

Why Modern Skin Is Struggling and How Ancestral Ingredients Support Healing

AUSTIN, TX, UNITED STATES, January 4, 2026 /EINPresswire.com/ -- Across all ages and skin types, more people are experiencing dryness, irritation, sensitivity, and chronic imbalance than ever before. While modern skincare offers countless products and routines, many individuals are beginning to question whether complexity itself may be part of the problem. A growing wellness movement suggests that skin health may improve not by adding more, but by returning to what the body already understands.

Modern skincare routines often rely on frequent cleansing, exfoliation, and long ingredient lists designed to correct perceived flaws. Over time, this approach can disrupt the skin's natural barrier, stripping away protective oils and leaving the skin vulnerable. When the barrier weakens, the skin becomes more reactive, less resilient, and slower to heal.

In contrast, ancestral skincare traditions were built on nourishment rather than correction. For centuries, cultures around the world used animal fats and whole oils to protect skin from harsh environments, dryness, and injury. These ingredients worked in harmony with the body, supporting the skin's natural ability to regulate moisture and repair itself.

One ingredient gaining renewed attention is grass-fed, grass-finished beef tallow. Rich in fat-soluble vitamins A, D, E, and K, tallow closely mirrors the composition of human sebum. This natural compatibility allows it to absorb easily, soften the skin barrier, and deliver nutrients without overwhelming sensitive or compromised skin.

Rather than masking symptoms, [ancestral ingredients](#) focus on restoration. By feeding the skin what it recognizes, they encourage balance over time. Many people turning to these simpler approaches report calmer skin, improved texture, and a renewed sense of trust in their body's ability to heal when supported gently.

This philosophy is at the heart of [It's the Balm Co.](#), a family-run skincare brand founded by Travis and April Ristig. The company was born from the founders' personal journey through mold toxicity and their search for truly clean, supportive wellness solutions. During recovery, they discovered that simplifying skincare and returning to traditional ingredients brought relief where modern products had fallen short.

What began as homemade balms crafted in their kitchen has grown into a small-batch operation

dedicated to whole-skin nourishment. Each product is made with intentionally chosen ingredients, avoiding unnecessary fillers, synthetic fragrances, and harsh additives. The focus remains on purity, simplicity, and care that feels safe for daily use by individuals and families alike.

Supporters of ancestral skincare often describe the experience as a shift in mindset as much as routine. Skin care becomes less about chasing trends and more about listening. Gentle rituals replace aggressive treatments. Nourishment replaces control. Over time, this approach fosters patience, consistency, and a deeper connection to self-care rooted in trust rather than urgency.

Education plays an important role in this return to simplicity. Understanding how the skin functions, why it needs fats and vitamins, and how overuse of products can create imbalance empowers individuals to make informed choices. Instead of fighting the skin, many are learning to support it.

The renewed interest in ancestral ingredients reflects a broader desire for authenticity and sustainability in wellness. As consumers seek products aligned with nature and tradition, brands that prioritize integrity and transparency are helping reshape the conversation around skincare.

It's the Balm Co. continues to grow alongside this movement, offering handcrafted tallow-based balms designed to nourish, protect, and restore skin naturally. Through simple formulations and a story rooted in healing, the brand invites people to slow down, simplify, and rediscover what their skin has needed all along.

In a world full of noise and excess, the message resonates quietly but clearly: skin does not need to be fixed. It needs to be fed, supported, and given the chance to heal.

About It's the Balm Co.

Founded by Travis and April Ristig in Idaho, It's the Balm Co. creates small-batch, whole-skin healing balms made from 100% grass-fed and grass-finished beef tallow. Inspired by the founders' personal journey toward natural wellness, the brand is built on the belief that nature provides the most effective nourishment for skin. Each product is handcrafted with care, simplicity, and purpose, serving a growing community seeking clean, gentle, and restorative skincare.

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