

- Ingredients chosen for marketing, not skin health

Sensitive skin thrives on **simplicity, consistency, and thoughtful formulation** — not constant change.

Ingredients That Support Sensitive Skin

These ingredients are commonly well-tolerated and focus on hydration, barrier support, and calming irritation.

Hydration & Barrier Support

Aloe Vera

Provides lightweight hydration and soothing support without heaviness.

Glycerin

Helps draw moisture into the skin and maintain hydration. Despite common myths, glycerin is one of the most effective ingredients for dry, sensitive skin when properly formulated.

Shea Butter

Rich in fatty acids that help protect the skin barrier and reduce moisture loss.

Soothing Botanicals

Calendula

Traditionally used to help calm stressed or compromised skin.

Chamomile

Known for its gentle, calming properties that support reactive skin.

Green Tea

Provides antioxidant protection while helping reduce visible irritation.

Lightweight Plant Oils

Jobba Oil

Closely mimics the skin's natural oils, making it especially gentle and well-tolerated.

Rosehip Oil

Supports hydration and skin renewal without feeling heavy.

Marula Oil

Lightweight and nourishing, ideal for dry or sensitive skin types.

Ingredients to Use Mindfully

These ingredients are not “bad,” but they can be problematic for sensitive skin depending on formulation, concentration, and frequency of use.



Essential Oils

Even natural essential oils can trigger irritation, especially when layered across multiple products.

Fragrance Blends

Fragrance — natural or synthetic — is one of the most common sensitivity triggers.

High-Percentage Actives

Strong exfoliants and actives can compromise the skin barrier when overused.

Alcohols

Some alcohols can be drying or irritating, particularly in products meant to hydrate or soothe.

Key reminder:

Sensitive skin benefits from fewer variables — not stronger formulas.

How to Build a Simple Routine for Sensitive Skin

A gentle routine doesn't need to be complicated to be effective.

Step 1: Cleanse Gently

Choose a cleanser that removes impurities without stripping the skin.

Step 2: Hydrate

Apply hydrating ingredients while skin is slightly damp to help lock in moisture.

Step 3: Protect & Nourish

Seal hydration with nourishing oils or balms that support the skin barrier.



Consistency matters more than variety. Give your skin time to respond before adding or changing products.

A Note from the Formulator

I created this guide because sensitive skin is often treated like a marketing problem instead of a skin-barrier problem.

At **Pure & Natural Body Essentials**, I formulate products the same way I care for my own skin — thoughtfully, simply, and with ingredients chosen for function, not trends.

If you ever have a question about an ingredient or your skin, you're always welcome to reply to my emails. I truly do read them.

— **Diane**

Formulator, Pure & Natural Body Essentials