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The secret to longevity is more than just good genes. That's why you're never too young to start a good skin care routine. But, the regimen you used at 20 isn't the same one you'll need as you age. Not only does skin constantly change—the amount of time and money you're willing to spend on its care also changes. Here you'll find everything you need to know to create the best routine that adapts to your lifestyle and the products that will give your skin a healthy glow. Your 50-year-old self will thank you!

# DECADES OF RADIANT SKIN

HERE ARE THE BASICS TO  
EFFECTIVE SKIN CARE,  
WHATEVER YOUR AGE

BY **MARIANA CORNEJO**

KURT KRIEGER/CORBIS VIA GETTY IMAGES





Penélope Cruz





20s

## CONCERNS

1. LATE ADOLESCENT ACNE
2. ENLARGED PORES
3. UNEVEN SKIN TONE

This is your skin's most important decade. How you take care of it now will determine how it will look for the rest of your life. Your skin is healthy and has a lot of support from collagen. Any sun damage that you may have still isn't visible. The number one complaint among women in their 20s is acne. They use products that end up causing acne because they dry the skin and strip away its natural oils. Most likely, you're too busy for a 10-step routine.

## PLAN

Opt for gentle products and focus on preventing damage. Use a **gentle facial cleanser** (a gel if your skin is oily, or a cream if it's dry). Definitely apply a **moisturizing lotion** that has SPF 15 or 20 (apply it to your face and neck.) Use an **acne treatment** if you break out, and at night an over-the-counter **gentle retinol cream**.

Kendall Jenner



Tropical Vanilla Day Cream, by **Éminence**. \$68. [dermstore.com](http://dermstore.com). Poetry in Lotion 1% Retinol, by **DERMAdoctor**. \$75. [sephora.com](http://sephora.com). Oil-Free Acne Wash Pink Grapefruit Foaming Scrub, by **Neutrogena**. \$9.99. [ulta.com](http://ulta.com). Acne Control Apricot Scrub, by **St. Ives**. \$2.79. [target.com](http://target.com). Egg-zyme Whipped Foam, by **Too Cool for School**. \$20. [ulta.com](http://ulta.com).



# 30s

## CONCERNS

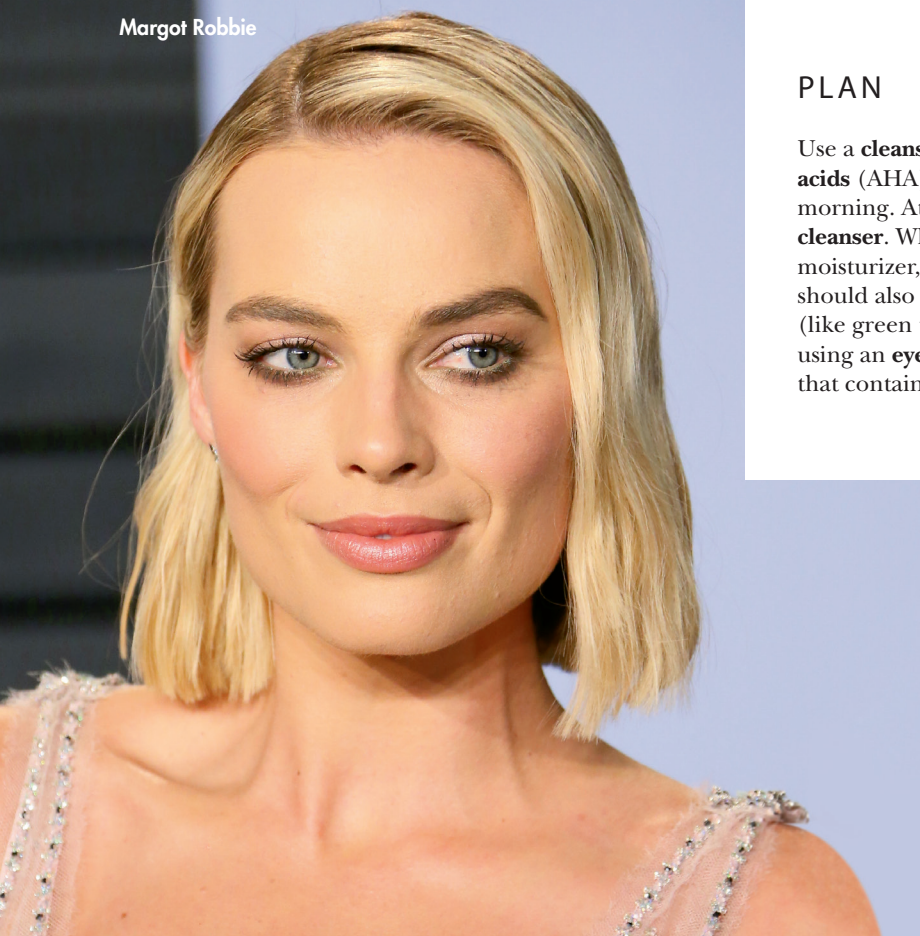
1. INITIAL LOSS OF COLLAGEN
2. APPEARANCE OF FINE LINES AND WRINKLES

The 30s are typically the time when women start using anti-aging products. Fine lines begin to appear around the eyes and mouth, and women with dark skin start to notice discoloration and uneven skin tone. Women with fair skin, on the other hand, may see some hyperpigmentation.



Hilary Duff

Margot Robbie



## PLAN

Use a **cleanser with alpha hydroxy acids (AHA)** to exfoliate in the morning. At night, switch to a **cream cleanser**. When it comes to picking a moisturizer, in addition to SPF, it should also have some **antioxidant** (like green tea or vitamin C). Begin using an **eye cream**, and also a **serum** that contains a stronger retinol.

Vitamin C Glow-Protect Lotion, by **The Body Shop**. \$23. [thebodyshop.com](http://thebodyshop.com). FAB Skin Lab Retinol Serum, by **First Aid Beauty**. \$58. [ulta.com](http://ulta.com). Banana Bright Eye Crème, by **Ole Henriksen**. \$38. [sephora.com](http://sephora.com). AHA/BHA Exfoliating Cleanser, by **SkinMedica**. \$47. [dermstore.com](http://dermstore.com). Skincare Brush Set, by **Sigma**. \$55. [sigmabeauty.com](http://sigmabeauty.com).







Sofía Vergara

# 40s

## CONCERNS

1. APPEARANCE OF LINES AND WRINKLES
2. DISCOLORATION
3. POSSIBLE ADULT ACNE

At this age, you start to notice sun damage in the form of dark and red spots and ruddiness. You also start to lose collagen and elasticity, and your skin retains less moisture. Since it doesn't reflect light evenly, your skin loses some of its natural glow. Most women enter the pre-menopause phase in their 40s, causing hormonal fluctuations which in turn affect the skin.

## PLAN

Once a day use a **cream cleanser**, preferably one with **salicylic acid** if your skin tolerates it. In addition to your **sunscreen**, use lotions or **serums** that have at least **two types of antioxidants**, and alternate them each day. You should also start using products with **peptides**, which help strengthen the skin's collagen. If your skin is dry or dehydrated, use creams with **hyaluronic acid**. And lastly, don't forget about an **eye cream** and a **powerful retinol** product.

Biolumin-C Serum, by **Dermalogica**. \$87. [dermalogica.com](http://dermalogica.com). Anti-Wrinkle Polish and Plump Peel Set, by **HydroPeptide**. \$78. [hydropeptide.com](http://hydropeptide.com). Advanced Night Repair Eye Supercharged Complex, by **Estée Lauder**. \$62. [ulta.com](http://ulta.com). Blue Herbal Acne Cleanser Treatment, by **Kiehl's**. \$22. [sephora.com](http://sephora.com). Retinol Fusion PM, by **Peter Thomas Roth**. \$65. [sephora.com](http://sephora.com). TIDAL Brightening Enzyme Water Cream, by **Sunday Riley**. \$65. [sephora.com](http://sephora.com).





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## From the expert



**DR. BERTHA BAUM**  
DERMATOLOGIST AND  
AMBASSADOR FOR AVEENO  
AND NEUTROGENA

The aging process is caused by external and internal factors (age and genetics). As our hormones and cells change, our skin changes too, and this increases skin's fragility.

In our 20s we start to notice a decline in our skin's collagen and elasticity, and our skin doesn't look as supple as it did when we were younger. It's at this age when we have to start building a healthy skin care routine. We know that prevention is key to growing older with nourished skin free of spots. The routine should include cleansing the skin twice a day, and removing makeup before bed. In the morning, use of a broad-spectrum sunscreen is a must.

In your 30s it's important to use a retinol or a derivative of vitamin A (if your skin tolerates it) every night. This ingredient prevents wrinkles and helps eliminate sun spots. Obviously, you should continue with the same routine from your 20s, but adding these extra ingredients. Antioxidants like vitamin C are key to keeping the skin hydrated and free from sun damage.

In your 40s and 50s it's often necessary to have laser treatments and injections with fillers. It's best to combine different products and procedures depending on the needs of each person. Moisturizing with products like hyaluronic acid is essential. Other products that help prevent collagen loss are those with AHAs and glycolic acid.

Julia Roberts

# 50s

## CONCERNS

1. DEVELOPMENT OF LINES AND WRINKLES
2. LOSS OF SKIN ELASTICITY
3. APPEARANCE OF AGE SPOTS

It's never too late to prevent sun damage even if your skin has already been affected. At this age, cell renewal is slow and the most significant change you'll notice in your complexion is dryness and loss of elasticity. Lines no longer disappear after you stop smiling or squinting, pores are more visible, and it's likely that you've developed hyperpigmentation. Menopause can cause several skin problems, including extreme dryness, acne and rosacea. At 50, there's a drastic decrease in hormones due to menopause and the natural signs of aging are apparent, but they're all signs of a life well lived!

## PLAN

Use a non-soapy **daily cleanser**—preferably one that is **creamy** or **foamy**. Apply **serums** that have **peptides**, **hyaluronic acid** and **antioxidants**—these are absorbed faster than creams or lotions. Lastly, add a **moisturizing cream with ceramides** to your routine.

Hyaluronic Acid Intensifier, by **SkinCeuticals**. \$98. [dermstore.com](http://dermstore.com). Énergie de Vie The Foam Cleanser, by **Lancôme**. \$35. [sephora.com](http://sephora.com). Peptide Renewal Serum, by **Mario Badescu**. \$45. [ulta.com](http://ulta.com). CLINICAL Ceramide-Enriched Firming Moisturizer, by **Paula's Choice**. \$58. [dermstore.com](http://dermstore.com).

