

Your Complete Guide to Anti-Aging

The expert tips and top-rated products you need to fight a seriously good fight against aging.

The Best Anti-Aging Plan for You

14 Best Anti-Aging Serums

Top Five Anti-Aging Makeup Tricks

8 Top-Rated Eye Creams

16 Anti-Aging Secrets Top Dermatologists Use

10 Best Sunscreens

totalbeauty

With over 280,000 user-generated ratings and reviews, TotalBeauty.com makes beauty product purchase decisions and techniques simple for the 5 million women who visit us monthly.





In addition to featuring unbiased, reader-generated product reviews, TotalBeauty.com publishes step-by-step hair and makeup tutorials, video how-tos and skin care advice articles to help you look and feel your best. To make sure you don't miss out on any of this helpful advice, visit TotalBeauty.com daily -- and be sure to sign up for our newsletters to get the scoop on free samples, product reviews, beauty tips and more.

The Fight Against Aging

Let's face it, **aging can be an unpleasant process** to watch. There's nothing quite like realizing your "cheekbone" isn't quite where it used to be, or that your eyelids are slowly sagging into your line of sight. But you don't need to wince next time you look in the mirror. Aging gracefully is not only a beautiful thing but very doable.

Whether you're in your **20s or your 50s**, there are measures you can take to slow (or even turn back) the clock, and infuse your skin with a youthful glow. Here we'll help you discover the **skin care products and technologies** that are most important and effective when it comes to battling common skin issues like multiplying brown spots, sagging skin, loss of volume, deepening wrinkles and more. Next time you're at the drugstore or cosmetic counter, you can put this **newfound knowledge** to use to find a skin care treatment that addresses your main concerns -- and makes your skin look gorgeous.

Deadly Skin Sins

When it comes having youthful-looking skin, your first line of defense is to avoid ...

Smoking

When you smoke, you diminish the skin's ability to get the oxygen it needs. Without optimal oxygen, skin cells can't renew themselves. So in addition to the obvious vertical lines and wrinkles around the mouth, your skin overall will look lackluster and dull.

Wearing Makeup to Bed

When skin is suffocated by makeup your collagen-building process is compromised. In addition, if you don't wash your face at night, you're not doing anything to fight aging since you're not exfoliating or adding beneficial creams or treatments.

Skipping Sleep

When your body is fighting to stay awake, your muscle tone relaxes so you look saggy, your blood pressure drops and robs skin of color and you're more prone to puffiness from poor circulation.

Tanning Beds

Ten minutes in a tanning bed is equal to getting a full day of unprotected sun exposure -- yikes! So instead of baking on your color, apply it by way of self-tanner or bronzer.

The Best Anti-Aging Plan for You

Find the age group you fall into, then see your ideal skin care plan.

20s

The issues you're most likely facing are **acne and some discoloration** from sun damage. The most important thing for you to do is to keep your **skin protected with sunscreen** -- everyday. And "start protecting your neck, chest and hands along with your face," says Dr. Heidi Waldorf, New York dermatologist.

Your Ideal Skin Care Routine:

Cleanser

Use a gentle foaming cleanser (try Aveeno Ultra Calming Foaming Cleanser, \$7) that will remove makeup and excess oil, but won't over dry your skin.

Daytime Moisturizer

Use a light moisturizer that provides UVA and UVB protection (try MD Skincare Powerful Sun Protection SPF 30 Sunscreen Lotion, \$45). Look for a product that contains either zinc oxide, titanium dioxide, avobenzone or Mexoryl. Sunscreen is the best way to prevent premature aging.

Treatment

If you are one to stay up all hours drinking, smoking, etc., kick start your anti-aging program now by applying a serum at night that contains Vitamin C (like SkinCeuticals C E Ferulic Serum, \$135). It'll help fight the free radical damage your lifestyle is causing.

Nighttime Moisturizer

Choose a basic light moisturizer (try Cetaphil Moisturizing Lotion, \$10) if you need it.

30s

Discoloration caused by sun damage or melasma (aka the mask of pregnancy that can also be caused by birth control) are two of your biggest skin challenges. "At this point you need to **start exfoliating regularly** because skin only exfoliates naturally every 35 days as opposed to every 14 in your 20s," says Olga Lorencin, owner of Kinara Spa in Los Angeles, Calif.

Your Ideal Skin Care Routine:

Cleanser

If you used a foaming cleanser in your 20s, it's time to switch over to a non-foaming, non-drying cleanser (try CeraVe Hydrating Cleanser, \$12).

[Story continues on the next page »](#)

40s

In your 40s, the **lines of movement between your brows** and around your eyes and mouth don't disappear like they did in your 30s. "Your estrogen level is tapering so your skin will become dryer," says Lorencin. Overall you'll need to **add moisture and collagen-building ingredients** like peptides.

Your Ideal Skin Care Routine:

Cleanser

Cleanse using a basic non-foaming, non-drying cleanser (try CeraVe Hydrating Cleanser, \$12) in combination with a gentle face cleansing brush (like Clarisonic Skincare Brush, \$195) to help remove dead skin cells. Because you'll use retinol regularly, you'll need to get rid of any flaking skin.

Daytime Moisturizer

Use SPF daily to prevent further damage and choose a product that contains antioxidants (like Murad Essential-C Day Moisture SPF 15, \$56) to fight free radicals and help reverse some of the damage you already have.

Treatment

Retinoids and peptides are two ingredient groups that you should add into your routine if you haven't already. Peptides can help rebuild collagen, especially when used in combination with retinol. To get both ingredients in one dose (and at one price), opt for a serum (like Rodan & Fields Anti-Age Night Renewing Serum, \$89).

Nighttime Moisturizer

Use a moisturizer that has a high level of glycerin (try Kiehl's Ultra Facial Cream, \$25) or hyaluronic acid to help skin retain the moisture it needs.



Story continues on the next page »

50s

“Moisture, moisture, moisture,” says Waldorf, should be your main concern in your 50s. **Loss of tone and sagging** are your biggest issues and creams and serums can only do so much. If you’re looking for more dramatic results, in addition to using powerful products that contain peptides, retinoids or alpha hydroxy or amino acids, consider talking to your dermatologist about **laser treatments and other non-invasive** or invasive skin rejuvenation options if you haven’t already.

Your Ideal Skin Care Routine:

Cleanser

Use a cream cleanser that will hydrate skin while it cleanses (try Albolene Moisturizing Cleanser, \$7).

Daytime Moisturizer

Choose a moisturizing cream that contains SPF to keep skin hydrated and protected (try Peter Thomas Roth Max Daily Defense Moisture Cream SPF 30, \$40). Because ingredients like retinoids can make skin more sun sensitive, daily use of sunscreen is a must.

Treatment Day

Apply a peptide rich serum under your SPF daily to help build collagen. Look for one that also contains antioxidants to fight free radicals or hyaluronic acid to lock in moisture (try PCA Ex-Linea Peptide Smoothing Serum, \$99). This product contains all three ingredients -- bonus!

Night

Apply a retinoid like retinol before your moisturizer at night (try Roc Retinol Correxion Deep Wrinkle Serum, \$23). “Generally retinoids are applied at night because most lose potency with exposure to ultraviolet light,” says Waldorf.

Nighttime Moisturizer

Though it sounds too simple (and inexpensive) to be true, Vaseline, \$4 is tops at sealing in moisture, which is more important now more than ever. Apply it following any treatment serums.



14 Best Anti-Aging Serums

See which wrinkle treatments TotalBeauty.com readers say really work.



Average member rating



The 411 On Neck Wrinkles

What causes them:

Sagging skin is caused by a loss of collagen and elastic tissue," Dr. Arielle Kauvar, New York City dermatologist. "These proteins give the skin strength and structure, and their amount decreases with age. Sun exposure also contributes."

How to prevent them:

Kauvar says regular use of sunscreen and moisturizers with collagen-boosting ingredients can help prevent wrinkles, but not necessarily fix ones that are already there. (One to try: Clarins Advanced Extra-Firming Neck Cream, \$59.99.)

How to treat them:

"Laser and light procedures like Titan, Thermage and fractional CO2 lasers can help reduce early neck wrinkles, but surgery is the only option when the skin becomes excessively loose," Kauvar says. "Botox or Dysport injections can help smooth crepey neck skin."



Chanel Precision Hydramax + Active Serum Active Moisture Boost, \$75

"Dry skin types who usually reach for a rich, heavy cream will love this lightweight blue serum. It not only instantly hydrates but also makes skin a perfectly smooth, youthful canvas for sunscreen, primer or foundation."



Olay Regenerist Daily Regenerating Serum, \$17.99

"I am in love with this product. It goes on so smooth, never leaves your face feeling sticky or greasy, absorbs into your skin immediately and leaves your skin looking radiant and flawless."



Aveeno Positively Ageless Rejuvenating Serum, \$19.99

"I have been using this product for about two months. It's probably the best facial serum you can purchase at a drug-store for anti-aging benefits."



Caudalie Pulpe Vitaminee Energizing Fluid, \$59

"I read that this is Madonna's skin care choice. It is a great product. I like that it is natural and [contains] grape seed extract, which I think is the ingredient that really makes my skin glow."



Genie Instant Line Smoother, \$30

"I have tried several line smoothers, more than I care to count and so far, Genie Instant Line Smoother is the BEST out there! The only drawback is that you have to apply every day -- but who cares, it REALLY WORKS!"



Kinerase Extreme Face Lift, \$150

"I did not expect to see results so fast, but after using this wonderful product the very first time I was impressed! My skin was firmer in just five minutes, and it only gets better with repeated use! I know that I am gushing here, but you really have to try it for yourself and see the results."



Lancome High Resolution Collaser-5X, \$65

"I don't have a lot of wrinkles, and I'd like to keep it that way. I'm only 40, after all. When my Lancome lady gave me a sample of this I thought it would be another little tube for the trash. I tried it at home, because I'm always looking for something to make my foundation go on smoother. I love it!"

Story continues on the next page »

14 Best Anti-Aging Serums Cont.

See which wrinkle treatments TotalBeauty.com readers say really work.



Average member rating



9

Estee Lauder Repair Serum Fruition Extra Multi-Action Complex, \$73

"I have used this product since it first came on the market and have been amazed at the results. I get more compliments on my skin and I feel Fruition is really the one to thank as it exfoliates and smoothes, improving skin's texture."

9

AmorePacific Time Response Intensive Skin Renewal Ampoules, \$500

"AmorePacific is a leader in anti-aging skin care. I had heard a lot about it but didn't believe it until I actually tried it. The Time Response Collection will actually reverse aging with powerful green tea, EGCG, Korean Red Ginseng, and Stabilized Bamboo Sap in place of water."

9

Burt's Bees Naturally Ageless Intensive Repairing Serum, \$25

"I just started using this product a few weeks ago and I've already noticed a difference. My face is softer, smoother and more radiant."

10

3LAB Spot Erase Complex, \$75

"This serum is runny, yellow and oily in texture, but it goes right into your skin and does not leave an oily feeling at all. It simply leaves your skin soft and hydrated. I have noticed a big improvement in scar/sun spot reduction in a very short amount of time!"

10

Dior Capture Totale Multi-Perfection Concentrated Serum, \$130

"This is very easy to apply, goes on smoothly, and let me tell you, WOW. If I saw a difference after two days, anyone will!"

9

Avon Anew Ultimege Age Repair Elixir, \$54

"I am only 28 years old and didn't think my skin was that bad ... until I tried this elixir by Avon. The first time I used it I could tell that my skin was more luminous. After two weeks I could not believe how perfect my skin was."

10

Borba Age Defying Concentrate, \$45

"With oily skin, it's been hard to find a serum that won't put the shine back in. This is a great product that's not oily. Your skin drinks it in. [And] there's no bad smell or sticky feel."

Ratings at time of publication

Top Five Anti-Aging Makeup Tricks

Take 10 years off with these easy makeup tweaks

Avoid shimmery eyeshadow

“As you notice lines around your eyes, **avoid frosted or shimmery shadows,**” says New York makeup artist Troy Surratt. “The sparkle highlights wrinkles and crepey, crinkly skin instead of masking.” Instead use silky, matte shadows that will blend into your skin and camouflage fine lines. Sweep “a light shade of champagne or peach – universally flattering colors – from lash to brow to **brighten the whole eye area,**” says Surratt. But if puffiness, especially on your lids, is your problem, use a medium shade such as taupe.

Balance color with neutrals on your face

Too much of anything is never good – especially with bright makeup like red lipstick, rosy blush and jewel-toned eyes, which tend to look old, says New York makeup pro Nick Barose. **Color is necessary,** but keep it sheer and strategic – don’t wear it all over. Example? If you go with a translucent punchy red or petal pink on your cheeks and lips, **keep your eyes neutral** to balance it out, Kashuk says. The same rule applies if you want to wear a dramatic eye; keep lips and cheeks neutral.

Go easy on foundation and concealer

It’s tempting to pile on base to even your skin tone and hide dark circles or problem spots, but **cakey makeup can seep into wrinkles** and make them look deeper, Barose says. Yet too little coverage can make you look tired. “Always **prep with a moisturizer** before applying foundation,” says Barbie Laurino, a global makeup artist for Laura Mercier. Then “to get the lightest, most sheer layer of coverage, **use a damp sponge** or synthetic brush instead of using your fingers,” Kashuk says. Finish by dotting concealer on the spots that need extra coverage.

Define Eyes

Know how your eyes look when you wake up? Squinty and slightly lower at the corners? While we’d all like to think going natural on our eyes looks fresh and clean, aging eyes will look too tired. If you must ditch a product, let it be foundation; **eyeliner is low-maintenance** and high impact. It makes eyes look full and wide open. “But **dark black liners and mascara make eyes look hard,** so consider switching to a subtle brown or brown-black,” Surratt says. And, use powder eyeliner instead of liquid – it’s a challenge to get a fine line with the liquid and too much can look retro, Barose warns. Also, **never skip curling your lashes.** This allows more light to get to your eyes, making them look brighter and less droopy.

Skip dark lip colors

Lips get thinner and drier with age. **Dark lip liner and matte lipstick draw attention to fine lines.** “Lipstick usually has a longer wear than gloss,” explains celebrity makeup artist Sonia Kashuk, but gloss makes lips look more full. She suggests applying lipstick, then topping with gloss for a fresh, youthful shine. If your color strays into lines, **use a clear wax lip liner,** like DuWop Reverse Lipliner, \$19 to keep color from traveling.



10 Anti-Aging Secrets Top Dermatologists Use

See what the pros do to keep their skin looking youthful -- then steal their tricks

1 “Eat water, don’t drink it,” Murad says. “The idea of drinking eight glasses of water is a fallacy, the water doesn’t stay where we need it to stay,” he says. Instead of drinking more water, which Murad says will just send us to the restroom more often, he recommends eating plenty of raw fruits (three or more servings a day) and veggies (five or more servings a day), which will also provide essential anti-oxidants and anti-inflammatory properties.

2 “Brush your teeth after you drink coffee, you want to keep your teeth white,” says Rodan, who is a fan of Crest Whitestrips, \$34.” She claims whiter teeth “enhance the appearance of your skin tone.”

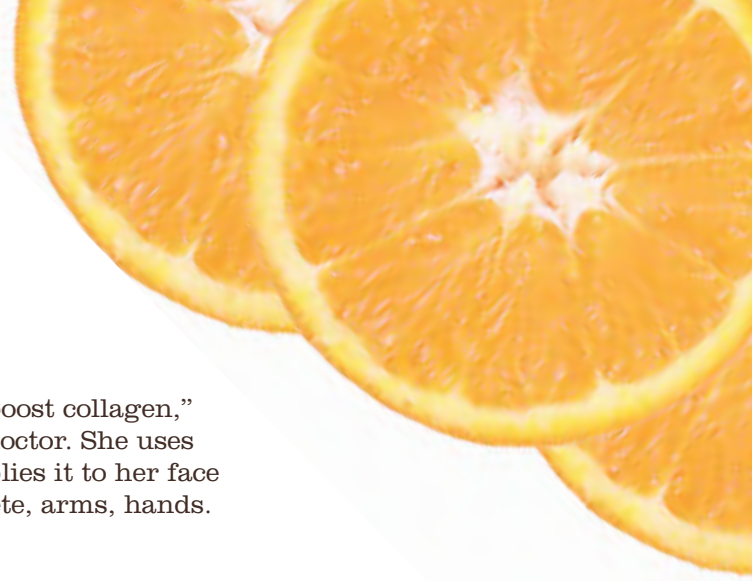
3 “As we age, cell turn over slows down, so **daily exfoliation is key** for me,” Rodan says.

4 Amy Wechsler, M.D., author of “The Mind-Beauty Connection,” protects her skin from free-radical damage by filling up on anti-oxidant rich foods and beverages. “I drink a lot of green tea and eat anti-oxidants in the form of fruits, and a little dark chocolate,” she says. “Ingesting anti-oxidants combats the oxidant stress and damage done to cells by aging, stress, smoking and UV rays.”

5 “Have sex” was one of a laundry list of recommendations Wechsler makes when explaining what we all need to do to fight aging. We had to hear more. “The hormones released during and after sex are anti-inflammatory and combat the stress and aging hormones,” she says.



Story continues on the next page »



6 “I’m a big believer in vitamin C treatments to boost collagen,” says Audrey Kunin, M.D., founder of Dermadoctor. She uses SkinCeuticals C E Ferulic, \$138 daily and applies it to her face and décolleté. “Don’t forget your neck, décolleté, arms, hands. They really give away your age,” she warns.

7 Getting rid of sun damage and discoloration is important to Katie Rodan, co-founder of Proactiv and Rodan + Fields Dermatologists. “I do all of the lasers, but topicals do a much better job of evening out the skin tone and they’re less expensive,” she says. She recommends exfoliation and applying topicals containing hydroquinone all over your whole face, “don’t spot treat,” she says.

8 “I’m wearing far less makeup and avoid powders these days -- they make me look older now when I wear them,” says Kunin, who is 50 years old. “I use sunscreen, the Dermadoctor KP Moisturizer, \$36 on my face [it’s technically a body product], NARS blush in Orgasm, \$24, do a little lips and eyes and leave it at that,” she says.

9 **“Be careful with salt and alcohol volume,”** Gross says. “Salt collects in the skin and brings water, which in turn causes puffiness. Alcohol causes blood vessels to become leaky, so the water exits skin, causing puffiness in delicate spots, like the under eye area,” he adds.

10 “Use sunscreen. It is something that is key and something I use religiously,” Rodan says. Use products containing “zinc or avobenzone”. “You need to make sure they are the called out ingredients in the active ingredient list or you’re probably doing your skin more damage,” she says. “People have a false sense of security with sunscreens. You need things that won’t let UVA light get through or you will accumulate more UV damage. This explains why the rate of skin cancer and aging has continued and progressed even though we’re wearing more sunscreen than before,” Rodan says.

10 Best Sunscreens

Now that you know pros use SPF as their first line of defense in the fight against aging, check out our readers' and editors' fave sunscreens



Average member rating



Neutrogena Ultra Sheer Dry-Touch Sunblock SPF 55 and 70, \$10.69

"Need your makeup to stay put all day? You may have skipped sunblock and relied on your foundation's SPF 8 (or whatever). So makeup wearers hooray for Neutrogena's dry finish (from absorbing ingredient silica) -- it leaves only the tiniest traces on skin."



Coppertone Water Babies QuickCover Lotion Spray SPF 50, \$10.99

"It makes lotioning up fairly easy; you just mist on and rub in. [It's] truly water- and sweat-proof, [has] broad-spectrum blockers and the basic ingredients to effectively fend off sunburn when reapplied every couple hours."



Kiehl's Vital Sun Protection Lotion SPF 40, \$18.50

"I have fair skin and tend to burn easily. I took this with me to Costa Rica. I spent seven days surfing and hiking and came back with a nice glow but no burn!"



Hawaiian Tropic SPF 15 Plus Sunblock, \$8.99

"I use this on my body if I am going to be out in the sun all day. I can still get some color through it and it smells wonderful."



Clinique City Block Sheer Oil-Free Daily Face Protector SPF 25, \$16.50

"I have been using Clinique City Block for 10 years. I have very sensitive skin and I happen to hate the smell and feel of sunblock anywhere on my body. This product has never irritated me, and it is odorless and greaseless."

[Story continues on the next page »](#)



Average member rating



Elta MD UV Shield SPF 45 Oil-Free, \$26, available through a physician

“It is a physical block perfect for sensitive skin and those looking to avoid penetrating chemicals. But it doesn’t leave a white residue like others. Blends right in. I’ve never found better sun protection and skin care in one product.”



Clarins Sunscreen Soothing Cream Progressive Tanning SPF 20, \$35

“My husband uses SPF 20 so we took this on a cruise with us. He got very little sun and complained that he went to the Bahamas and came home without a tan!”



Rodan + Fields Soothe UVA/UVB SPF 15 Sunscreen, \$36

“This sunscreen has antioxidants to protect against environmental damage. It protects from UVA (aging) and UVB (burning) rays. My skin can be very sensitive at times, especially outside in the elements, and the chamomile soothes.



Kiss My Face Face Factor SPF 30 For Face & Neck, \$10.99

“I love it. It’s the only sunblock that doesn’t make my face breakout. I’ve never gotten a burn when wearing it. It also works well under makeup.”



ProCyte Z-Sile Sunblock SPF 30, \$30.80

“I have mild rosacea and mild sun damage. ... This product meets my criteria beautifully – it feels light and silky even in dry weather, smells clean and fresh, never whitens or collects around my nose and mouth, and has never irritated my skin.”

Ratings at time of publication

About TotalBeauty.com

TotalBeauty.com is home to the largest database of independent, unbiased beauty product reviews for women. In addition TotalBeauty.com provides more than 5 million women with helpful how-tos and expert advice for all aspects beauty.

