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Clockwise from top left: ELIZABETH ARDEN Skin Illuminating Brightening Day Serum, \$79.50; elizabetharden.com. SKINMEDICA Retinol Complex 0.25, \$62; skinmedica.com. SIMPLE SKINCARE Hydrating Cleansing Oil, \$9.99; at drugstores. CERAVE PM Facial Moisturizing Lotion, \$14.49; at drugstores.

Elizabeth Arden Skin Illuminating Brightening Day Serum and Garnier SkinActive Moisture Bomb the Antioxidant Super Moisturizer SPF 30 (\$16.99; at drugstores).

**P.M.:** "A mild retinol treatment will help reduce any existing discoloration and keep skin even-toned," says Lee. Start with a cream that has 0.25 percent retinol, such as SkinMedica Retinol Complex 0.25, every other night. "Then, if you're not experiencing dryness or irritation by the time you finish the bottle—which usually takes a few months—upgrade to a product with 0.5 percent retinol," she suggests. No matter what concentration of retinol you're using, afterward pat on a basic, nourishing lotion like CeraVe PM Facial Moisturizing Lotion, and use it on the off-retinol nights too.



**JENNIFER LEE, M.D.,** is medical director of REN Dermatology in Franklin, TN

## Caucasian

**L**uckily, you can easily protect yourself from the main thing that ages Caucasian skin: the sun. "Because we don't have much melanin pigment in the top layers of our skin, the sun's UV rays penetrate deeply, causing collagen and elastin breakdown," explains dermatologist Emmy Graber, M.D., an assistant professor of dermatology at Boston University School of Medicine. "That's why Caucasian women see wrinkles and sagging earlier than any other ethnicity, often by our mid-30s. It also means that the fairer you are, the more susceptible you are to skin cancer, so daily SPF is essential."

Rosacea is another common issue that may emerge by your mid-30s. "It can develop in any skin tone, but it's most common in people of Northern European descent," says Graber. "Rosacea may appear as flushed skin, or as pimple-like lesions on the cheeks and nose." So you need a regimen that treats and prevents lines without setting off inflammation, as studies show that chronically inflamed skin speeds up the aging process—and that's the *last* thing anyone wants.

**TWICE A DAY:** "Soap-based cleansers can be drying, which may trigger irritation and make skin appear more wrinkled," says Graber. She recommends using a gentle, soap-free one such as Garnier SkinActive Gentle Sulfate-Free Cleanser.

**A.M.:** After washing, pat on a vitamin C serum. "Studies show this antioxidant works especially well at preventing sun damage by helping skin cells fight off damage," says Graber. (Try BeautyRx by Dr. Schultz Triple Vitamin C Serum.) "Follow with a face lotion or sunscreen that's broad-spectrum—meaning it protects from both UVA and UVB rays—SPF 30 or higher every single day." She recommends Aveeno Positively Radiant Daily Moisturizer SPF 30, which has soy to help brighten skin.

**P.M.:** "If you have redness or rosacea, some anti-aging products can make it worse," cautions Graber. "One of the biggest culprits is overuse of alpha-hydroxy acids—particularly glycolic acid, which is found in peels, serums, and face washes." If you're using an AHA product to treat lines, replace it with a cream that contains gluconolactone, which works similarly to increase collagen production but won't cause

redness. Graber likes NeoStrata Bio-Hydrating Cream (\$54; neostrata.com). To soothe rosacea-prone skin, you may want to see a dermatologist for Rhofade Cream 1% (price varies by insurance provider), a new FDA-approved prescription treatment covered by some insurance plans that decreases the amount of flushing associated with the condition. In clinical trials of patients with moderate to severe rosacea, the cream significantly reduced redness for up to 12 hours.

"Women who don't have rosacea can use the gluconolactone cream three to four nights a week, and on other nights apply a retinoid product to help firm skin and soften lines," says Graber, who recommends Differin Gel (adapalene 0.1%) (\$13 for 15 g; at drugstores). Then smooth on a rich moisturizer that has niacinamide, which helps calm inflammation. A good one is Olay Regenerist Micro-Sculpting Cream.



**EMMY GRABER, M.D.,** is president of the Dermatology Institute of Boston

Clockwise from left: GARNIER SkinActive The Gentle Sulfate-Free Cleanser, \$11.99; at drugstores. BEAUTYRX BY DR. SCHULTZ Triple Vitamin C Serum, \$95; beautyrx.com. OLAY Regenerist Micro-Sculpting Cream, \$24.99; at drugstores. AVEENO Positively Radiant Daily Moisturizer SPF 30, \$14.99; at drugstores.

