

# BeautyTruthSerum

The truth behind all things beautiful.

## Must-Have Beauty Product

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I'm often asked what's the single beauty product that no woman should be without. Is it mascara? Eye cream? Tweezers? Flat iron? Actually, it's an age-appropriate moisturizer. They are the hardest working product you can find, often addressing multiple concerns at once. But it's crucial to pick one that best addresses the concerns of your age group—grab something too heavy for your 20-something skin and you're looking at breakouts galore; slather on an acne lotion at 50 and you're asking for dryness and perhaps irritation. To make life easier amongst the thousands of moisturizers out there, here are my picks for the best overall moisturizers for your 20s, 30s, 40s and beyond.

### 20s

The name of the game here is prevention—keep skin protected with sunscreen and load it up with nourishing vitamins and peptides to keep skin functioning at its maximum. And as you say goodbye to your pimply teen years, you want to keep your skincare products light and non-pore-clogging, as it can still be prone to pesky breakouts. I like [Zensation Hydrating Moisture Cream with SPF 15 PA+](#) (\$85). Made with a new generation of UVA/UVB filters, it protects against sun damage while providing a protective barrier with Sodium Hyaluronate and plant ceramides. The silky smooth texture melts into skin, making it ideal for even oily types.

### 30s

Once you reach your 30s, it's time to start thinking about preserving firmness, smoothness and radiance—since these are the features of youthful skin that start to go bye-bye. You're still too young for heavy creams, but need more moisture than a light lotion can provide. That's why I love the luxurious, yet light, texture of [SK-II Skin Signature Cream](#) (\$205)—don't let the price tag freak you out; a little goes a long way! It's a "power" moisturizer developed by a team of top derms to specifically address the needs of 30-something skin by boosting its natural repair processes to stay smooth, radiant and firm with Pitera, Vitamin B3 and Oli-Vityl, an ingredient derived from a Tuscan olive species. It also works magically as a night cream.

### 40s

By the time you reach the big 4-0, skin's elastin and collagen have gone south, causing sagging, wrinkles and loss of radiance. Give them a boost with antioxidants, firming ingredients and a big drink of hydration. [Korres Quercetin & Oak Antiageing Antiwrinkle Day Cream SPF 10](#) (\$48) does a remarkable job of replenishing skin's natural moisture level with sweet almond oil and natural extracts, while myrtle active agents enhances cell communication, boosting elasticity. In clinical trials, 70% of users noticed visible wrinkle reduction, while 80% saw a significant increase in elasticity in four weeks. In case those numbers don't speak for themselves, it smells pretty too!

### 50s and Beyond

When it seems like deep wrinkles have set up camp in your skin and refuse to leave, it's time to bring out the heavy hitters to relax lines and smooth texture. Skin becomes less resilient and needs an extra dose of moisture and TLC to regain its youthful elasticity—you know, the way your skin used to "bounce" back into place when touched. Multi-peptides like Argireline and Matrixyl 3000, found in [Dermelect Empower MP6 Anti-Wrinkle Treatment](#) (\$75), stimulate collagen to soften wrinkles in as little as 15 days, while hyaluronic acid moisturizes and plumps from within without reactions from retinol or other potentially irritating ingredients.