

Sensitive & Reactive Skin — Home Protocol

A short routine, the fragrance disclosures, and the one product built for this.

Who this is for: skin that stings, flushes or reacts to products it used to tolerate.

What these products are: soothing and barrier cosmetics. The shortest routine that works is the right one — every additional product is another chance to react.

What they are not: a treatment for rosacea, eczema or contact dermatitis. Persistent redness with papules, or itching and scaling, is a diagnosis worth having.

Read the fragrance list first

This is the single most useful thing on this page for reactive skin. Several GENOSYS products are fragranced, and fragrance is one of the most common causes of a reaction. Fragranced, with declared allergens: the **Anti-Wrinkle serum and cream**, **ND Cell**, **Soothing Repair Postcream**, **Skin Barrier Protecting Cream** (mild, 0.0107%), **Snow O₂ Cleanser**, **Epi peeling gel**, **Multi Sun** and the **Microbiome Mist**. If you are avoiding fragrance entirely, **ULTRA SHIELD SPF 50+** and the **Intensive Blemish Balm** are the fragrance-free sun options.

The routine

1. Wash gently, or not at all in the morning

SNOW O₂ CLEANSER · AED 330

It foams rather than needing rubbing. If mornings sting, water alone is a legitimate choice — the argument for cleansing twice a day is weaker than the industry suggests.

2. The serum built for this

ALL FOR SENSITIVE SERUM · 30 ml · AED 330

The one product in the range designed around reactive skin, and its lead ingredient is present at a real dose: **MultiEx BSASM Plus at 1%**, a botanical anti-irritant complex. With **betaine 0.5%**, **allantoin 0.1%** and **centella asiatica 0.05%**.

For scale, the same MultiEx complex is in the Skin Barrier Protecting Cream at **0.0001%** — ten thousand times less. This is the product to buy it in.

3. Seal

SKIN BARRIER PROTECTING CREAM · 50 g · AED 450

Ceramide NP 0.5%, **glycerin 17.49%**, **shea 3%**. Mildly fragranced at 0.0107%, which is worth knowing on this page of all pages.

4. Sunscreen, fragrance-free

ULTRA SHIELD SPF 50+ PA++++ · AED 250

Fragrance-free, and the higher of the two ratings. UV is a trigger for most reactive skin.

When skin is flaring

SOOTHING BOMB SEA ALGAE MASK · AED 36 each

A sheet mask carrying **15%** humectants with **allantoin 0.1%** and **panthenol 0.1%**. Cheap enough to use whenever skin is unhappy. The sea algae it is named for is at 10 ppm.

How to introduce anything new

1. One product at a time, with at least a week between introductions.
2. Patch test on the inner forearm or behind the ear for three days first.
3. Apply to comfortable skin, never to skin that is already flaring.
4. If it stings for more than a minute, wash it off and do not persist.

What is actually in these products

Measured concentrations, and where the calming ingredients genuinely are.

INGREDIENT	WHERE IT IS, AND HOW MUCH	WORTH KNOWING
MultiEx BSASM Plus	All For Sensitive Serum 1% · Barrier Cream 0.0001%	A ten-thousandfold difference between two products that both name it
Centella asiatica	All For Sensitive Serum 0.05% · Postcream 0.020% triterpenes	Not in Snow Booster, which was where we listed it before
Allantoin	All For Sensitive Serum 0.1% · Postcream 0.200%	At real, useful concentrations in both
Betaine	All For Sensitive Serum 0.5% · Snow Booster 3% · Hydro Soothing 5%	The humectant Snow Booster is actually built on
Ceramide NP	Barrier Cream 0.5%	Not in the Postcream
Dipotassium glycyrrhizate	Postcream 0.200%	The licorice derivative that does most of the calming there
Madecassoside	EGF Repair Oxy mask Cream 1 ppm — and nowhere else	Named here before, in a product that does not contain it
Sodium hyaluronate	All For Sensitive Serum 0.01%	Neither the cleanser nor Snow Booster contains hyaluronic acid

A correction to our own earlier advice

An earlier version of this protocol listed **centella**, **panthenol** and **hyaluronic acid** in Snow Booster, **panthenol** and **madecassoside** in the All For Sensitive Serum, **ceramides** in the Soothing Repair Postcream, and **hyaluronic acid** in the Snow O₂ Cleanser. **None of those is in the product named** — every one was checked against the full ingredient list. It also failed to mention that several of the products it recommended are fragranced, which on a page for reactive skin is the omission that matters most.

Sets

THE SHORT ROUTINE	PRICE
ALL FOR SENSITIVE SERUM · 30 ml	330
SKIN BARRIER PROTECTING CREAM · 50 g	450
ULTRA SHIELD SUN CREAM SPF 50+	250
Total	AED 1,030
WITH FLARE-DAY SUPPORT	PRICE
The three above	1,030
SOOTHING BOMB SEA ALGAE MASK × 5	180
Total	AED 1,210

Prices include VAT. Orders over AED 1,000 ship free within the UAE.

What to expect, honestly: fewer reactions, largely because the routine is short and you know what is in it. If redness is persistent and comes with visible vessels or papules, or if there is itching and scaling, see a dermatologist — rosacea and eczema both respond to treatment that a cosmetic cannot provide. Orders over AED 1,000 ship free within the UAE.