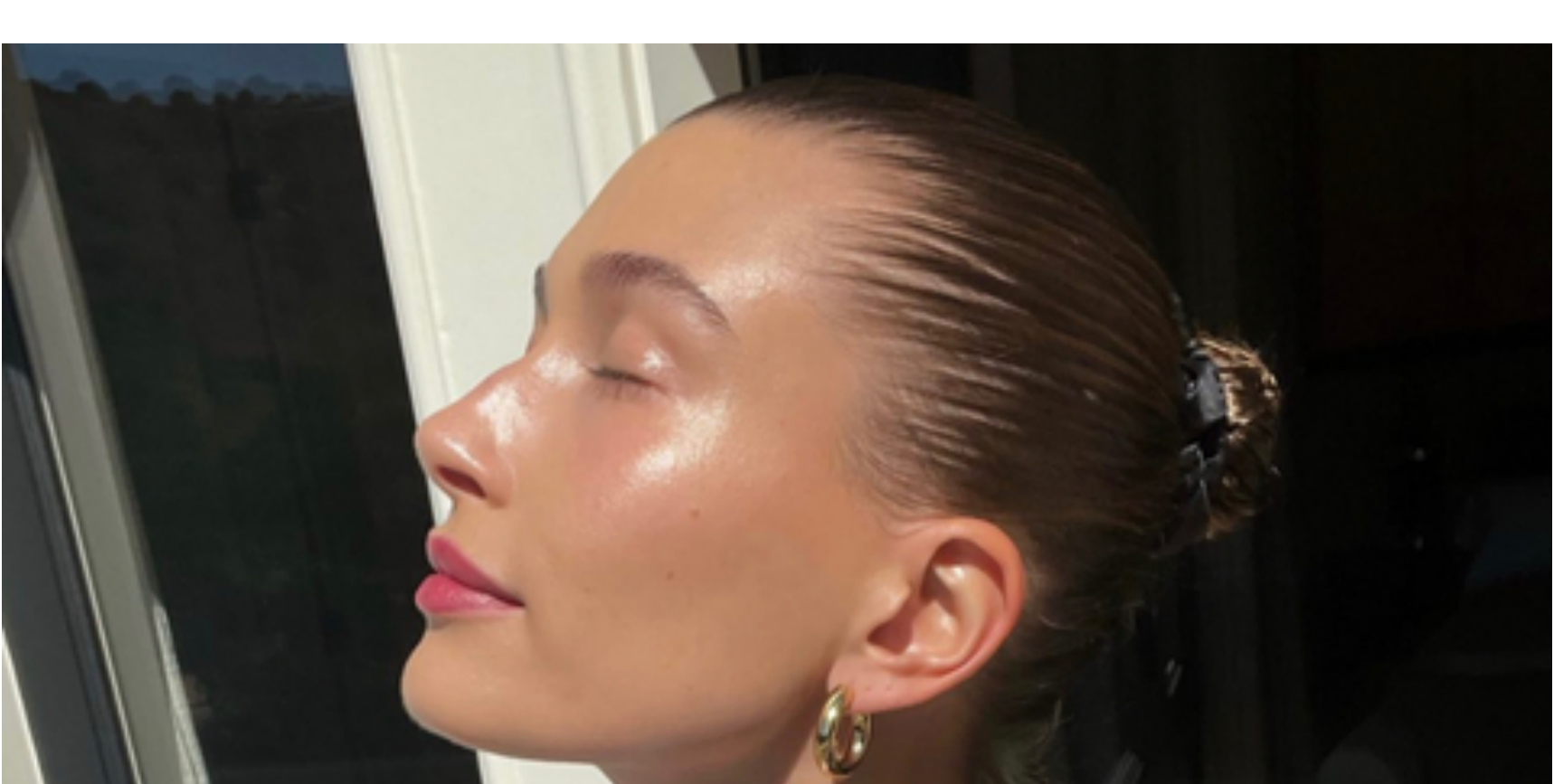
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