

## News

## 'Multi-Masking' Is the Latest Instagram Beauty Trend. Is It Necessary?



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What's up with multi-masking? (Photo: Instagram/sungdevil)

At some point, while perusing your Instagram feed, you've probably come across posts of people with different-colored stripes on their faces. The effect is eye-catching, but it's not just for show: The stripes are actually various beauty masks being used at once, as part of a growing beauty trend known as "multi-masking."

The concept of multi-masking is simple: The different areas of your face have different needs, so you use a variety of masks at once to meet targeted skin issues. There's no one way to multi-mask — Instagram is filled with images of people with several masks on their chin and nose, or one mask around their T-zone, with another on their cheeks — but it all seems a little time-consuming.

Still, is it worth the hype?

"I think it's a good idea," New York City dermatologist Doris Day, MD, author of *Forget the Facelift*, tells Yahoo Beauty. "The different parts of your face are different, so it makes sense to mix up your masks." Gary Goldenberg, MD, a medical and cosmetic dermatologist in New York City, and assistant clinical professor at the Mount Sinai School of Medicine, agrees. "I like this concept because it allows [people] to address specific complaints of their skin in different areas," he tells Yahoo Beauty, adding that it's especially useful for people with combination skin.

Of course, there are a lot of masks on the market, and it can be tough to figure out what should go where. Joshua Zeichner, MD, a New York City-based board-certified dermatologist and director of cosmetic and clinical research in dermatology at Mount Sinai Medical Center, tells Yahoo Beauty that it's a good idea to opt for a clay or salicylic acid mask around your T-zone. Then, use a calming, brightening, or hydrating mask around your cheeks.

If you have fine lines or wrinkles, Goldenberg says a hydrating mask with natural oils can help. Cheeks and the area under your eyes tend to be drier, Day says, which is why she recommends using a hydrating mask in both of those areas. She likens multi-masking to getting a treatment done at your dermatologist, since many will tailor services to target specific areas of your skin.

But multi-masking takes effort and is a serious step up from using one mask, which many people can't even be bothered to do. However, Zeichner says they're a good idea to use when you can handle it. "Masks offer concentrated treatments that may give improvements even after a single use," he says, noting that you don't need to use them on a daily basis.

If you don't multi-mask or mask at all, Day says you shouldn't stress — you're not headed to skin purgatory. "Masks are a luxury and a treat; they're not a necessity," she says. Instead, she recommends focusing on cleansing, exfoliating, hydrating, and using sun protection on a regular basis, adding, "Everything else outside of that is icing on the cake."