



Wearing sunscreen daily is crucial at any age. Look for a minimum of SPF 30 that offers broad spectrum coverage.

# Skincare for the Ages

Get a gorgeous, youthful glow at any age with these secrets from the pros

BY CELIA SHATZMAN

**H**EAD TO THE NEAREST beauty counter and you'll be greeted by countless anti-aging options. But which are right for you? "You can be using the best product, but if it doesn't agree with your skin type, your skin will look terrible," says Debra Jaliman, author of *Skin Rules: Trade Secrets From a Top New York Dermatologist*.

"Women should change their beauty regimen over the years because their skin changes as they age. It loses oil, collagen, hyaluronic acid and elastic tissue over time and gets thinner," she says. Keep your skin beautiful by tweaking your routine over the years to come.

## IN YOUR 30s ...

**WHAT TO USE:** Skin tends to be less oily than it was in your 20s, leaving you prone to dry skin. Unless you have a slick T-zone, use a creamy cleanser to prevent parching and a light moisturizer during the day.

"Use a night cream that's a little heavier because you get dehydrated by end of day, since a lot of people don't drink enough water and need a boost," says Jessica Clark, esthetician at The Spa at Equinox 74th Street in New York.

Before you apply products in the morning, help them penetrate better by using a hydrating toner first. "This is also the time to start using an antioxidant serum to prevent ag-



Murad Hydrating Toner is a lightweight mist that rehydrates and refreshes. \$26, Sephora

Simple hydrating light moisturizer is ideal for sensitive skin. \$9.97, Walmart

ing," Clark says. Buy one that contains vitamin C; apply it in the morning to protect skin throughout the day.

**WHAT TO AVOID:** Steer clear of products that are over-drying, such as strong cleansers and clay masks. Complex anti-aging products aren't necessary at this stage. "And don't use too much eye makeup—it can be aging," cautions dermatologist Jaliman.

**BEST STAY-YOUNG MAKEUP TRICK:** "Plump up skin before applying makeup by using a hydrating serum underneath moisturizer," Clark says. For special occasions, do an at-home facial by starting with an exfoliation, followed by a hydrating mask. Then apply antioxidants and moisturizer.

## IN YOUR 40s ...

**WHAT TO USE:** "In your 40s, skin really undergoes a dramatic change," says Jaliman. "Many women become peri-menopausal. There is a decrease of estrogen, and you lose collagen and there is an increase in wrinkling. Use

everything at your disposal: eye creams, growth factors (they stimulate collagen production), retinols, peptides and antioxidants (which make the skin brighter)."

Clark suggests applying plumpers twice a day and alternating antioxidant serums. "There are so many different (product) lines," says Clark. "Every time you buy, switch to a new one to trick the skin—otherwise, it's like doing the same workout all the time."

**WHAT TO AVOID:** Skip products with salicylic acid because it's too drying. If you breakout, don't apply acne products all over—put it only on blemishes to avoid stressing your skin.

**BEST STAY-YOUNG MAKEUP TRICK:** Look for a hydrating foundation formula. "Hyaluronic acid is a great ingredient to have," Clark says. "As you get into your 40s, use foundations that are very rich, with some type of firming and lifting, which can give you an extra boost."



Juice Beauty organic antioxidant serum is proven to prevent free radical skin cell damage. \$45, juicebeauty.com

No Foundation Foundation by Perricone MD has anti-aging ingredients, like hyaluronic acid. \$55, perriconemd.com

Suki exfoliate foaming cleanser has raw sugar to scrub the skin and smells of lemon. \$32.95, birchbox.com

Smashbox Sheer Focus tinted moisturizer gives lightweight, oil-free coverage and is packed with anti-aging peptides. \$32, Nordstrom



## IN YOUR 50s ...

**WHAT TO USE:** Use cleansers and moisturizers that contain ceramides and add moisture to the skin. Aim to exfoliate every three days. "Dead skin accumulates faster on dry skin, so it's important to remove it to keep the texture of skin smooth and to allow products to penetrate," Clark says. Be gentle around the eyes; this is the age when milias develop and can leave a bumpy appearance.

**WHAT TO AVOID:** Stay away from pressed or loose powder, which will just pull moisture out of skin. "If you use a blush or bronzer, make sure it has a beneficial oil in it so it's not as drying," Clark says. Jaliman recommends steering clear of salicylic and glycolic acids, as they can dehydrate skin and make it blotchy.

**BEST STAY-YOUNG MAKEUP TRICK:** "If you have good skin, use a concealer and dot on foundation only where you need it," Jaliman says. Look for sheer formulas, which tend to look more youthful. And opt for glossy lipstick instead of matte versions.

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