

Bubbling Up

Foams are no longer just for shaving or adding volume to hair—they're now moisturizers, sunscreens, conditioners and more. Here are five reasons you should be adding them to your beauty routine.

BY DALEY QUINN



FACE Bioré Baking Soda Acne Cleansing Foam, drugstores, \$6. Nia Sunday Detox Whipped Clay Peel-Off Mask, ulta.com, \$36.

HAIR Ouai Dry Shampoo Foam, theouai.com, \$28. Drybar Double Standard Cleansing + Conditioning Foam, ulta.com, \$28. Herbal Essences Rosemary & Herbs Foam Conditioner, drugstores, \$6.

BODY Caress Botanicals White Orchid & Coconut Milk Shower Foam, drugstores, \$5. Supergoop! Super Power Sunscreen Mousse SPF 50, supergoop.com, \$34. Philosophy Pure Grace Body Mousse, sephora.com, \$39.

1
a little goes a long way

You won't use as much as you do with lotions and creams, so one bottle is likely to last longer, says Joshua Zeichner, a dermatologist in New York City. He advises spraying foam first into the cap to avoid wasting it or applying too much.

2
they hydrate like crazy

Don't underestimate these new lightweight formulations—they're just as moisturizing as creams, lotions or oils, says Zeichner.

3
foams spread easily

Whether it's a body lotion or a face mask, foam is the way to go if you're looking for effortless application, says Zeichner. Foams are great on areas such as legs and arms.

4
they're time-savers

Lightweight foams absorb much faster than traditional creams, says Ni'Kita Wilson, a cosmetic chemist. So you no longer need to wait before getting dressed, and no more rubbing in for what feels like forever.

5
the airy texture won't weigh down hair

Applying conditioner to the scalp is generally a no-no because the thick consistency can make hair flat, but the new foam conditioners are an exception.