

# what is hyaluronic acid?

Find out what Hyaluronic Acid is – and why skin needs it.



## story highlights

- Hyaluronic Acid is a naturally-occurring substance that can hold up to 1,000 times its own weight in water, helping to moisturize and protect skin.
- Because it's water-based, Hyaluronic Acid is an excellent moisturizer for any skin condition, especially dehydrated skin.

Don't let the name scare you off: Hyaluronic Acid is a **skin-moisturizing powerhouse**. Far from what its sting-inducing name might suggest, this tried-and-true skin care staple is something that our bodies naturally produce – and it plays a key role in helping skin stay hydrated and plump.

Here's everything you need to know to get the most out of this mega-moisturizer:

### What is Hyaluronic Acid?

Also known as Sodium Hyaluronate, Hyaluronic Acid is a naturally-occurring polysaccharide (sugar) that's present in skin as well as the connective tissue throughout our bodies. A single Hyaluronic Acid molecule can hold up to 1,000 times its own weight in water, which is gradually released into the skin – so it plays a crucial role in helping skin stay plump and hydrated.

### What does Hyaluronic Acid do for skin?

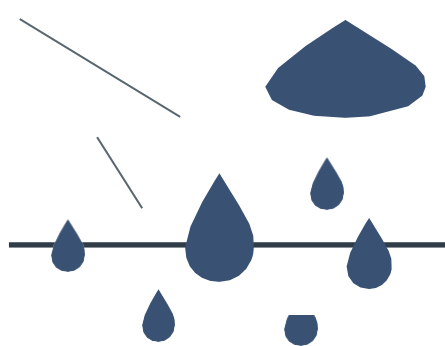
There's a lot to love about Hyaluronic Acid! Here are some of its key benefits:

- A natural humectant, it improves and helps maintain hydration levels, giving skin a firm, healthy look.
- It exhibits antioxidant properties, which means it can help skin fight free radical damage.
- As a major structural component of skin, Hyaluronic Acid is effective at helping to maintain elasticity.
- Its antibacterial properties make Hyaluronic Acid beneficial at helping to facilitate wound healing.

### How does it work?

Plastic surgeons often inject Hyaluronic Acid into sunken areas of skin to plump it up, but you don't need to get injections to reap its benefits!

Topically applied Hyaluronic Acid pulls in water from the environment (remember, a single molecule can hold up to 1,000 times its weight)! It also has the ability to regulate moisture within cells – so it gradually releases hydration into the skin, in the process plumping, softening fine lines and lending skin an overall radiant look.



### Who should use Hyaluronic Acid?

One of Hyaluronic Acid's greatest strengths is its versatility. Since it's a powerful yet gentle moisturizer, it works well for a wide range of skin conditions.

**Dehydrated skin** benefits tremendously from water-based moisturizers like Hyaluronic Acid. It retains moisture and then gradually releases it, so skin stays plump and hydrated all day long.

It's also a great choice for anyone who wants to address **premature signs of aging**. We produce less natural Hyaluronic Acid as we age, so applying it topically is an ideal way to address fine lines and wrinkles and help maintain your skin's elasticity.

Because it's water-based and non-comedogenic (won't clog pores), Hyaluronic Acid also makes an excellent moisturizer for **sensitive, sensitized or breakout-prone skin**.

### Can Hyaluronic Acid burn skin?

No – quite the opposite! Unlike many acids, Hyaluronic Acid doesn't strip or exfoliate skin; rather, it delivers gentle, long-lasting hydration.

### Which Hyaluronic Acid is best?

To give your skin a serious hydration boost, just choose a **booster** or **moisturizer** that contains Hyaluronic Acid or Sodium Hyaluronate – and for best results, make sure you're **layering your skin care regimen** correctly.