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The 13 Best Anti-Aging Serums, According to Dermatologists

Potent formulas for common concerns like fine lines, wrinkles, and dark spots.

By **ANNEKE KNOT**

JANUARY 2, 2024, 12:00PM



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Our skin ages with us: As we get older, our complexions begin to rat us out for the days spent in the sun without SPF and the late nights out with friends. Thankfully, our skin care routines can be tailored to fight signs of aging, starting with the best anti-aging serums that target common concerns like wrinkles, dullness, and dark spots.

“Face serums are products that deliver a particular active ingredient to the skin,” explains Dr. Joshua Zeichner, an Associate Professor of Dermatology and the Director of Cosmetic & Clinical Research in Dermatology at Mount Sinai Hospital in New York City. However, not all serums are created equal, and their benefits depend on its list of ingredients.

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“Serums can help, hydrate, protect, plump, or even exfoliate or brighten. It’s important to choose a serum that’s right for your skin, as your best friend’s favorite serum may not be right for you,” Dr. Zeichner adds.

In order to find the best anti-aging serum for your skincare goals, it is important to pay attention to the ingredient list. “For instance, if your concern is hyperpigmentation or a pigmentary disorder like melasma, then you may want to reach for a serum that also contains brightening ingredients like vitamin C, niacinamide, or tranexamic acid,” explains Dr. Rachel Westbay, board-certified dermatologist at Marmur Medical. On the other hand, if hydration is a concern, she suggests looking for hyaluronic acid serums or dry skin serums with ingredients like vitamin E, glycerin, and squalane.

In order to narrow down the best anti-aging serums, our team tested dozens of top face serums and interviewed experts like Dr. Zeichner and Dr. Westbay for their expert recommendations. Ahead, the best anti-aging face serums for your skin concerns.

Top Anti-Aging Serums of 2024

- SkinMedica TNS Advanced+ Serum
- Best Drugstore Option: RoC Derm Correxion Fill and Treat Serum
- SkinCeuticals CE Ferulic
- Best for Oily Skin: Caudalie Vinoperfect Facial Radiance Dark Spot Serum
- Best Retinol Serum: Paula's Choice Clinical 1% Retinol Solution Treatment
- Augustinus Bader The Retinol Serum
- Best for Exfoliation: Sunday Riley Good Genes All in One AHA Lactic Acid Treatment
- Best for Fine Lines: Alastin Restorative Skin Complex
- Best for Hydration: La Roche Posay Hyalu B5 Hyaluronic Acid Serum
- Best for Firming: BeautyPie Youth Bomb Double Retinol Skin Retinol
- Best for Sensitive Skin: EltaMD Skin Recovery Serum
- Charlotte Tilbury Magic Serum
- Best Collagen Serum: MMRepose Serum

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SkinMedica TNS Advanced+ Serum

Best for: Fine lines, wrinkles, sagging skin

Size: 1 oz.

Key Ingredients: Growth factors, peptides, marine extracts

Amazon Top-Quality Store Badge on Google: 4.5/5 stars

Dermstore Top-Quality Store Badge on Google: 4.4/5 stars

\$236 ~~\$295~~ *20% Off*

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Yes, this is one of the pricier serums on this list, but Dr. Stacey Tull, owner and founder of St. Charles Dermatologic Surgery and board-certified dermatologist, promises that it is by far one of “the most effective anti-aging serum on the market.” The bottle has two chambers: The first holds clinically tested growth factors which helps to firm sagging skin and softens wrinkles, and the second contains a blend of botanicals, peptides, and marine extracts. With each pump, both chambers release a drop of serum. Simply mix on the back of your hand and apply to clean skin every night. Your skin will start showing results in about two weeks.

What testers say: "I first bought this because it was recommended to me by the beauty salon I go to... it was pricey but I figured I would give it a shot. Immediately after using it I started being questioned on what products I use on my face. I noticed my face also had a bright new glow! This is my third order. I've been using this product for approximately 6-7 months with each lasting me for about two months! Love it! Give it a try and you won't regret it."

Price upon publish date of this article: \$236

RoC Derm Correxion Fill and Treat Serum

Best for: Treating wrinkles and fine lines

Size: .5 oz.

Key Ingredients: Retinol, hyaluronic acid

Amazon Top-Quality Store Badge on Google: 4.5/5 stars

Ulta Top-Quality Store Badge on Google: 4.8/5 stars

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\$29.97

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Drugstores are full of quality beauty finds (like amazing drugstore foundations and mascaras), and this serum from RoC is one of the best affordable anti aging skin care options you can find. Shaped like a needle, the packaging encourages the user to tap onto problem areas like the forehead or temples. “This serum combines hyaluronic acid and retinol to give the skin a double punch,” explains Dr. Zeichner. “Retinol stimulates collagen production to improve the appearance of lines and wrinkles with continued use, and improves skin, tone and texture.” Meanwhile, the hyaluronic acid functions like a sponge that sops up moisture to the outer skin layer which helps hydrate and plump.

What testers say: “I’m 42 and have been using this just about day and night for a month and definitely notice a difference in the appearance of wrinkles on my forehead, crows feet and marionette lines, and in the overall softness of my skin. Once you get used to the applicator (Tip: hold it like a needle), it’s great! I apply a thin layer (gently pat to spread out if you apply it too thick in one area) over the wrinkles, let it sit for about 2 minutes then gently pat the remaining noticeable serum in, let sit for another minute, then apply moisturizer. Highly recommend!”

Price upon publish date of this article: \$29.97

SkinCeuticals CE Ferulic Serum

Best For: Stubborn dark spots and aging skin

Size: 1 oz.

Key Ingredients: Vitamin C, vitamin E, ferulic acid

Dermstore Top-Quality Store Badge on Google: 4.4/5 stars

Bluemercury Top-Quality Store Badge on Google: 4.6/5 stars

\$182

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SkinCeuticals CE Ferulic is one of the most talked about anti-aging serums of all time. This brightening serum goes to work against stubborn dark spots and hyperpigmentation. “It not only repairs damaged skin but it also prevents further damage,” says Dr. Tull. Vitamin C is the gold standard in fighting dark spots and oxidative stress while vitamin E hydrates and strengthens the skin barrier. The combination of the two intensifies the efficacy of each ingredient. Dr. Tull recommends it for skin of all types and ages.

What testers say: “It is expensive! But it works better than all other Vitamin C serums that I have tried. It really does help reduce sunspots and hyperpigmentation, as well as brighten skin.”

Price upon publish date of this article: \$182

BEST ANTI-AGING SERUM FOR OILY SKIN

Caudalie Vinoperfect Facial Radiance Dark Spot Serum

Best for: Stubborn dark spots or uneven tone

Size: 1 oz.

Key Ingredients: Patented vine sap viniferine, olive squalane, biomimetic emulsifier

Amazon Top-Quality Store Badge on Google: 4.5/5 stars

Sephora Top-Quality Store Badge on Google: 4.8/5 stars

\$82

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Dark spots can be caused by excessive sun exposure, pregnancy, melasma, and more. Regardless of where they come from, they are tough to get rid of. Vitamin C is a common skin tone evener, but for more sensitive skin types, it can be a little harsh. Caudalie has you covered with its patented vine sap viniferine, a.k.a. the sap from grapevines. This ingredient functions as a powerful antioxidant and banishes hyperpigmentation without irritating skin. It's a great option for oily skin types, as it does it provides a glow without exacerbating shine.

What testers say: "This product changed my life! I had a lot of dark spots and acne scars and this product helped me a lot to get rid of them."

Price upon publish date of this article: \$82

BEST RETINOL ANTI-AGING SERUM

Paula's Choice Clinical 1% Retinol Solution Treatment

Best for: Aging, dry skin

Size: 1 oz.

Key Ingredients: Retinol, vitamin c, licorice extract, oat extract

Sephora Top-Quality Store Badge on Google: 4.8/5 stars

Dermstore Top-Quality Store Badge on Google: 4.4/5 stars

\$64

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Vitamin A is considered the gold standard for anti-aging, and retinol is one of the most popular and effective forms of the ingredient. Retinol speeds up your cell turnover, revealing smoother, more even skin. In addition to retinol, this formula touts brightening vitamin C and soothing oat extract. This treatment's texture sits between a serum and a moisturizer. But don't let the thicker feel fool you, it requires a moisturizer to seal it in. For some, this treatment can be hard to tolerate at first. If so, limit it to using only three times a week, increasing in frequency slowly.

What testers say: "At my age, 60+, I'm not expecting it to do wonders, but I do swear by this product. It leaves my skin feeling so soft and smooth, I highly recommend it to everyone. I use it every other day at night because I have dry skin, and top it with moisturizer."

Price upon publish date of this article: \$64

Augustinus Bader The Retinol Serum

Best for: Blemish prone, aging skin

Size: 1 oz.

Key Ingredients: Trigger Factor Complex TFCTM, retinol, zinc

Sephora Top-Quality Store Badge on Google: 4.8/5 stars

Nordstrom Top-Quality Store Badge on Google: 4.8/5 stars

\$375

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Augustinus Bader is known for its luxurious formulas like the brand's famous Rich Cream, but their retinol product is a sleeper hit to try for aging concerns. For starters, its powerful blend of active ingredients target everything from fine lines to clogged pores. Retinol resurfaces, zinc soothes, and a variety of marine extracts protect the skin from free radicals and limit bacteria growth. For best results, apply in upward sweeping motions. The serum's retinol can make skin sensitive to sun, so stay loyal to your favorite face sunscreen while you're using it.

Price upon publish date of this article: \$350

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BEST ANTI-AGING SERUM FOR EXFOLIATION

Sunday Riley Good Genes All in One AHA Lactic Acid Treatment

Best For: Uneven, aging skin

Size: 1.7 oz.

Key Ingredients: Lactic acid, licorice, lemongrass, and prickly pear extract

Amazon Top-Quality Store Badge on Google: 4.5/5 stars

Sephora Top-Quality Store Badge on Google: 4.8/5 stars

\$122

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If you are looking for an alternative to a harsh facial scrub or simply a way to improve your glow, a glycolic serum could be your answer. “This treatment utilizes tiny glycolic acid molecules that sink deep into the skin which improves the appearance of hyperpigmentation, enlarged pores, fine lines and wrinkles,” explains Dr. Westbay. She recommends using it as a retinol alternative or cycling with your retinol. You can use both in the morning and the evening, but if you use in the AM, make sure to pair with SPF as AHAs make your skin more photosensitive.

What testers say: “Best skincare product you can use. Amazing for pores, lines, dullness, literally every skincare desire you have this addresses. Couldn’t recommend any higher that you at least give it a shot!”

Price upon publish date of this article: \$122

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Sunday Riley Niacinamide Serum Review

BEST SERUM FOR FINE LINES

Alastin Restorative Skin Complex

Best for: Aging, dull, and uneven skin

Size: 1 oz.

Key Ingredients: TriHex technology, niacinamide, silver mushroom

Amazon Top-Quality Store Badge on Google: 4.5/5 stars

\$185.55 ~~\$210~~ **12% Off**

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Alastin is a staple in many dermatology offices. “If there was ever a powerhouse anti-aging serum, this is it. It really does it all,” says Dr. Westbay. The benefits run the gamut. It improves the appearance of fine lines and wrinkles, helps restore volume to thinning skin, improves elasticity, protects skin from further damage with potent antioxidants, targets dullness and uneven skin tone, and includes a peptide complex that supports the production of new, healthy elastin and collagen, Dr. Westbay explains.

What testers say: “My dermatologist recommended this product for my aging skin. I’ve had chemo and my skin has not been the same. I don’t usually spend so much on a product for my skin but I trust my dermatologist. Her office sells this but it is more affordable on Amazon. It has made a significant difference in the fine lines of my face and makes my skin look smoother and more hydrated. It is absolutely worth every penny!”

Price upon publish date of this article: \$185.55

BEST HYDRATING ANTI-AGING SERUM

La Roche Posay Hyalu B5 Hyaluronic Acid Serum

Best for: Dry, aging skin

Size: 1 oz.

Key Ingredients: Hyaluronic acid, vitamin B5

Amazon Top-Quality Store Badge on Google: 4.5/5 stars

Ulta Top-Quality Store Badge on Google: 4.8/5 stars

\$39.99

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Anti-aging serums are generally focused on targeting fine lines and wrinkles, but keeping skin hydrated is a must for a youthful complexion. This fragrance-free formula gently provides moisture to dry and oily skin types. Dr. Tull considers this one of her favorites thanks to its hyaluronic acid and vitamin B5 combination. “The vitamin B5 smooths and nourishes the skin,” she explains. Use on clean, dry skin to provide moisture or apply before your retinol to prevent any redness or irritation.

What testers say: “I’ve been trying to find something to help my dry under eyes for a long time. I’ve tried many expensive eye creams and serums. Who knew this would be so magical. It is definitely thicker than most serums, but it gives my face a very young and glowy, dewy look. I use it under moisturizer day and night and it works great under makeup. Let it absorb for a few minutes before moisturizing.”

Price upon publish date of this article: \$39.99

BEST FIRMING SERUM

Beauty Pie Youth Bomb Double Retinol Skin Retinol

Best For: Sagging, aging skin

Size: 1.69 oz.

Key Ingredients: Retinol, retinoid complex, niacinamide, lactic acid, fi-vita, allostheris, hyaluronic acid, concentrated ceramides

Beauty Pie Top-Quality Store Badge on Google: 4.4/5 stars

\$150

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This formula is a powerful cocktail of the buzziest anti-aging ingredients, and it's one of the best dermatologist-recommended anti-aging serums. Dr. Zeichner calls out the combination of two forms of retinol to improve the appearance of fine lines, and wrinkles, while minimizing potential irritation, but that is not all. "Lactic acid in the formula enhances cell turnover a while, niacinamide brightens and evens skin tone" he adds. Weighing in at 1.69 ounces, this bottle is the biggest on our list, making it a high-value pick.

What testers say: "I have been using 1% retinol for some time but not on my neck. I recently started using this product and there has been no irritation. I have been using it with the youth bomb collagen peptide cream and my skin appears after only one week more even toned and glowy. Very happy so far and intend to keep on using."

Price upon publish date of this article: \$150

BEST ANTI-AGING SERUM FOR SENSITIVE SKIN

EltaMD Skin Recovery Serum

Best For: Sensitive, dry aging skin

Size: 1 oz.

Key Ingredients: AAC technology, arginine, taurine, glycine, ginger root extract

Amazon Top-Quality Store Badge on Google: 4.5/5 stars

Dermstore Top-Quality Store Badge on Google: 4.4/5 stars

Bluemercury Top-Quality Store Badge on Google: 4.6/5 stars

\$63

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You may know of EltaMD for its beloved sunscreens, but its skin care line contains more than just sun protection, especially for sensitive skin. The run of the mill active ingredients for anti-aging, like retinol or exfoliating acids, are effective, but may irritate sensitive skin types. Dr. Stacey Tull loves this option as an alternative for those who are prone to tight, red reactions. “It contains no fragrances, dyes, or parabens,” she explains, “Plus, it repairs skin while boosting hydration.” The AAC technology is a fancy way of saying it contains three types of amino acids that help the skin remain hydrated. Plus, arginine and taurine help hydrate the skin and keep the barrier strong.

What testers say: “I am 67 years young with rosacea and was looking for something to help ‘calm’ my skin. I tried this serum (never used a serum before) and it has worked wonders. The redness in my cheeks dissipated significantly. I was so impressed with the serum, I have gone ahead with the entire EltaMd Skin Recovery line and am thrilled. My facial skin is soft, supple and now has very little redness. I am a happy camper and would strongly recommend.”

Price upon publish date of this article: \$63

Charlotte Tilbury Magic Serum

Best For: Hyperpigmentation and aging skin

Size: 1 oz.

Key Ingredients: Vitamin c, polyglutamic acid, niacinamide

Sephora Top-Quality Store Badge on Google: 4.8/5 stars

Nordstrom Top-Quality Store Badge on Google: 4.8/5 stars

\$85

BUY NOW AT SEPHORA

\$85

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If the Charlotte Tilbury Magic Cream is already a staple in your routine, the magic serum is a worthy addition. Like the cult favorite moisturizer for dry skin, the ultralight texture is perfect for wearing under foundations. “It combines polyglutamic acid with vitamin C to plump and brighten,” says Dr. Zeichner. He recommends thinking of polyglutamic acid as a cousin to hyaluronic acid. It acts

like a sponge, pulling in hydration to the outer skin layers. Then, the vitamin C neutralizes free radical damage which in turn protects the skin from environmental exposures and helps fade dark spots.

What testers say: “I would recommend this product to anyone over 25! Vitamin C is essential to keep your skin protected from many things. The whole serum has a nice consistency and leaves it dewy.”

Price upon publish date of this article: \$85



MMSkincare MMRepose Serum

Best for: Dry, dull, aging skin

Size: 1 oz.

Key Ingredients: Collagen, aloe, peptides, aromatherapy blend

\$85

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“This serum contains a powerful blend of adaptogens, pre-probiotics, and photodynamic actives that respond to the skin’s microbiome to help repair, balance and protect for healthier, more resilient skin,” says Dr. Westbay. Beyond that, it contains night-blooming cucumber, which is a botanical extract that helps regulate the skin’s natural circadian rhythm and repair cellular damage overnight — a.k.a., it optimizes your beauty sleep. Plus, the formula is aloe based, so it prevents transepidermal water loss and prevents overnight dehydration. If that isn’t enough to sell you, the serum also protects against environmental aggressors and oxidative stresses encountered during the day.

What testers say: “I have sensitive skin that is irritated by most skin products, especially moisturizing products, but none of the MM products, including the MMSerums, irritated my skin.

Despite having many high quality ingredients in them, none of those ingredients caused any irritation.”

Price upon publish date of this article: \$85

Key Ingredients to Look For in Anti-Aging Serums

When shopping for anti-aging serums, the most important thing to look for is the right ingredients. The benefits you are looking for will change your ingredient preference. For example, antioxidants like vitamin C are great for fighting dark spots while vitamin a derivatives like retinoids or retinols are good for diminishing fine lines and wrinkles.

- **Retinol:** Retinol is a derivative of vitamin A, and vitamin A is the gold standard for anti-aging. Vitamin A is one of the most studied and tested ingredients when it comes to reversing the signs of aging. It increases cell turnover which

brightens dark spots, keeps pores clear, and stimulates collagen production. Retinol can be irritating to the skin and cause redness or scaling. In order to build up a tolerance, experts recommend using only once or twice a week at first. As your skin adjusts, you can start applying more frequently.

- **Antioxidants:** Antioxidants are ingredients that help prevent oxidative damage on the skin from free radicals and environmental aggressors which can be responsible for premature aging on the skin. Some common examples of antioxidants include vitamin C, vitamin E, and niacinamide. Oftentimes, antioxidants work in tandem to offer multiple benefits like hydration, brightening, exfoliating, and more.
- **Niacinamide:** Niacinamide has gained a fair amount of buzz this past year, and for good reason. It is a known barrier booster, keeping moisture in and irritants out. Niacinamide has also been shown to keep pores clear and soothe irritated skin, too.
- **Hyaluronic Acid:** Hyaluronic acid gets a lot of love for its hydrating abilities, however, the benefits extend beyond moisture. Hyaluronic acid can hold up to 1,000 times its weight in water, which helps plump up the skin and minimize the look of fine lines and wrinkles.
- **AHAs:** Otherwise known as alpha hydroxy acids, ingredients like glycolic acid, lactic acid, mandelic acid, and citric acid are chemical exfoliators. They peel away old, dead skin cells. Serums with these ingredients help improve skin's texture, boost skin's radiance, and clear clogged pores. Do not use alpha hydroxy acids and vitamin A together on the same day, and make sure to wear SPF consistently as the ingredients make your skin more sensitive to rays.

The Best Anti-Aging Serum for Different Age Ranges

When should you start using an anti-aging serum? The answer varies from person to person. However, Dr. Westbay recommends incorporating an anti-aging serum into your routine by your mid 20s at the latest. To nip signs of aging in the bud, prevention is paramount. Wearing an SPF 30 or higher everyday protects your skin from UV rays.

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- **Best anti-aging serums for 30s:** Once you hit your thirties, collagen and elastin

production starts to decline. Because of this, you may start to notice some fine lines deepening and some dark spots emerging. If you haven't already, it may be time to invest in a high quality vitamin C serum for daily morning use. This will keep your skin looking even and fade pesky hyperpigmentation. Beyond that, it is important to keep skin hydrated as much as possible. Look for a hyaluronic acid serum and a quality moisturizer to seal in the benefits.

- **Best anti-aging serums for 40s:** Although it's different for everyone, the forties decade is where many women experience the beginning signs of menopause. This means that your estrogen levels begin to decrease and the skin gets thinner and begins to lose its bounce. In order to combat dullness, try using an AHA serum like a glycolic or lactic acid. The skin around the eyes, unfortunately, is one of the first places to show signs of aging. On top of anti-aging serums, our experts recommend regularly using an eye cream to diminish the appearance of crow's feet.
- **Best anti-aging serums for 50s:** In your fifties, your skin has succumbed to the effects of gravity and accumulated sun damage. It may be time to rethink your current skincare routine. Our experts recommend using a gentle face wash for dry skin or oily skin as harsh ingredients can cause irritation. In terms of serums, it is best to alternate between a potent vitamin A and an intense hydrator. Another vitamin A derivative, tretinoin, must be prescribed by your dermatologist, but it is one of the best at fighting deep inset lines.
- **Best anti-aging serums for 60s plus:** As your skin ages, it gets thinner, drier, and more sensitive. Keeping your skin hydrated and caring for your skin barrier is more important than ever. Read through your skin care labels and make sure that they are fragrance free. Also, be sure to incorporate a hydrating serum into your routine. If your skin is still on the dry side, turn on a humidifier in your bedroom at night.

How We Chose the Best Anti-Aging Serums

Since 1910, WWD — often referred to as “the fashion bible” — has been the leading industry voice of authority for senior executives in the global women's and men's fashion, retail and beauty communities, while also informing the consumer media that cover the market. Today, WWD's breaking news and trend coverage continues to be a trustworthy resource for both fashion insiders and consumers alike. Our shopping editors continue to uphold WWD's editorial standards and values with quality, expert-backed product selections.

In order to find the best anti-aging serums, our team combed the market for options from top brands. We read through ratings, examined features, and personally tested different anti-aging serums to see if they lived up to their claims. We considered top factors for anti-aging serums like size, ingredients, benefits, and accessibility. On top of that, we spoke to board-certified dermatologists for their expert opinion and recommendations. Learn more about us [here](#).

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Meet the Experts

Dr. Joshua Zeichner is an Associate Professor of Dermatology and the Director of Cosmetic & Clinical Research in Dermatology at Mount Sinai Hospital in New York City. He is one of the country's key opinion leaders in treating acne and rosacea, and is an expert in cosmeceuticals, skin care, and cosmetic Dermatology.

Dr. Stacey Tull is the owner and founder behind St. Charles Dermatologic Surgery. Her prominence as a board-certified dermatologist stem from her exceptional expertise in the realm of skin cancer. Being a dedicated Mohs surgeon in the region, Dr. Tull has provided care to more than 20,000 patients since commencing her career in Dermatological Surgery in 2001.

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Dr. Rachel Westbay is a board certified dermatologist at Marmur Medical in New York City. With a primary focus on cosmetic and general dermatology, she excels at the use of injectables and is also highly proficient in laser surgery, as well as other minimally and non-invasive cosmetic procedures, such as platelet-rich plasma (PRP), thermal skin tightening, body contouring and tumescent liposuction.

Meet the Author

Anneke Knot is a freelance writer in the fashion and beauty space based in San Francisco, California. With over seven years of experience in beauty product testing and writing, she has extensive knowledge of face serums and beyond. Aside from WWD, her editorial work can be found in publications like InStyle, The Strategist,

Byrdie, Forbes, and more.

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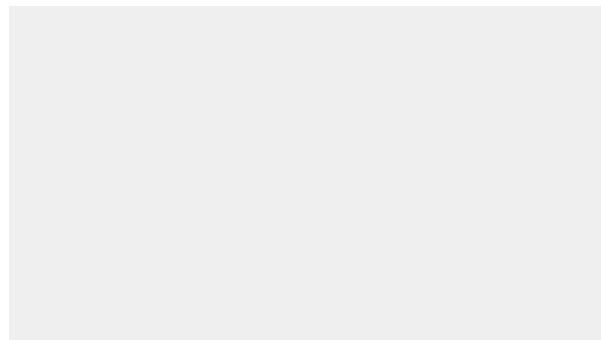
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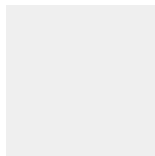
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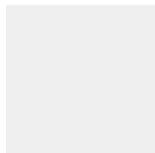
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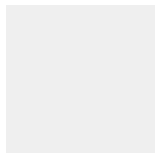
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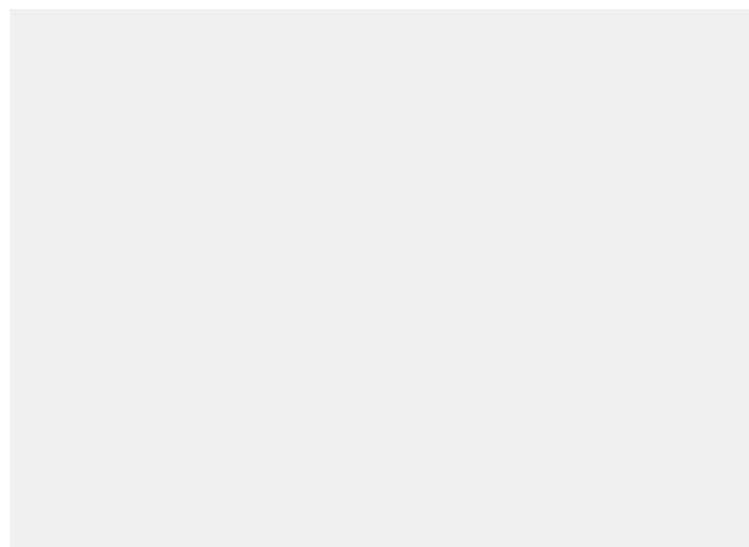
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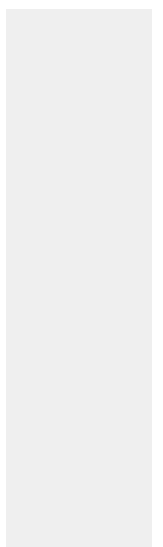
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