user's body.

52. The self-heating thermal-insulation face mask according to claim 51, wherein there is provided an active ingredient of a topically-applied healthcare product, a topically-applied medicine or a skincare product in the layer of water-soluble hydrogel.

53. The self-heating thermal-insulation face mask according to claim 39, wherein the face mask has notches matching the user's nose and mouth, respectively.

54. The self-heating thermal-insulation face mask according to claim 53, wherein the face mask also has notches matching the user's eyes.

~~54~~55. The self-heating thermal-insulation face mask according to claim 53 or 54, wherein there is a fixing strap provided on either side of the face mask, and there is a velcro provided at the end of the fixing strap.

56. A method of using the self-heating thermal-insulation face mask according to any of claims 53-55, comprising: applying a skincare product or a traditional nourishing face mark to the face prior to applying the self-heating thermal-insulation face mask; or, pre-coating a skincare product on the surface of the thermal-insulation layer that is in contact with the skin, then applying the pre-coated self-heating thermal-insulation face mask to the face.

57. A self-heating thermal-insulation eye mask, the eye portion of the eye mask corresponding to the user's eyes comprising a structure of at least three layers, which from outside to inside are respectively: an outer layer formed of air permeable material; a heat-generating layer loaded with heat-generating composition that generates heat on contact with air, at least an upper sealing surface of the heat-generating layer that is in contact with the outer layer being formed of air permeable material; and an thermal-insulation layer formed of a material having waterproof and thermal- insulation properties.