# Paul Brunson highlights the vital link between skincare and mental health



TV personality and life coach Paul Brunson has emerged as a compelling advocate for the relationship between skincare and mental health. He asserts that skincare transcends mere vanity, stating, “It impacts your confidence tremendously. It impacts your psyche,” highlighting the profound ways in which our skin affects our overall wellbeing. This perspective resonates strongly with men of Brunson’s generation, who often navigated their skincare challenges in a silence stemming from cultural stigma and a lack of dialogue surrounding self-care.

Brunson’s own journey with skin issues began in adolescence, marked by the onset of acne that escalated to severe levels. Reflecting on this time, he recalls a notable absence of guidance: “There wasn’t a lot of research, also, quite frankly, there was even less for black skin.” Such disparities in available information compounded his struggles, as he turned to harsh skincare solutions that ultimately exacerbated his situation. Without adequate knowledge or support, including the risks associated with using products containing retinol at a young age, Brunson faced further complications, including hyperpigmentation and scarring that deeply impacted his self-esteem.

The societal pressures surrounding one's appearance can trigger significant psychological distress, particularly for those grappling with visible skin conditions. As articulated in various studies, the psychological impact of skincare is profound, often manifesting in increased self-esteem, reduced stress, and enhanced emotional wellbeing. The ritual of applying skincare routines, which can be both grounding and meditative, contributes to a sense of control and stability. The consistent application of products not only delivers tangible results but also reinforces positive self-image and emotional health.

Brunson describes a transformative shift in his approach to skincare after years of trial and error, crediting the influence of his wife in helping him discover a routine that worked. He identifies essential elements of a successful regimen, including the importance of vitamin E and sun protection. “I always, always, always use an SPF,” he stresses—a critical lesson learned through experience. His current regimen incorporates a minimalist philosophy: less is often more, with a focus on high-quality products tailored to specific needs.

Research from the field of psychodermatology supports Brunson's observations; skincare isn’t just about appearance, but is intricately linked to mental health. Ingredients in skincare formulations have been shown to reduce cortisol levels while promoting neurotransmitters associated with mood enhancement, such as serotonin and dopamine. This biochemical interplay underscores the emotional impacts of caring for one’s skin, contributing to improved mood and reduced anxiety.

Brunson’s insights also reflect a shift in cultural attitudes towards skincare among men, particularly younger generations. He notes that Gen Z men are increasingly normalising discussions around facials and skincare, a stark contrast to previous decades when such topics were largely taboo. He believes greater visibility of men discussing their skincare journeys will help dismantle lingering stigmas. “More men need to see other men who have gone through the struggle,” he explains, advocating for open conversations that foster community and support.

By sharing his experiences on platforms like the reality show "Celebs Go Dating," Brunson continually works to normalise these discussions. His journey signifies a broader movement where self-care is evolving into an essential component of self-love and wellbeing, transcending traditional gender norms.

For those currently battling skin issues, Brunson offers a message of hope, recalling his own feelings of despair. “Change starts with you,” he advises, stressing the importance of establishing a structured skincare routine that promotes both physical and mental health. His message is clear: self-care involves not just the skin but the heart and mind as well. Engaging with these practices can lead to meaningful improvements, equipping individuals with the tools they need to reshape both their skin and their self-image positively.

With growing awareness of the deep intertwining of skincare and mental health, it becomes ever more crucial to cultivate dialogues that champion self-care among all, reinforcing the idea that caring for one’s skin can indeed be a vital part of caring for oneself.

## Reference Map:

* Paragraph 1 – [[1]](https://www.irishnews.com/life/your-skin-impacts-your-psychology-paul-brunson-on-the-relationship-between-skincare-and-wellbeing-QCR25AALPBMXXDTTRVPPM3G624/),[[5]](https://reclaimuc.org/the-psychological-impact-of-skincare-routines-boosting-mental-health-through-beauty-practices/)
* Paragraph 2 – [[1]](https://www.irishnews.com/life/your-skin-impacts-your-psychology-paul-brunson-on-the-relationship-between-skincare-and-wellbeing-QCR25AALPBMXXDTTRVPPM3G624/),[[2]](https://www.hellomagazine.com/healthandbeauty/500358/psychological-benefits-skincare-dr-wisderm/),[[3]](https://primewomen.com/beauty-and-fashion/anti-aging/insights-from-psycho-dermatology/)
* Paragraph 3 – [[2]](https://www.hellomagazine.com/healthandbeauty/500358/psychological-benefits-skincare-dr-wisderm/),[[4]](https://www.psychologytoday.com/us/blog/the-clarity/202412/can-skincare-influence-your-brain-and-mood),[[7]](https://www.sereneskinorganics.com/the-psychology-of-skincare-and-its-impact-on-well-being/)
* Paragraph 4 – [[3]](https://primewomen.com/beauty-and-fashion/anti-aging/insights-from-psycho-dermatology/),[[4]](https://www.psychologytoday.com/us/blog/the-clarity/202412/can-skincare-influence-your-brain-and-mood), [[6]](https://www.psychologytoday.com/us/blog/the-clarity/202406/can-skin-products-improve-your-mental-health)
* Paragraph 5 – [[1]](https://www.irishnews.com/life/your-skin-impacts-your-psychology-paul-brunson-on-the-relationship-between-skincare-and-wellbeing-QCR25AALPBMXXDTTRVPPM3G624/),[[6]](https://www.psychologytoday.com/us/blog/the-clarity/202406/can-skin-products-improve-your-mental-health)
* Paragraph 6 – [[1]](https://www.irishnews.com/life/your-skin-impacts-your-psychology-paul-brunson-on-the-relationship-between-skincare-and-wellbeing-QCR25AALPBMXXDTTRVPPM3G624/),[[5]](https://reclaimuc.org/the-psychological-impact-of-skincare-routines-boosting-mental-health-through-beauty-practices/),[[6]](https://www.psychologytoday.com/us/blog/the-clarity/202406/can-skin-products-improve-your-mental-health)
* Paragraph 7 – [[1]](https://www.irishnews.com/life/your-skin-impacts-your-psychology-paul-brunson-on-the-relationship-between-skincare-and-wellbeing-QCR25AALPBMXXDTTRVPPM3G624/),[[5]](https://reclaimuc.org/the-psychological-impact-of-skincare-routines-boosting-mental-health-through-beauty-practices/),[[7]](https://www.sereneskinorganics.com/the-psychology-of-skincare-and-its-impact-on-well-being/)
* Paragraph 8 – [[1]](https://www.irishnews.com/life/your-skin-impacts-your-psychology-paul-brunson-on-the-relationship-between-skincare-and-wellbeing-QCR25AALPBMXXDTTRVPPM3G624/),[[4]](https://www.psychologytoday.com/us/blog/the-clarity/202412/can-skincare-influence-your-brain-and-mood),[[5]](https://reclaimuc.org/the-psychological-impact-of-skincare-routines-boosting-mental-health-through-beauty-practices/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.irishnews.com/life/your-skin-impacts-your-psychology-paul-brunson-on-the-relationship-between-skincare-and-wellbeing-QCR25AALPBMXXDTTRVPPM3G624/> - Please view link - unable to able to access data
2. <https://www.hellomagazine.com/healthandbeauty/500358/psychological-benefits-skincare-dr-wisderm/> - This article discusses how skincare routines can positively impact mental health by boosting self-esteem, reducing stress, and promoting relaxation. It highlights that the act of applying skincare products can be meditative, focusing on sensory experiences to bring mindfulness and alleviate tension. Additionally, it emphasizes that visible improvements in skin appearance can enhance self-confidence, and establishing a consistent skincare routine provides structure, which is beneficial for mental well-being.
3. <https://primewomen.com/beauty-and-fashion/anti-aging/insights-from-psycho-dermatology/> - This piece explores the field of psycho-dermatology, which examines the relationship between skin health and mental well-being. It outlines how skincare routines can soothe the nervous system, boost self-esteem, and incorporate mindfulness practices. The article also discusses how managing skin health can empower individuals, leading to a sense of control and reduced psychological distress, and how structured skincare routines can provide stability and order, contributing to emotional well-being.
4. <https://www.psychologytoday.com/us/blog/the-clarity/202412/can-skincare-influence-your-brain-and-mood> - This article delves into the science of psychodermatology, studying the connection between skin health and mental states. It explains how certain skincare ingredients can reduce cortisol levels, promote mood-enhancing neurotransmitters like serotonin and dopamine, and soothe the nervous system. The piece also discusses the sensory stimulation from skincare products, which can trigger the release of oxytocin and endorphins, contributing to emotional well-being.
5. <https://reclaimuc.org/the-psychological-impact-of-skincare-routines-boosting-mental-health-through-beauty-practices/> - This article examines the psychological benefits of skincare routines, including the release of dopamine, stress reduction, and enhanced self-compassion. It highlights how skincare rituals can serve as a form of self-expression and mindfulness, leading to improved mood and emotional well-being. The piece also discusses the emotional connection to skin, noting that clear, healthy skin can boost self-esteem and confidence, positively impacting overall mental health.
6. <https://www.psychologytoday.com/us/blog/the-clarity/202406/can-skin-products-improve-your-mental-health> - This article explores how topical skincare products can influence mental health by strengthening the skin barrier, reducing inflammation, and balancing the skin microbiome. It discusses how these effects can lead to improved self-esteem, stress reduction, and immune system modulation, positively impacting mental well-being. The piece also offers practical suggestions for integrating skincare into a holistic approach to health, emphasizing the interconnectedness of skin, gut, and brain health.
7. <https://www.sereneskinorganics.com/the-psychology-of-skincare-and-its-impact-on-well-being/> - This article discusses the psychological benefits of skincare, including boosting self-esteem and confidence, reducing stress and anxiety, and improving mood and emotional well-being. It emphasizes that engaging in skincare rituals can be calming and stress-relieving, with the act of caring for one's skin serving as a form of self-soothing. The piece also highlights how skincare routines can enhance self-image, leading to increased self-esteem and a positive self-image.