

redbook



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Get-slim
tricks, fresh
recipes, and
secret rules

THE JOY OF STUFF

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clutter can
make you...
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Your spring outfit guide

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Hilary Duff

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Pick your perfect serum

These lightweight liquids and gels go on before moisturizer and carry ingredients straight into the skin to fix whatever's ailing you, be it dryness, spots, or lines. We asked top experts to help you find one that's tailor-made for your needs. **BY CRISTINA MUELLER**

KNOW THE BASICS

If you're a serum newbie, here's the deal: These formulas are highly concentrated, so you only need three to five drops for your entire face. If the product is in a pump bottle, "you don't always need a full pump; half a pump is usually plenty for each use," says dermatologist David McDaniel, M.D., director of the Laser & Cosmetic Center in Virginia Beach, VA. Apply your serum on clean, dry skin and pat—don't rub—it in. Now, for the right formula...

USE AN ANTIOXIDANT SERUM IN THE A.M.

These nutrient-rich blends are for every skin type, because they protect from damage rather than treat specific issues. Along with sunscreen, an antioxidant serum is a strong defense against free radicals, those harmful molecules that are spawned from pollution and UV rays and attack skin cells, collagen, and elastin, contributing to wrinkles, spots, and sagging. Antioxidants neutralize free radicals so they can't do their dirty work, and since there's more than one type of free radical, "your best bet is a serum that contains a cocktail of potent antioxidants," explains McDaniel. Two of the most effective are vitamin C and vitamin E, which together work especially well at fighting the free radicals caused by UV. Dermatologists often recommend **SkinCeuticals C E Ferulic** (\$163); we also like **Juice Beauty Antioxidant Serum**. And McDaniel is a fan of **Dermaché Labs Biorewind AM Serum** (\$125), which mixes vitamins C and E with other top-notch antioxidants.



JUICE BEAUTY
Antioxidant Serum, \$48.

CHOOSE THE IDEAL NIGHTTIME FORMULA

We can hear you wondering: *Do I really need a whole different serum for evening?* Yep, you totally do if you want to rev up your anti-aging results. While brands have put everything from diamond dust to sheep placenta (we kid you not) into serums, experts say you should stick with what's scientifically proven to work, like these all-star ingredients.

FOR SPOTS

"To even out skin tone, the best ingredients are vitamin C, licorice root extract, kojic acid, and arbutin," says Leslie Baumann, M.D., founder of the University of Miami Cosmetic Medicine and Research Institute. "With vitamin C, choose a serum that has L-ascorbic acid—the most effective form of the ingredient—and is packaged in either an amber-colored tube or an airless pump bottle to keep the vitamin C fresh." (Try **Phace Bioactive Illuminating Serum**.) When shopping online, stick with trusted brand sites. "Some third-party retailers store inventory in hot warehouses, and the heat breaks down vitamin C," Baumann notes.

FOR WRINKLES

Look for retinol or peptides, as both will increase collagen, which in turn fades and prevents lines and keeps skin plump. Retinol can cause irritation on some skin types, so if you're sensitive, look for an oil-based serum. "Retinol absorbs into skin faster when it's in water, so an oil-based formula is often less irritating," says Jeannette Graf, M.D., an assistant clinical professor of dermatology at Mount Sinai Medical Center in New York City. A time-released retinol serum will also be gentler on skin. Try **Robin McGraw Revelation Welcome Back Youth**.

FOR DRY OR IRRITATED SKIN

The underlying cause for both issues is often the same: Your skin's outer layer is off balance. To get it back on track, look for a moisturizing serum that contains a humectant such as hyaluronic acid—Baumann recommends **Teoxane RHA Serum** (\$190), which helps skin increase its own natural production of hyaluronic acid. "Glycerin is another great humectant that's very soothing on sensitive skin," says McDaniel. **Eau Thermale Avène Hydrance Hydrating Serum** uses a plant-based glycerin plus anti-inflammatory minerals to calm ultra-touchy, rosacea-prone complexions.



PHACE BIOACTIVE
Illuminating Serum, \$92.



ROBIN MCGRAW REVELATION
Welcome Back Youth, \$38.



EAU THERMALE AVÈNE
Hydrance Optimale Hydrating Serum, \$38.

FROM LEFT: COURTESY OF MANUFACTURER (2); CHRISTOPHER COPPOLA/STUDIO D (2).