

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