

Pretty Curious with Jonathan Van Ness & Caroline Hiron

JVN: Hey, curious people. Welcome to Pretty Curious, our podcast on all things beauty. I'm Jonathan Van Ness. This week we're talking to the one, the only British icon, Caroline Hiron. I've met Caroline several times over the years. I love her. She's an incredible skincare aficionado founder. I love her. She's been around since the early 2010s, is a really big player in the, in the British Beauty space, but as does Britain as does so much of the world. So I think she's a great person to have on. But before we get into our conversation, it's time to get ready with me.

Last week, you guys JVN hair turned three. Also, it's September, which means that it's almost pumpkin spice latte season means it's almost apple cider. It means it's almost time for Gilmore Girls. It means it's almost Evermore Folklore season. We're about to get cozy. If global warming has anything to do with it, it's probably at least another month away. Um but, you know, we can get pumpkin spicy early with it. Um in the meantime though, uh we did celebrate our third year birthday or our three year old birthday in LA last week. We had Ilona Maher, a literal Olympic bronze medalist, women's rugby seven on sevens. I almost shat myself and died when I looked up and saw her. I was so excited. I also got to meet um, Katelyn Ohashi, who is like a major gymnast. She's like a UCLA uh former collegiate gymnast. She famously beat Simone Biles in 2013. Only one of two American women to do that in the all around. Last time it happened was literally 2013. So Katelyn Ohashi came and, and it was just such a fun day. So our nurture line used to be purple. But then when it came out, everyone was like thinking that that was a blonde shampoo like one of those like purple shampoos and conditioners. When in reality, I just thought that purple color was gem gemstone colored and pretty and I, and then it created some confusion. So we had to like get rid of the purple and substitute for the blue. Very committed to our formula staying gorgeous. But I would say that our first newness is coming out at the end of the year. I don't want to say what it is yet, but I'm really excited for it. We've been working on it for a couple of years. Um I'm so excited for people to get their hands on it and uh sidebar uh if you love JVN Hair, tell us about it, post about it tell us in and uh tell us in your comments, share about it. We um have just gone through a very difficult year and actually, I never talked about this on this podcast, but I got to do um this episode of a great podcast that I love called Gloss Angeles where we do get deep into the story of what happened with JVN Hair. Um we get deep on it with Teresa Lo, the president of JVN Hair so if you want to listen to that episode, it really gets into the nooks and crannies of JVN Hair that you maybe haven't heard of before. Um so that's that uh love y'all. Thanks for listening. I hope your fall is going well so far. And uh **sings* whoa I still can't sing* but it's time for us to get to our conversation with Caroline Hiron. Caroline grew up around the beauty industry as both her mother and grandmother worked in the industry from her first day on the counter in Harvey Nichols, Knights Bridge. Caroline fell in love with skincare in particular and went on to qualify in beauty therapy, leaving the shop floor for more senior roles in 2001. After gaining a wealth of experience across all departments in the previous 10 years, Caroline moved to consulting for brands and retailers in 2008, working with and advising some of the top names in the industry, launching her blog back in 2010. She quickly amassed the eyes and ears of millions. She's utilized all her knowledge to launch her own brand, which includes her limited edition kits of recommended products which sell out in hours as well as the Skin Rocks brand, which I'm a huge fan of which consists of the award winning skin care line and app. She's also the host

of a new beauty podcast called Glad We Had This Chat - Caroline, welcome to Pretty Curious. How are you?

CAROLINE HIRONS: I'm all the better for seeing you. How are you?

JVN: I'm gorgeous. Your background is stunning though. I love this neon light over you. Your skin looks fucking gorgeous, which I wouldn't expect anything different. And I'm also really excited because I'm joining you from New York City. I'm in my closet in my apartment here and I just, I love our closet episodes. I was recording a lot of episodes in the closet from Vegas earlier this year when we were filming Queer Eye and then I got out of the closet to go to my normal recording studio at my house in Texas. But now I'm giving you closet sessions again, which I just think.

CAROLINE HIRONS: Now you're back in the closet.

JVN: Yes. And I have this like not to um I have this like chair that's like one of those picnic chairs that people have, you know, when you go sit and like for old people so you can like lean back.

CAROLINE HIRONS: Oh I need one of them.

JVN: I just feel like it's so major. It's like, because I'm sitting on the floor but I can like lean back. It's very like it gives me wholesome which I love. OK but wait, let me, I need to give people our back story. Ok? So I was like minding my own business binging on um English breakfasts every morning and it was 2022 and uh Teresa, the president of JVN Hair, I think was there. But I got taken to your like gorgeous headquarters, your gorgeous, like HQ in London and we did hair and you showed me the most stunning fucking skincare products. Um the moisturizer is one that is like it's a regular on this face. Um and I, and you're the founder of Skin Rocks, which you're just a major ass skincare person and we met in 2022. We've been friends ever since.

CAROLINE HIRONS: Yep. Pretty much.

JVN: It's not our fault that that's what the truth is.

CAROLINE HIRONS: It's not our fault. What can we do about it?

JVN: Um we, and, and Skin Rocks, correct me if I'm wrong is it, has it launched? Is it can, how can you as people get their hands on it?

CAROLINE HIRONS: We ship D to C to the USA.

JVN: I love D to C you guys that means direct to a consumer.

CAROLINE HIRONS: They can order online.

JVN: If they don't know. OK, so we love that. Um OK wait, standby back to you. So you are **British accent* Bri-Tish*, right? You come from the United Kingdom.

CAROLINE HIRONS: Mmmhmm, I'm English.

JVN: English! Um yeah, we love English. So I mean, it worked for me. I married an Englishman.

CAROLINE HIRONS: Well clearly. But it was the English breakfast that roped you in, wasn't it?

JVN: Caroline? You know what I have for breakfast this morning? I had beans on toast with like two eggs with like chopped up jalapenos on it. And it was our second to last can of Heights beans from Britain. And I, we have to go to like the British store here in Manhattan to get more, but there's –

CAROLINE HIRONS: I cannot believe that you can't get Heinz baked beans over there.

JVN: You can but they're a different formula. It doesn't taste the same.

CAROLINE HIRONS: No, yeah they're totally different.

JVN: But the British ones are like \$6 a fucking can from the British groceries.

CAROLINE HIRONS: Stop it!

JVN: No. Seriously. Downtown. Like, it's \$6 a can.

CAROLINE HIRONS: OK, well when I'm next coming over I'll bring you a stash.

JVN: We bring like a whole thing over but we don't, but we ate them all is what I meant. Like, we brought like a, like, we bring like 20 back in a suitcase. We're obsessed. But I was reading about how, and with your mom and your grandma, how they both worked at department stores, which I think was so sweet.

CAROLINE HIRONS: Yeah.

JVN: And, um, what was your experience growing up in England? And what was your memories of beauty? Like, what was your memories of the, of the kind of culture and, like, marketing and advertising around beauty at the time? And –

CAROLINE HIRONS: Just the glamor of it!

JVN: Oh.

CAROLINE HIRONS: You know, when your mother and your grandmother both work in the industry. But of course, in those days, unless they were in senior management, which they weren't, they were, they were there on the shop floor, they were in department stores. So they would go out of the house just looking glamorous head to toe. Never without a nail, never without a lip, you know, hair immaculate. And then you'd go and see them in work and everyone was just so glamorous. You know, everyone was glamorous and it was in the days where people weren't afraid of the word service. You know, retail wasn't a dirty word being of service and being in service wasn't sort of frowned upon as I think it is now being honest and I just, I just have memories of like, you know, that my favorite one of my favorite scent memories, you know, when you get that olfactory and you're like, oh God is when you, when a loved one, especially like your, a parent grandparent is leaving the house on a cold night and you get a waft of their fragrance mixed into the cold air. You know, you get that, well, you're in Texas, you're never going to know that feeling, but over here it's cold a lot.

JVN: No, but I'm from, I'm from a really cold place.

CAROLINE HIRONS: OK.

JVN: I'm from Illinois. So we had like very, very intense winter.

CAROLINE HIRONS: Oh, yeah, God Yeah, Illinois is completely different. But yeah, just that memory of like this aura of fragrance and hairspray and lips and nails and just glamor, you know, and the I is, I'm kind of the complete antithesis. I know I've got red or no, but orange. But it's for a launch and it's been weeks since I had them off. Look at the growth. They've got to go.

JVN: I know I gotta get my nails redone too.

CAROLINE HIRONS: But it's, but it's much more about, you know, I'll rock up to work in jeans and a T-shirt, but I'll always have, my color is always done. You'll be proud to know like I can't, as soon as I see the gray, I'm like no book me in. Um I've always got a manicure. I've always got good clear skin, if not like a little bit of mascara. So the glamor for me was like the God, they're all so like put together and they were all confident, you know, even if they weren't behind the scenes, that's what they were projecting in the stores, it's all about service. And now I just feel like a bit of that's been lost, especially if you think about with department stores going and you know, no Barneys. No, Henry Bendell like that kind of traditional. I loved, I could spend hours in beauty counters.

JVN: I went to Bergdorf like this one day last year with my assistant and we, we were just like shopping around having fun and then she was like, I'm going to step to the bathroom and she came back from the bathroom with and it took her like 40 minutes and I was like, she must just be taking an almighty shit. But no, she came back with like a full face beat like she, I don't even think she made it to the bathroom because like she was walking by makeup counter and this lady was like, oh my gosh, I you do your makeup and then she bought every single thing that the lady used because she just like, and she's literally, it gave her so much confidence and she felt great. She looked amazing. She still uses a lot of that stuff. She's refilled a lot of that stuff. But that is like, it's just fun. **Burps** like, ew, that burp was insane. But like for me, like growing up in the salon, like, you know, my whole like early adult life and my whole adult life, like just having like that like an hour open up and like someone walking in for a blow dry and especially coming from Aveda. Like we were all about like the finishing touch. So it was like you came in for a blow dry, but we were going to do a little mascara. We were gonna give you a lift.

CAROLINE HIRONS: A little zhuzh. A little zhuzh.

JVN: Yes, we were going to give you a little hand massage. Like I just love an experience and I love, I love taking care of people and I love like, I think that's really interesting that you articulate that as like that service is kind of frowned upon to me. It feels like that is true. It's like people may do that, but they're looking for like their next thing.

CAROLINE HIRONS: Mmmhmm.

JVN: Like, it's like, it's not like the goal isn't being in the service industry. And it's interesting for me saying that because obviously, like I left, you know, kind of doing hair to do all of these other things.

CAROLINE HIRONS: Yeah, same.

JVN: And now, and now I find myself, like, I just miss the salon. I miss being in there. I miss my clients and I love having my hands in hair. So it's like the grass is always greener, but it was like, don't forget how good it is like where you are.

CAROLINE HIRONS: Yeah. No, for sure. I mean, I, I obviously don't do much hands on anymore because when I last did it, it was just so exhausting and my, I couldn't keep up with the like the wait list would have been like six years if I'd actually taken appointments and I just couldn't handle it. I was just like, I'm not one of those people, you know, my, my least favorite term in beauty is celebrity facialist, celebrity makeup artist, celebrity hairdresser. I'm like, what? So basically all the celebs that you take care of are more important and better than the people who actually generate money. Visit salons regularly pay because we all know celebs ain't fucking paying. Pay and buy the product that you choose to also sell because celebs don't pay for anything. So that always gets my goat. It's like –

JVN: I do have to say though I did just, this brand was like, so sweet. They like, set up these like, free lymphatic massages for people. And I got to go get this, like, but I tip, my massage therapist really good and gave her cash –

CAROLINE HIRONS: That's the other thing, tipping. When they do get something for free, very few of them tip.

JVN: No, you gotta tip really good. Especially for free. Like, you got like, the service prices.

CAROLINE HIRONS: I know I'm unusual because the Brits aren't big on tipping like it is in the States. But I was raised in the States, least we forget.

JVN: Oh yeah, cause you were from – I forgot about this.

CAROLINE HIRONS: I have the mentality. Mississippi.

JVN: Mississi fucking sippi.

CAROLINE HIRONS: Mississi fucking sippi.

JVN: This gets me when you tell me this. I always forget that.

CAROLINE HIRONS: I cannot hide it.

JVN: But you, that's true. But you came to England when you were like five or something, right?

CAROLINE HIRONS: I moved to, I moved, I was born in England, born in Liverpool. So imagine what my accents have been through.

JVN: Jesus Christ.

CAROLINE HIRONS: And so, **Liverpool accent* I talks like that* and then we moved to the States and then we lived in Mississippi and then **southern accent* I talk like that*, and I say *my mama, where is my mama? She ain't picked me up from school* and then we moved back up north in England when I was 10. So I did like 6-7 years in Mississippi. And then when we moved up north, I had a northern accent, **northern accent* so I talked a bit like that like on Coronation Street a bit like that, a bit northern*. And then I moved to London where you're like, you're on east end. That's all right. Love. And that's, yeah. And I've got such a strong ear that I pick up accents immediately. So I always joked that if I have to go and

spend 2-3 weeks in Australia, I'm gonna come back and people are gonna think I'm just taking the Mick. But I'm not, I just be like, oh, g'day.

JVN: Caroline. Every time you tell me that story, I simultaneously forget, become re obsessed. Remember everything.

CAROLINE HIRONS: **Laughs**

JVN: And I just, I can't because also like the whole thing about our psyche forming from 1 to 7, you have like two or three of your most formative psyche years in fucking Mississippi from Liverpool. Like that's really interesting.

CAROLINE HIRONS: Yes, it's bizarre. I think that's why I am the way I am.

JVN: I mean, I don't really know that many other people who like, have you ever met anyone else outside of your family who like came from Liverpool moved. What city do you live in?

CAROLINE HIRONS: My brother was born in the States because I, when we moved over there, I was four, my brother was born when I was nine. So he was born in the states.

JVN: Did you live in Biloxi or what part of Mississippi?

CAROLINE HIRONS: No, we were in Clarksdale.

JVN: Clarksdale, I don't even know, I don't even fucking know where that is. I don't even know where that is.

CAROLINE HIRONS: It's north, it's like two hours south of Tennessee, two hours south of Memphis. So Memphis was a big day out for us, you know, we'd go to Memphis, go past Graceland, all that kind of thing.

JVN: And I, I, I just, if there's anyone who knows anyone who like was born in Liverpool, but then moved to Mississippi and then back to England –

CAROLINE HIRONS: **Laughs**

JVN: Like, yeah, because I just think I just need to know.

CAROLINE HIRONS: Let us know!

JVN: So then meanwhile you go back to England, you become this bad bitch and then when and then you could start, then the name queen of skincare comes.

CAROLINE HIRONS: Yeah.

JVN: Where was the moment when that first happening? When was the moment when this happened? Do you remember?

CAROLINE HIRONS: I mean, I had a couple of moments where I was like, oh, this is quite important. This is, this is going somewhere. And the, but the main one was when I can't remember the year but it was in the, it was like '20 I started the blog in 2010 and I think it was like '20 between 2012 and '14 around there, maybe '13. Um Clinique had a cleansing balm called Take The Day Off.

JVN: Oh I remember that.

CAROLINE HIRONS: And I remember and they, you couldn't find it anywhere and I used it and put it on the blog and said, I think they're discontinuing this because whenever you go into store and now it's the number one cleansing product in the UK. But when you would go into store, you, you could never see it. So people would say I can't find it and then they would be getting it out of a cupboard, it would be on the bottom shelf and, and you know, clinic would say, oh God, no. And you have to ask for it. It wasn't on display. So I approached Clinic I DM'd, I DM'd, I emailed the clinic PR and said, are you discontinuing this? Because if you are, you're crazy. It's a makeup destroyer and I blogged about it and people are asking me, but no one can find it like you never have it in store. It's collecting dust on shelves where it is in store. Why aren't you promoting it? And they gave me an official statement. Clinique gave me an official statement saying, uh you know, just to confirm that Take the Day Off is not being discontinued. Basically, we had sold it out worldwide, you couldn't find it anywhere and then they were rapidly making it behind the scenes. And so that was one of the successes of the blog when Clinique gave me a statement, it made other brands, especially even though the Estee Lauder brands, you know, and that sort of house go. Oh my God. Clinique gave you a statement. I'm like, I know, but I think Clinique had had sort of, they used to call it the Caroline effect. It means something altogether now. But I think because they'd experienced it, they knew the readership was there and people were waiting, I'm like a sitting, sitting time bomb, waiting to tell people all this info you know, and so I think the Clinique statement was one of those moments where I was like, oh, OK, I'm onto something here. Like when I say something it carries weight.

JVN: So for people that, like, love to do a new product, which guilty. Like I've been testing so many millions of products. So I'm pretty curious and just like trying all this different shit all the time, but it's not shit. It's great. Like I, I've really loved most even the things that I thought I didn't like I realized I was using wrong. And then once I figured out that I was using it wrong, I was like, oh my God Caroline, I literally just had to, I had to do my first retraction on Pretty Curious because I talked all this shit about the La Mer um moisturizer. I mean they didn't make me or anything. I just thought that I hated it.

CAROLINE HIRONS: Oh. Yeah.

JVN: And then my girlfriend was like, girl, are you on crack? And then she was like, because I was just taking this big old smear and I wasn't warming it up first and then I was just like rubbing it all over my face like I wasn't heating it up to break it down and she was like, no bitch, you got to like rub it till it's translucent and skinny on your hands. It can't be white at all. And then you press, press press, you don't rub rub, rub and since Caroline, literally –

CAROLINE HIRONS: Yup.

JVN: It takes my pillow line marks. If I sleep on the side of my face, I will have those pillow marks on my skin. And since I figured out how to use it, right. It like I thought I was hallucinating it literally, like I press, press, press that shit into my pillow lines and they come out like 30 seconds later, like I need to do a time lapse.

CAROLINE HIRONS: That's straight. Because when I did backstage because you don't get a lot of skin backstage, but you are more now. But when I first started, you weren't really getting a lot of, it was always makeup and hair, but I was always backstage and it was always with Pat McGrath and Eugene Solomon like top of the game, you know, bow down. And so I was like, well, the skin needs to be on point and that's when I was, I've thought no,

you are good at your job. I can make anyone's skin look fucking fantastic. And all I need is like 10 minutes. Now that's not to say it's always going to stay that way. But for prepping someone, I would happily prep anyone for the Met Ball line them up in front of me because I can prep and give good skin better than any makeup artist anywhere. Absolutely, no competition. I know that I will have that on my gravestone. She gave good skin **laughs** because it certainly wouldn't be. She gave good anything else!

JVN: Not to compare skin care with antidepressants but like with antidepressants, like I feel like I've had doctors say like, oh, you know, you need to give it a full six weeks.

CAROLINE HIRONS: Right.

JVN: But then in my experience, if I don't feel right after like a week, like six or seven days, it ain't going to turn around. That's just been in my experience with medication. What do you think about, like, for skin care? Like, if you have some sort of obviously like an allergic reaction or intense contact dermatitis or something don't push through. But how long do you think someone needs to use something to start to see results or be like, this isn't working for? It depends what

CAROLINE HIRONS: the product is. So, for example, with our antioxidant, which is the orange one, the new one that you haven't got yet, I'll hook you up with –

JVN: Need to try it, can't wait.

CAROLINE HIRONS: Um, because it's antioxidant, you won't really see the effect because the effect is to be protective. Long term, you feel the effect and you don't use it because it gives such an amazing glow that when you don't use it, you're like, oh, you know, but cleanser, you will obviously see the effect immediately because it does what it's supposed to do. Moisturizer you can see and feel the effect immediately. Vitamin A, you'll see the effect depending on how strong it is. You'll see the effect after 2 days.

JVN: I never use vitamin A.

CAROLINE HIRONS: Don't you? Why not?

JVN: I use like vitamin C on my face. So I didn't even know about vitamin A on my face.

CAROLINE HIRONS: Retinoid. Retinoids.

JVN: Oh, that's what those are. Reno – I have used that. I have used that. I didn't even know that was vitamin fucking A Caroline.

CAROLINE HIRONS: Yes. And so retinoids you would, if they were strong, you'd see the effects in two or three days because you'd suddenly start to peel. I don't like to have that effect. I don't want my skin to peel. So I have a much more gentle turnover. Um and then if it's a strong active, you would see the effect in a couple of days. But if it's something that's designed to sort of calm the skin, uh elongate, sort of skin health, which is like an antioxidant, like the orange, you won't see a, an effect or even a cumulative effect. It's what you won't, it's what you won't have to deal with. 10-15 years down the line.

JVN: Ohhh.

CAROLINE HIRONS: So it's like wearing a good bra.

JVN: It's like truly preventative.

CAROLINE HIRONS: Yes, it's like an SPF like if you were an SPF, you will know that you haven't burned, hopefully, but you won't realize that you also have not got sun damage until you're in your forties. So it's that preventative step that you probably don't see a result from. But if you've been using something for years and years, like something generic like an, an ANR from Estee Lauder Advanced Night Repair or a Clarins double serum, just to have something that's, you know, people tend to just use without thinking if you're using something like that that is, you know, it's kind of designed to be a one stop shop. You just use it in the morning, you use it in the evening and you're good to go. If you're using something like that and you feel like your skin is lacking, then it might be time to step it up a gear. I'm not saying that those products shouldn't be used. They're both fantastic products, but it might be time to incorporate an acid. Maybe not that size. That's just for a window, that size um an acid or a vitamin, a something to give your skin a bit of a boost because also your skin, if you're not exfoliating properly, then some things won't have the, the sort of built in efficacy to penetrate anyway. So it, it's kind of, there's a system, you know, you need to cleanse, you need to exfoliate, then you can use your treatments and then you need to moisturize and then you need to protect with SPF.

JVN: I just, I fucking love that. Um OK. So OK, then, so then uh so then Skin Rocks, which we've talked about several times in the last day that gets born in –

CAROLINE HIRONS: 2022. No. What year are we? Yeah, 2022. We launched the app a year ago, this week or two years ago, this week. That's why we got a promotion on and then we launched product in November 22. So the product line is two years old in November.

JVN: Oh, yeah, because you went from being like a blogger. Well, you went from being like a skin care expert and blogger to then like being a beauty line founder. What was it like going from like kind of reporting and writing about the industry to then like being a founder within the industry,

CAROLINE HIRONS: it wasn't really that different because I've been consulting for so many years that I'd been sort of helping brands run their brands anyway. So I've done it, I've done it all before with the exception of having, like, it's on my responsibilities on my shoulders, you know, having me at the helm, my money at the helm, my responsibility. So that was the, obviously the key difference, you know, how many people we have that report uh that work for the business that I'm responsible for their income. You know, that kind, that's obviously a different pressure, but in terms of running it versus writing about it, reporting it. I, I'd done it all anyway. And I think that's why the blog was so popular because I wrote about it from an insider's point of view.

JVN: Yeah. So I think that it's like that makes sense. Ok. Um Caroline, it's time for our third and final segment. It's our rapid fire round. Are you ready?

CAROLINE HIRONS: I'm ready. I'm ready.

JVN: What is your go to budget beauty recommendation under \$10?

CAROLINE HIRONS: Um the Ordinary squalane cleanser.

JVN: Splurge recommendation. It can be a service product garment, anything.

CAROLINE HIRONS: Oh, splurge. Well, I like a handbag, but in skin care –

JVN: No, we want to know the handbag.

CAROLINE HIRONS: Oh, I mean I'm not averse to walking into Chanel and just doing –

JVN: Oh, that feels good. It's a good scratch to itch, or good. It, I fucking love that.

CAROLINE HIRONS: I mean, it's not happening these days, but I do like it.

JVN: Me either but in the day.

CAROLINE HIRONS: I do like a Chanel.

JVN: I love a good Chanel. OK, but what about beauty?

CAROLINE HIRONS: Gucci tote.

JVN: Oh, I love a Gucci tote as well. But just because we were talking about skin care too. What is your skin? Your skin?

CAROLINE HIRONS: Have you used like the La Mer body cream?

JVN: No!

CAROLINE HIRONS: Oh Jesus lord in heaven. Nothing should feel that good on your skin and it's about \$4000. I mean, it's not, it's not \$4000 but you get my, I mean, I couldn't use it every day.

JVN: I'm more into Necessaire now though.

CAROLINE HIRONS: I love Necessaire.

JVN: Probably not so bad as La Mer, which Randy came from La Mer, which I just thought was so interesting.

CAROLINE HIRONS: There you go. No, I like a bit of love a bit of, but the La Mer body cream, the tub –

JVN: I'm getting it yesterday.

CAROLINE HIRONS: You just put it on and you're like, I am expensive.

JVN: Fuck yes, I'm getting it yesterday. I also want to try that La Mer facial cleanser.

CAROLINE HIRONS: I haven't met a cleanser from La Mer that I'd really like.

JVN: Uh, what's a product you'd never leave home without?

CAROLINE HIRONS: Lip balm.

JVN: What's a Skin Rock product?

CAROLINE HIRONS: I haven't got one yet.

JVN: Well, no, what's not? What's a Skin Rock product you don't leave home without?

CAROLINE HIRONS: Oh, well, I don't because these are all ones you can just put on your shelf and do them once in a day and then you go.

JVN: I know though, OK, OK so what's your favorite Skin Rocks? That is also, no offense. It's my favorite too. That moisturizer –

CAROLINE HIRONS: The moisturizers.

JVN: I think it gives me Le Mer quality um bounce back.

CAROLINE HIRONS: Oh, absolutely. So gentle acid is my baby. Gentle acid is my baby. I'm releasing another baby this year that I haven't told anyone yet. So there's another one of my babies coming this year. But gentle acid is my baby. As in the mine was I cause you know, P-50 by biological research is like top tier sort of, but it's hard to get hold of. It's kind of a cult thing which again, I contributed to in the early days of the blog. Uh the preserving in it is vinegar. So it stinks of vinegar and you actually get used to it. You're like, oh, I love smelling of fish and chips, whatever this, that was one of the sort of benchmarks for making my gentle acid. Um because it's not, it's called gentle. It's supposed to be an oxymoron. But I think uh it kind of made people, it made people who want gentle think, oh, I'll use this and it made people who wanted something harder. Think Oh that's not for me, it's actually for both. It's a fantastic product. So this is like slapping your face but then rubbing it like when you take off a band aid and then you go oh it's OK. That's what that is. But I love all of them. The moisturizer is my most used.

JVN: Yeah, the moisturizer is the next level but they're all beautiful. But that moisturizer is like you fucking, we open up a can of whoop ass on that fucking formula.

CAROLINE HIRONS: Thanks!

JVN: It is so luxurious. Um OK. OK. Uh OK. This is meh or major.

CAROLINE HIRONS: OK.

JVN: Anti aging products?

CAROLINE HIRONS: Major.

JVN: What about the massage instead of fillers where people like massage the inside of your mouth?

CAROLINE HIRONS: No. Bullshit. You need filler.

JVN: OK. Uh, red light masks.

CAROLINE HIRONS: Yes, major.

JVN: Skin steaming.

CAROLINE HIRONS: What's skin steaming?

JVN: Like, your skin to like steaming like a mask or like like like like a like an at home steamer for like masks.

CAROLINE HIRONS: No.

JVN: OK. I do have one that I do love but that's OK. I can take it. Um what about retinol alternatives?

CAROLINE HIRONS: No.

JVN: Like Vito retinols bakuchiol you don't fuck with bakuchiol?

CAROLINE HIRONS: I do and we've, we've got bakuchiol, but it's not a stand alone ingredient that gives you the same results as a retinoid.

JVN: Or what about cream blush, cream blush versus powder blush?

CAROLINE HIRONS: I use both. I'm such a gen x'er. Cream!

JVN: Oh I, I love that too. That's such a non-binary answer. I love that. I like both.

CAROLINE HIRONS: I like both. I drink the red wine and the white wine.

JVN: I love it. I know but I, I love both. Um what about probiotics and skin care?

CAROLINE HIRONS: Yes. If they're done properly and it's not just angel dusting and just to have the name.

JVN: Vampire Facials.

CAROLINE HIRONS: Um, not for me. Not really. No.

JVN: Um, jade rollers.

CAROLINE HIRONS: I can't be bothered. I haven't got time if it, if it makes you feel good and you've got it in a freezer and you get really hot and sweaty, then knock yourself out.

JVN: What about baths?

CAROLINE HIRONS: No. No, I like showers.

JVN: Fragrance?

CAROLINE HIRONS: Fragrance. Yes.

JVN: What about gen alpha getting into skincare, like babies getting into skincare like 12 year olds?

CAROLINE HIRONS: With guidance and not with a credit card.

JVN: Yes, because when I was that age, I just did like dial bar soap on my face and then I mixed like baby powder with water to make makeup because –

CAROLINE HIRONS: I used Johnson's baby oil, no wonder our skin wasn't good.

JVN: They also don't need like 27 layer skin care products and like getting worried about it.

CAROLINE HIRONS: Do not give them a credit card, don't let them go shopping alone and shame on anyone who sells products that are too active for them to use on their face.

JVN: Caroline Hirons, founder of Skin Rocks. Uh, follow her everywhere. We love her so much. Thank you for coming on Pretty Curious. We love you.

CAROLINE HIRONS: I love you more. Thank you for having me!

JVN: You've been listening to Pretty Curious with me, Jonathan Van Ness. You can learn more about this week's guest in the episode description and follow us on Instagram and TikTok @CuriouswithJVN. Pretty Curious drops every Monday wherever you get your

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