



skin smarts

by Barbara Brody

Are expensive department store wrinkle serums really any better than drugstore remedies?

Not necessarily. While the most cutting-edge ingredients tend to appear in high-end products first, there are excellent choices in the drugstore. Check out the ingredients of your favorite department store serum (or one you've been dying to try), then compare it with various drugstore products. You may be able to find a less expensive option with the same active ingredient (retinol, vitamin C and/or alpha hydroxy acid), though you won't know the exact concentration. L'Oréal and RoC make some very good products, such as Advanced RevitaLift Complete with SPF 18 and Age Diminishing Daily Moisturizer with Soy Complex and Vitamin E.

My foundation contains SPF 15. Do I need a separate sunscreen?

If you cover your entire face with it, then you should be fine. But if you're just dabbing on a dot here and there, you need something else to guard against skin cancer, not to mention

wrinkles and age spots. The best thing to do is apply a moisturizer that contains sunblock before your makeup. Put it on when your face is a little damp to help lock in moisture—and don't forget your neck.

My face gets flushed very easily. Is this rosacea?

If you have rosacea, your skin won't simply be red: You'll have scaly, greasylooking patches and acnelike eruptions on your face. Also, people with rosacea tend to have flareups after having spicy foods or caffeine. If that's not your case, look for moisturizers that contain lactic acid, which will help with dryness and sensitivity. For rosacea, OTC products with antiinflammatories like soy, and antibacterials like sulphur, can help. But your dermatologist may recommend a prescription treatment instead.

To ask a question, go to womansday.com/drwd

I've recently started breaking out a lot—at age 45! What can I do?

Give OTC anti-acne treatments a try, but be aware that many of the products aimed at teens tend to cause dryness in adults. If that happens—or if OTC options aren't working after a few weeks—see a dermatologist. You may respond better to a prescription remedy, such as a topical cream, oral antibiotics or even birth control pills (to regulate hormones that can cause breakouts).