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SKINCARE

What is niacinamide? 5 key benefits, according to experts

Niacinamide is the most-needed ingredient in your skincare routine.



BY FIONA EMBLETON

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The word ‘powerhouse’ often prefaces a skincare ingredient – but when it comes to niacinamide, it just so happens to be true. Niacinamide serums boast a laundry list of skin benefits: they balance, brighten, dial down redness, prevent wrinkles, dust off pigmentation, curb oil production and keep the skin barrier strong.

Here, *Glamour* speaks to the experts on how best to use this ingredient for the most transformative results (yes, there is a right and a wrong way, FYI).

GLAMOUR
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