

Bridging the Gap Between Dermatology and Trend-Driven Skin Care

AURORA, CO, UNITED STATES, May 13, 2025 /EINPresswire.com/ -- From acne patches to viral skincare hacks, social media is full of tips on how to get clear skin. But are these popular trends actually safe or effective? A new study puts them to the test.

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Understanding the divide between skincare trends and clinical guidelines is essential to helping patients make informed, evidence-based decisions about acne treatment.”

Natasha Barton

In a new study published in SKIN: The Journal of Cutaneous Medicine®, authors Natasha Barton and colleagues explore how popular skincare trends stack up against the American Academy of Dermatology’s (AAD) updated, evidence-based guidelines for treating acne. As social media and influencer culture continue to drive how people care for their skin, many consumers turn to skin regimens they’ve seen online without understanding how those trends compare to medically proven treatments. This has led to a growing disconnect between dermatology’s best practices and what’s trending on TikTok, Instagram, and YouTube.

The authors compared the AAD’s clinical recommendations—which emphasize ingredients like benzoyl peroxide, topical retinoids, and systemic therapies—to widely adopted skincare movements such as Korean multi-step routines, “clean beauty” products, acne patches, tea tree oil, CBD-infused treatments, and even unconventional options like beef tallow and cryotherapy. Their analysis shows that while some of these popular methods—like hydrocolloid patches or red/blue light therapy—have scientific support, others may in fact delay effective treatment or cause unnecessary irritation.

Importantly, the study identifies why many people gravitate toward “natural,” “non-toxic,” or “holistic” alternatives, even when the evidence is limited. Skincare marketed as gentle or organic may feel safer, but products like tea tree oil, probiotics, snail mucin, or clay masks often lack rigorous clinical data. Other trends, like applying beef tallow to acne-prone skin, raise red flags for dermatologists because of the risk of clogged pores and bacterial overgrowth.

There is a need for better patient education and for dermatologists to engage more directly with the online skincare community. Partnering with content creators, providing accessible resources, and listening to consumer preferences may help bridge the gap between clinical recommendations and daily skincare habits. By improving dermatologic literacy and promoting evidence-based treatments in an approachable way, physicians can help patients get clearer skin while avoiding ineffective or harmful fads.

SKIN: The Journal of Cutaneous Medicine® is a peer-reviewed online medical journal that is the official journal of The National Society for Cutaneous Medicine. The mission of SKIN is to provide an enhanced and accelerated route to disseminate new dermatologic knowledge for all aspects of cutaneous disease.

For more details, please visit www.jofskin.org or contact jofskin@gmail.com

American Academy of Dermatology Acne Guidelines of Care versus Modern Skincare Trends. J of Skin. 2025;9(3):2275-2284. [doi:10.25251/skin.9.3.1](https://doi.org/10.25251/skin.9.3.1)

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