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Kim Kardashian Sparks Concern After Sharing Cringeworthy Skin Care Advice



We all forget to reapply **sunscreen** sometimes, even Kim Kardashian who recently ended up with a nasty sunburn. In an Instagram video, the 38-year-old KKW Beauty founder revealed that she was using her new **body makeup** to cover the burn on her chest, and people are on the fence about this approach.

In the clip, Kardashian explains that she was out all day and forgot to apply sunscreen, resulting in her first sunburn in awhile. "Sun Burns!" she captioned

the post. “UGHHHH I haven’t had this happen in years but thank goodness I had my body make up with me last week! We RESTOCKED all **@kkwbeauty** body foundation and skin perfecting liquid shimmer today on Kkwbeauty.com.”

Her makeup artist Mary Phillips is seen applying KKW Beauty Body Foundation to conceal the burn on Kim’s chest. She is also included before and after images that prove just how well the product works at camouflaging the redness. But here’s the thing...

There’s no denying that the Body Foundation does its job, but many are questioning whether body makeup is the best solution for a bad sunburn. Spoiler: It’s not! We literally just wrote about **things that make a sunburn worse**, and covering it with makeup tops the list.

“The only way the burn will heal is if you let your skin breathe,” **Sheel Desai Solomon, MD, a Raleigh, NC- based dermatologist**, told us. “Plus, applying cosmetics with **dirty sponges** or brushes only increases your risk of infection or allergic reaction, which will ultimately make it look and feel worse.” (Kim is seen applying the makeup with a makeup brush.)

Fans were also quick to point out the problem with this. “Maybe some aloe instead?” one wrote. Yes, that would be a better solution. “You put makeup on your burns....oww,” said another. Some people even accused the beauty mogul of purposefully getting burned in order to show off her product, which is a pretty bold claim but dangerous if true.

Lesson here: Don’t follow all of Kim’s **advice**. Oh, and wear sunscreen so you can prevent burns — and premature aging! and skin cancer! — in the first place.

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