

IRL Skin Launches Melt, a Hydrating Milky Cleanser for Stressed, Always-On Lives

Gen Z founder built IRL Skin from her own experience with stress, creating a new kind of beauty brand for ambitious people whose skin feels the pressure, too.

LOS ANGELES, CA, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- [In Real Life Skin](#) (IRL Skin), the independent skincare brand creating products for stressed, always-on lives, is expanding its lineup with [Melt Hydrating Milky Cleanser](#) (\$36; 4 fl oz), a gentle oat milk cleanser formulated to leave skin clean, soft, and hydrated. Travel-size options are planned for fall.

Founded by Gen Z marketing executive [Alyssa Ashley](#), IRL Skin sits at the intersection of skincare and the mind-skin connection, creating streamlined formulas for people navigating full calendars, constant stimulation, and very little downtime.

Rooted in Ashley's Guyanese heritage, where slowing down and savoring the moment are part of everyday life, IRL Skin brings that same spirit of presence and care to every part of the self, from skin to mind.

Built for overstimulated, always-on lives, the brand pairs skin-supporting ingredients with sensory benefits designed to help you slow down and feel more grounded.

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Hope Bonneville

Melt is a milky, cushiony oat cleanser that removes daily buildup while helping maintain moisture, leaving skin feeling clean and comforted without the tight, stripped finish.

Key ingredients:



Melt Hydrating Milky Cleanser by IRL Skin

- Squalane: Helps replenish the skin barrier and reduce moisture loss.
- Aloe Vera: Helps soothe and refresh skin.
- Oat Kernel Oil: Conditions and softens while supporting moisture retention.

Melt joins IRL Skin's growing lineup of Dreamer, the brand's magnesium body spray (\$22 for 2 oz; \$38 for 4 oz), and Timeless, its one-step nighttime face moisturizer (\$32 for 2 oz).

"Shy of two years, IRL Skin is proving that the future of beauty goes beyond skincare," says beauty expert Larry Stansbury. "With thoughtfully formulated, plant-based antioxidants and a holistic approach that brings skin and mind into the beauty conversation, it offers a fresh perspective on beauty."

Since launching in December 2024, IRL Skin has built a growing community around a simple idea: wellness belongs in real life. The brand has brought its approach offline through wellness and beauty experiences with Heyday and TrapHaus, pop-ups at DUMBO House, and intimate community events designed to meet customers where they already are.

IRL Skin was also selected as a VIP gift partner for CultureCon, putting its products directly into the hands of a highly engaged creative and culture-driven audience.

The brand's momentum has extended into beauty media, with Essence naming IRL Skin a Product of the Week and Byrdie recognizing the brand as a Next Emerging Skincare Brand.

"One of IRL Skin's greatest strengths is its understanding of the community it's building. I've watched awareness grow through its connection with ambitious people and its ability to show up where they are to help relieve stress," says Hope Bonneville, beauty executive and former Fenty Skin and Urban Decay executive. "Behind the scenes is a founder whose goal is to make a spa-like experience accessible wherever people are. She's creating products that represent a safe space for skin and mind, while bridging the wellness gap through experiences."

As conversations around stress, burnout, and skin health continue to enter the beauty mainstream, IRL Skin is building for the space in between: the commute, the late night, the packed schedule, and the five minutes you actually have for yourself.

About In Real Life Skin

IRL Skin is a line of soothing and hydrating skincare essentials designed for ambitious minds and stressed skin. Formulated for a variety of skin types and needs, its high-quality, multi-benefit ingredients hydrate and nourish the skin barrier. Every product goes back to the basics of what skin needs to calm down.

To learn more visit www.inreallifeskin.com or @inreallifeskin on Instagram.

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In Real Life Skin

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