

HUMECTATION

Meaning: Humectation is the process of attracting and retaining moisture, particularly in skincare, to keep the skin hydrated.

1. Humectation is essential in skincare products to maintain moisture levels in the skin.
2. The process of humectation involves drawing water from the environment into the skin.
3. Many hair care treatments focus on humectation to keep curls hydrated and defined.
4. Understanding humectation can significantly improve the effectiveness of your moisturizing routine.
5. In humid climates, humectation can enhance the overall hydration of the hair and skin.

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