

## 「え、洗顔料(石けんを含む)洗顔後すぐのスキンケアは保湿じゃない？」

洗顔後の「つっぱり」を感じたとき、すぐに化粧水をつけますね？もちろん間違いではないが、それ、ちょっともったいないかもしれません。

実は、洗顔料(石けんを含む)で汚れを落とした後の肌は、見た目以上に**デリケート**。一時的に**バリア機能が弱った状態**になり、水分はどんどん逃げ、外部からの刺激も受けやすい「**無防備な状態**」。このままでは、**乾燥や肌荒れ**につながるリスクが高まります。

肌が危険な状態のとき、最初にやるべきは水分補給より「**バリア修復**」。これが【**秒速バリアケア**】です。

これは、バリアの修復に欠かせない**リノール酸**や**ビタミン E** といった成分を、**特殊な技術**(弱酸性ナノエマルジョン)で素早く補給するケア。肌の守りを固めることで、洗顔後のつっぱりや**乾燥、肌荒れ**から肌を守ります。

**メイクを毎日する方、敏感肌や乾燥肌の方は**、洗顔による肌への負担が大きい分、この科学的な事実を知って、ぜひ【**秒速バリアケア**】を取り入れてみてください！

ちなみに、メイクをしない日は、バリアに負担の少ない**ぬるま湯洗顔**だけで十分！あなたのスキンケア、一步進化させてみませんか？

## "Wait, isn't moisturizing the first step after washing your face (including soap)?"

When you feel that tight, "squeaky clean" feeling after washing your face, you probably reach for your toner or moisturizer right away, right? While that's not exactly *wrong*, it might be a **missed opportunity**.

Here's the truth: After cleansing your face (even with gentle soap), your skin is actually more **delicate** than it looks. Your skin's **barrier function** is temporarily weakened. In this "**defenseless state**," moisture rapidly escapes, and your skin is more susceptible to external irritants. This raises the risk of dryness and irritation.

When your skin is in this vulnerable state, the first thing you should do isn't just add water; it's "**barrier repair**." We call this **[Instant Barrier Care]**.

This care involves rapidly supplying essential ingredients like **linoleic acid and Vitamin E**, which are crucial for barrier recovery, using a **specialized technique** (a mild, weakly acidic nano-emulsion). By immediately reinforcing your skin's defenses, you can protect it from the tightness, dryness, and irritation that often follows cleansing.

If you wear makeup daily, or have **sensitive or dry skin**, you should absolutely know this scientific fact and try incorporating **[Instant Barrier Care]**!

By the way, if you don't wear makeup, a gentle rinse with lukewarm water is often all you need!

Ready to take your skincare routine to the next level?

*Date Created: October 7, 2025 | Developed in collaboration with an AI Assistant |  
Based on scientific evidence, ethics, and public benefit.*