

Waking Up To Self-Care: The Morning Shed Trend Explained By Experts

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Social media is buzzing with the "morning shed" trend, where content creators reveal the products they've used overnight to elevate their beauty and wellness routines. This trend has inspired followers to rethink their nighttime self-care habits, from nourishing night creams and hydrating hair masks to unexpected tools like mouth tape for dental health. But is this morning ritual truly transformative or just another fleeting fad? We asked Haute Beauty experts to share their thoughts on the morning shed, its benefits, and whether it aligns with professional self-care recommendations.

Dr. Kiran Mian, Hudson Dermatology and Laser Surgery | Skin | New York, NY

The "morning shred" trend showcases perfectly the low-maintenance things you can do to maintain skin, hair, and even dental health. While all of these practices individually, like wearing an undereye hydrogel mask or mouth tape, can help, like any trend, it may or may not be right for you. Don't feel like you have to do all of these things to maintain skin health. While the morning shed is a visually appealing social media trend, it is not necessary.

I recommend my patients focus on issues that they want to work on, and we come up with targeted solutions to those issues.

For more information, visit Dr. Mian's [website](#) and [Instagram](#)!

Dr. Sam Rizk | Face | Upper East Side

My morning routine is straightforward. Staying active is important to me, so I always begin the day with a workout. I practice and enjoy martial arts – which supports and maintains my hand-eye coordination. Moreover, not only does it keep the mind and body strong, but it teaches self-discipline, builds mental stamina, and cultivates a sense of inner calm and confidence. Afterward, I'll take a quick shower and apply EltaMD UV Clear to my face (at night, I use a vitamin C serum from SkinCeuticals or a retinol alternative like DefenAge). As far as my hair goes, I've been using Sebastian Potion 9 for years. It's a styling cream that adds a little moisture, a little shine, and just the right amount of hold.

For more information, visit Dr. Rizk's [website](#), [Instagram](#), or [Facebook](#)!

Dr. Anna Chacon | Skin | Miami, FL

The "morning shed" trend offers a unique glimpse into personal care routines, showcasing the skincare, hair, and self-care products that users rely on overnight. It resonates with audiences because it demystifies self-care and fosters a sense of authenticity and relatability.

From a dermatologist's perspective, this trend has potential benefits, as it encourages conversations about the importance of consistent routines for skin and hair health. Highlighting products like moisturizers, serums, or even satin pillowcases can educate viewers on the value of overnight repair and hydration. Tools like mouth tape or other dental health aids also underscore the role of holistic wellness in enhancing overall beauty and health.

However, it's important to approach such trends with caution. Not every product or tool featured will work universally, as individual needs vary. Content creators should emphasize transparency, including potential side effects or product limitations.

Overall, the "morning shed" trend promotes self-care while educating audiences about the effort behind healthy skin and hair. When done thoughtfully, it can inspire viewers to develop routines tailored to their specific needs.

For more information, visit Dr. Chacon's [website](#), [Instagram](#), or [Facebook](#)!

Dr. Sarah Khan, [ARA Med Spa](#) | Medical Spa | Los Angeles, CA

Skincare junkies are proud of their nighttime rituals, however now we see this taken to new heights with the popularity of the 'morning shed'. This trend first sparked on social media as an elaborate multistep routine for which all the products are layered, left on overnight, and removed in the morning. To clarify the term 'morning shed', it does not actually mean shedding of the skin but instead means shedding of the skincare products.

Beauty items such as sheet masks, heatless curlers, mouth taping, chin straps, and body wraps can also be included. The aim is to leave the layering skincare products overnight, giving them a longer time to work while you sleep which is thought to amplify the results.

Sheet masks apply the skincare ingredient to the skin and seal it with a barrier that prevents moisture loss from the skin. Although the results may be amplified for certain patients and products, it is not suitable for all as prolonged exposure to the skin may result in skin irritation, dryness, redness, and peeling.

Heatless curlers slept in overnight can provide equivalent curling results with minimal effort, without the risk of heat damage. Chin straps, mouth tapes, and body wraps have hypothesized benefits of contouring, improving snoring, and breathing whilst asleep. Although the morning shed is missing science and evidence-based results, the commitment of skin care lovers to their health and wellness should be applauded.

For more information, visit ARA Med Spa's [website](#), [Instagram](#), or [Facebook](#)!

Heather Merlo, [Sei Tu Bella Aesthetics](#) | Medical Spa | Tampa, FL

The “morning shed” trend is a brilliant opportunity for medspa professionals and skincare-focused businesses to connect with audiences in an authentic, relatable way. By showcasing the products or treatments that contributed to a client’s glowing skin or post-treatment results, it creates a narrative around the importance of consistent self-care, both at home and through professional services. For instance, if a client has recently undergone a Morpheus8 treatment or is using ZO Skin Health products, this trend allows you to highlight how their aftercare routine complements your treatments.

No matter what is being showcased, as long as authenticity shines through with realistic expectations, this trend can be a valuable tool for educating consumers rather than confusing them. Education is key to empowering clients with what to expect from start to finish, and that’s what we need to focus on for 2025. By sharing snippets of your personal “shed” routine or highlighting client success stories, you can build trust while inspiring clients to prioritize their skin health.

For more information, visit Sei Tu Bella Aesthetics' [website](#), [Instagram](#), or [Facebook](#)!

Iani Silveira, [Bella Vida Aesthetics & Wellness](#) | Medical Spa | Miami, FL

I find the "morning shed" trend, where content creators showcase their overnight self-care routines, a bit ridiculous. Skincare and self-care regimens are deeply personal and individualized—what works for one person may not work for another. These trends often present a one-size-fits-all approach, implying that the same products or methods will yield similar results for everyone. The reality is, that our skin, hair, and health vary based on so many factors, like genetics, environment, and lifestyle.

The problem with trends like the morning shed is that they can easily turn into unsolicited advice. People might feel pressured to adopt a creator’s routine or use the exact products they feature, even though that’s not always what's best for them. While these videos can be informative, they often go beyond that, subtly implying that following these routines is necessary for achieving ideal results. It’s fine to share tips and recommendations, but I think there’s a fine line between offering inspiration and encouraging others to copy someone else's entire regimen. In the end, self-care should be about what works for you, not what’s trending on social media.

For more information, visit Bella Vida Aesthetics & Wellness's [website](#), [Instagram](#), or [Facebook](#)!

PA Reana Myers, [Careaga Plastic Surgery](#) | Medical Spa | Miami, FL

The "morning shed" trend highlights the importance of overnight skin care, a topic I’m passionate about as a physician assistant and injector. Nighttime is when the skin is most receptive to active ingredients, making it the perfect time to use products that repair, hydrate, and rejuvenate.

I often recommend incorporating a retinol or prescription-grade tretinoin into your evening routine. These ingredients boost cell turnover and support collagen production, helping to smooth fine lines and improve skin texture. Pair this with a hyaluronic acid serum to lock in hydration, followed by a rich, barrier-repairing moisturizer to seal in all the benefits.

For those dealing with specific concerns like pigmentation, adding a product with tranexamic acid or niacinamide can provide targeted results. Always consult with your provider to ensure your routine is tailored to your skin type and goals. Consistency is key —when you invest in your skin overnight, it shows in the morning.

For more information, visit Careaga Plastic Surgery's [website](#), [Instagram](#), or [Facebook](#)!

Dr. Husam Almunajed | Smile | New York, NY

With all trends, you just must be careful as the treatments and results can be different for each person. Depending on skin type, body needs, and requirements, the treatments should be checked before starting or if you experience a negative effect, look into more with a healthcare provider. With morning shed, it seems very satisfying to remove the many layers on your face and see the new results that take place overnight as we save time in our busy schedules. Wearing overnight whitening trays on your teeth can be added to your routine, as you can wake up with whiter teeth in the morning as well as have your skin regime working at the same time. As whitening overnight is a safe treatment, mouth taping is not as innocent as it may have negative effects on your health.

Influencers may claim that mouth taping may help for allergies, and bad breath, or even improve your jawline or facial features. After researching this trend, there is no evidence that there is any benefit to using mouth taping – and it may put you at risk for side effects. While it forces you to breathe through your nose, it may disrupt your sleep patterns as your oxygen levels can wane and be reduced. In addition, using the mouth tape might be worry-free if you are a natural nose breather, however, if you are a natural mouth breather, there is likely an underlying issue that you can't get the needed air through your nose either through a nasal obstruction through one's nasal anatomy or a deviated septum. Very important, if you are wearing mouth tape and wake up in the middle of the night gasping for air, it is very important to see your healthcare provider as you may have sleep apnea, a nasal obstruction, or another condition that can be treated. As a dentist, we do recommend to our patients to breathe with their nose as there are many oral health benefits- it keeps your mouth moist with your saliva which protects against cavities, gum disease and bad breathe, however, if it affects your oxygen levels while breathing, it is important to understand the root cause of mouth breathing while sleeping before reaching out for mouth tape. Your doctor may recommend lifestyle changes including weight loss, quitting smoking, reducing alcohol, and even using nasal strips instead to get you to breathe through your nose naturally. The morning shed can keep us smiling every morning, but it's important to breathe well too.