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If you're in your '30s



Don't over-exfoliate.

It's great that you're washing your face, but harshly scrubbing your skin when doing so? Not so much. "Women in their '30s often think that scrubbing their skin will prevent fine lines and pigment from forming," Luftman says. "But, in fact, they are potentially causing dehydration and micro-tears in their skin." Instead of scrubbing without caution, use a gentle cleanser, such as **Cetaphil Gentle Skin Cleanser**. Add an item that uses retinol, like **philosophy help me retinol night treatment**, to ward off wrinkles, fine lines and pigmentation problems.

Rid yourself of under-eye concerns by implementing an eye cream into your skin care regimen.



"The delicate under-eye area is the first to show signs of aging, so be careful not to stretch this skin when applying and removing makeup," says Dr. Dendy Engleman, a board-certified dermatologic surgeon and an associate at Manhattan Dermatology and Cosmetic Surgery. Try an eye product infused with caffeine, such as **Garnier Ultra-Lift Anti-Wrinkle Firming Eye Cream**, to keep puffiness at bay and restore elasticity to the under-eye area.

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Keep skin tone even by wearing sunscreen and a brightener daily to keep it glowing.

Neutrogena Rapid Tone Repair Moisturizer SPF

30 contains retinol and vitamin C to brighten, plus broad-spectrum sunscreen to prevent further skin darkening and help keep tone even.

TIP:

One of the best ingredients for keeping skin moisturized is grape seed, nature's most powerful antioxidant. Try **Merlot Natural Grape Seed Moisturizer**, made of red grape seed polyphenols, to inhibit the aging process and act as the perfect primer before applying makeup. There's also **Merlot Purifying Peel Off Mask**

designed to draw out excess oil and impurities.



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