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Best Beauty

20s Strengthen Thin Skin

Even if you don't have any wrinkles yet, you may have started to see under-eye

30s Prevent Puffiness

Swollen eyes at this age are usually the result of fluid retention. "Sleep disturbances, diets high in salt, and allergies can all contribute to water retention," notes dermatologist David Bank. "To flush out excess fluids, reduce sodium intake and sleep with your head elevated so that gravity can work in your favor to pull water out of your face," he says. For a temporary fix, try Shiseido Benefiance Pure Retinol Instant Treatment Eye Mask, which contains ginseng, a natural anti-inflammatory that reduces swelling in 15 minutes.

40s Combat Crow's-Feet

"In your 40s, lines become more etched into the skin, so you can see them even at rest," says Bank. Proven line-fighting ingredients like vitamin C, peptides, and retinols ease creases. If puffiness and dark circles are also a problem, pick a multitasking product like Patricia Wexler M.D. Dermatology 3-in-1 Eye Cream, which treats all three issues simultaneously.

50s Be Easy on Your Eyes

The way you take care of the area around your eyes has a noticeable effect on how the skin ages. "Protect yourself from sun damage every day with UVA/UVB sunscreen, and wear sunglasses," recommends Wexler. When you're applying eye cream, a light touch is best. "I tell patients to pat the product into their skin, which increases the absorption of active ingredients," she says. Since the optimal time for skin to repair itself is while you sleep, use products with peptides and antioxidants before bed. SkinMedica TNS Night Eye Repair boosts cell turnover overnight, leaving skin looking refreshed and rested.

60s Maximize Moisture

If your favorite under-eye concealer has started to appear chalky, it may be because of a loss of moisture in your skin. Levels of hormones like estrogen and DHEA, which are responsible for regulating oil production, drop dramatically after menopause. "Because your skin is drier and your pores are getting larger with age, makeup tends to get lost in them," says

70+ Care for Sensitive Skin

Redness and irritation around the eyes are common concerns for women in this decade, and both are symptoms of excessive dryness. "The more you can hydrate and plump up the skin, the better," says Bank. Try an emollient cream with hyaluronic acid like Estée Lauder Re-Nutriv Ultimate Lifting Eye Creme, which draws water into the skin to moisturize and plump out lines at the same time. If your skin is really parched, "try layering a serum underneath a cream," he says. **Caitlin Gaffey**



20s
Aveda Green
Science Firming
Eye Creme (\$45)



30s
Shiseido Benefiance
Pure Retinol Instant
Treatment Eye Mask
(\$61 for 12)



40s
Patricia Wexler M.D.
Dermatology 3-in-1
Eye Cream (\$32.50)



50s
SkinMedica TNS
Night Eye
Repair (\$90)



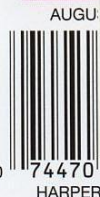
60s
BeFine Eye
Blossom
Miracle Eye Serum
(\$29.99 for four)



70+
Estée Lauder
Re-Nutriv
Ultimate Lifting
Eye Creme (\$100)

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