

Why minerals are the new rockstars of the skincare world

By Fiona Embleton
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Flower embroidered shirt, €400. Pajonk Studio. Wool trousers, price on request. No21. Photo: Noemi Ottilia Szabo

Minerals are often overlooked in favour of vitamins. But these centuries-old ingredients are experiencing a bit of a renaissance



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Health is the new wealth since the pandemic. New research from Mintel has found that half of millennials are leaning on vitamin and mineral supplements more than they did before the outbreak of Covid-19 in order to boost their overall health.

Throw in the trend for "health signalling" – presenting as glowing and healthy-looking – and it's hardly surprising that we're also sloshing on vitamin C serums for brighter skin and vitamin A to improve firmness when going makeup-free. But in focussing our efforts purely on vitamins we could be missing out on the benefits of another crucial ingredient group: minerals.

Sourced from rocks, water and the earth, minerals are considered age-old healers. They are also uniquely found in every single skin layer. Now considered the dark horse of the skincare world, minerals are being given a new purpose in modern formulas. Specifically, scientists are harnessing their power to stabilise the communication between cells to keep skin healthy and balanced.