

# The Best Retinol Serums to Try in 2025, According to Experts

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Retinol remains a go-to ingredient in skincare. It helps with **fine lines, uneven texture, and dullness**. Meanwhile, dermatologists often cite it as a "gold standard" in actives.

But not all retinol serums are created equal. Concentration, formulation (cream, serum, encapsulated), delivery system, and supporting ingredients matter a lot.

### Top retinol serums to watch

While I couldn't fetch the *ELLE* article itself (Internal Error), typical best-of lists include these kinds of standout retinols. Below are examples that often appear in expert roundups. (You can cross-check with *ELLE* when it loads.)

Product	Why it's a standout	Skin type / notes
Skinceuticals Retinol 0.3 / 0.5	A classic, efficient formula in a stable delivery	Great for beginners (0.3) or intermediate users (0.5)
The Ordinary Retinol 0.5% in Squalane	Affordable, gentle, good entry point	Ideal for those testing retinol
Paula's Choice 1% Retinol + Peptides	Combines retinol with supportive peptides	Good for mature or resilient skin
La Roche-Posay Redermic R	Gentle yet effective, suited for sensitive skin	Often recommended by dermatologists
Differin Adapalene Gel 0.1%	Technically a retinoid; strong, acnefriendly	Best for acne or resilient skin
SkinCeuticals Retinol 1.0	High strength for seasoned users	Only for those already accustomed to retinol
Sunday Riley A+ High-Dose Retinoid Serum	Luxury formula with botanicals	For users wanting added glow and texture

### How to choose a retinol serum

## 1. Start with a gentle strength

If you're new to retinol, begin with lower concentration (e.g. 0.3%) or an encapsulated version.

### 2. Consider skin sensitivity

If your skin is reactive or easily inflamed, choose a soothing formula with hydrating or barrier support ingredients (ceramides, niacinamide, squalane).

#### 3. Packaging matters

Retinol degrades in light and air. Go for opaque, air-tight pumps or tubes.

#### 4. Frequency & build up

Start 2–3 nights per week. Increase only if your skin tolerates it.

#### 5. Layer smartly

Use after cleansing and before moisturiser. Allow the serum to sink in before applying heavier products.

### 6. Don't skip sunscreen

Retinol can make your skin more sensitive to UV. Use broad-spectrum SPF 30+ daily.

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