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The Skin-Care Products You Need Before You're 30



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Aging gracefully is the goal of hopeful, optimistic millennials everywhere, isn't it? We know that wrinkle-free isn't an option — unless you're a *Real Housewife* — but we'd like to look healthy, and damn *good*, as the decades go by. Well, as professionals (and capitalism!) tell us, the key to a beautiful complexion is daily care and smart prevention.

We get it: You already knew that! But, don't you get confused about how exactly you should be “preventing” things? (Is Botox preventative?) How can we weave anti-aging products into our routines without prompting an onslaught of clogged pores and acne? And, more importantly, at what point do we need to get Olivia-Pope levels of serious about fine lines, wrinkles, and hyperpigmentation?

To answer these very important questions (and help phase you into *real* adulthood), we consulted one prominent dermatologist and two aestheticians. Here, they take us through the early, middle, and late chapters of our 20s, and then give us a sneak peek at our 30s. But, before you start clicking, we want you to note: At no point is it too late to start taking good care of your skin. And, if you have any questions about what you see here, feel free to leave a message in the comments, and we'll be sure to get back to you.

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Invest In A Neck & Décolleté Cream

At this point, you know the importance of potent creams, serums, and masks, but you likely haven't given much attention to your neck and chest. "Many women in their twenties and thirties are using expensive face creams and coming in regularly for face-focused tweaks, but very few think to take care of their necks before 40," says [Paul Jarrod Frank, MD](#), a dermatologist in New York City.



To keep the thin skin supple and youthful-looking, reach for a treatment targeted to the area and containing ingredients like glycolic acid, calcium, and amino acids.

Dr. Brandt Do Not Age Firming Neck Cream, \$67, available at [Sephora](#).