

## Why Popular TikTok Beauty Trends Don't Speak to Me

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March 9, 2023

It's hard to look at TikTok trends and not feel ... well, out of touch.

In more ways than one. For example, several of the trends involved solutions no longer relevant or physically possible for me. Starting with the witchy-named **moon masking** (or **menstrual masking**), the application of menstrual blood as a facial mask. Though I saved various mementos of my son's physical development — a few of his baby teeth, a lock of his hair — it never occurred to me, even when I knew it would soon be unavailable as a commodity, to save my menstrual blood. Plus, it's been so long since I produced any, how would I know, if I *had* saved it, whether it still possessed the essential qualities that are supposedly beneficial to the complexion? **As for benefiting the complexion, smearing your face with dead tissue — the same material that was previously lining the uterus 'til the egg it might've hosted found itself unfertilized during the monthly cycle — happens to be a favorite food for bacteria, says facial plastic surgeon and ENT Michelle Yagoda, M.D. You might as well swipe yourself with decomposing rubbish, she says.** Bottom line: A menstrual-blood face mask carries the risk of infection without any benefit to skin quality, says dermatologist Heidi Waldorf, M.D. She wonders if we are confusing moon masking with another spooky trend, the vampire facial — which, after an in-office microneedling treatment, involves an application of platelet-rich plasma or platelet-rich fibrin matrix separated from your own blood?

Source: The CUT <https://www.thecut.com/article/why-popular-tiktok-beauty-trends-dont-speak-to-me.html>