

SKIN

The 8 Most Popular Face Mask Ingredients in the World

BY KRISTIE DASH @KRISTIEDASH

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The world is totally and hopelessly obsessed with face masks. Google says so. In a recent report on the top beauty-related searches around the globe, “face mask,” “masque visage,” and “feisumasuku” came out on top. South Korea has certainly been ground zero for the craze, but snail mucus and panda-face sheet masks are just a small part of the story. Women the world over have an urge to cover their faces in goop or powder or slime or cloth or a combination of all of the above, close their eyes, and by the grace of the gods and modern science, emerge brighter, cleaner, stronger, better. It’s a tradition that transcends borders. Women from Argentina and Morocco, India and the States — whether we’re building on ancestral traditions or embracing new technologies — we simply love our masks. Which is why we traveled the globe (fine, we picked up the phone) to get the details on who’s doing what and where.

INDIA: Turmeric

Every Indian kitchen is stocked with **turmeric** and gram flour (aka chickpea flour). And according to models Bhumika Arora (from Karnal) and **Rasika Navare** (from Pune), every Indian woman has also put those ingredients on her face.

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Karput and her generation now incorporate that history into a multimask approach. “I’ll start with a homemade mask, like maybe I’ll mix a few different acids and some **chia seeds**. That opens my pores and prepares my skin for whatever I use afterward,” says Karput, whose second step is usually a high-end formula from a cultish skin-care brand. **Biologique Recherche’s Biomagic Mask** and **Masque Vivant** are current favorites. And before an event, she’ll use a sheet mask, like **MagicStripes Hyaluronic Intensive Treatment Mask**.