

Top Retinol Serums & Creams: Vogue's Picks for 2025

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Retinol remains a gold-standard skincare ingredient. Dermatologists praise it for reducing fine lines, dark spots, and improving skin texture.

However, strong formulas can irritate. So choosing strength, formulation, and frequency matters. Vogue

Top Picks by Skin Need

Here are retinol products Vogue recommends, grouped by skin concern.

Skin Concern	Recommended Product & Strength	What Makes It Good
Beginners / Sensitive Skin	Medik8 Crystal Retinal 1 Serum (0.01% stabilised retinal)	Gentle yet effective; feels rich, doesn't irritate barrier.
	Avène RetrinAL 0.1 Intensive Cream	Uses retinaldehyde (stronger than retinol but gentler overall); antioxidant rich.
Mature Skin / Anti-Ageing	SkinCeuticals Retinol Cream 1.0	Higher strength; targets wrinkles and dark spots; includes brightening ingredients.
	L'Oréal Paris Pure Retinol Revitalift	Potent blend of pure retinol + hyaluronic acid;
	Night Serum	good value.
Acne-Prone / Reactivation	CeraVe Resurfacing Retinol Serum	Encapsulated retinol; niacinamide + ceramides;
/ Blemishes		helps post-acne marks.
Affordable / Drugstore	Olay Regenerist Retinol24 Night	Combines retinol + Vitamin B3; hydrates well; less
	Moisturiser	irritation.
Neck / Décolleté / Eye	(Vogue also recommends eye/neck-	These are formulated to be gentler; often lower
Area	friendly retinol options)	strength; good packaging.

- **Tips from Experts**
 - Start slow: apply retinol 2-3 times weekly initially.
 - Always pair with moisturiser; use sunscreen daily.
 - Choose strength appropriate to skin type; sensitive or new users should pick lower percentages.

• Check packaging; airless or opaque containers preserve retinol better.

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