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BANG FOR YOUR BUCK

The Well-Spent Beauty Dollar: When to spend and when to save. By Emily Dudding

BEAUTY AND THE STOCK MARKET have one thing in common: The key to getting the best results is diversification. But with so many choices out there, it can be hard to figure out what is worth the investment (long-term payoff: younger-looking skin) and what makes sense to save on (short-term dividends: that new Yves Klein blue eyeliner). Here, beauty experts who have tried it all share their insider tips.

COMPLEXION PERFECTERS “So much of what women spend big beauty dollars on—getting rid of wrinkles and brown spots—can be prevented,” says New York dermatologist Elizabeth Hale. “Unless you commit to a strict regimen of sunblock and a retinoid, even the best in-office laser treatment is a waste of money.” Hale’s top retinoid pick: prescription Retin-A to boost collagen, lighten dark spots, and improve texture. “Most insurance doesn’t cover it, and it can cost as much as \$300, but ask your doctor to write an Rx for the generic formula [tretinoin], and you can save a few hundred dollars. If you use it on a regular basis, you won’t need chemical peels or microdermabrasion,” she says. If your skin (or pocketbook) can’t tolerate prescription strength, she recommends RoC Retinol Correxion Deep Wrinkle Night Cream. Sunblock every morning is critical, and Hale says some of the best are in the drugstore aisles. “Look for one with zinc oxide for broad-spectrum protection and an SPF of at least 30.” Try Olay Complete Daily Defense All Day Moisturizer SPF 30.

Daily cleansers are a good place to save. Dermophysiologique Hydra Care 3 in 1 (\$40) sounds pricey but is a good buy because it also contains a toner and moisturizer, “so you’re getting a lot for your money, and it’s one simple step,” says Mzia Shiman, the go-to facialist for Victoria’s Secret models. “I also love Decléor Essential Cleansing Milk [\$27]. It’s gentle, and you need so little that it lasts forever.” Makeup artist Alexa Rodulfo, whose clients include Ivanka Trump and Carolina Herrera, uses

organic virgin coconut oil to remove makeup (Carrington Farms has a nice one for \$7.99). “Smooth the oil onto your skin, and wipe it off with a washable BSL Natural Makeup Antibac cloth [\$20 for three].” As for deeper, exfoliating cleansers, Elizabeth Tanzi, a codirector of the Washington Institute of Dermatologic Laser Surgery, in Washington, D.C., says it pays to spend a little bit more. “Dr. Dennis Gross Alpha Beta Peel pads [\$86 for 30] have a higher concentration of acids than drugstore brands, along with ingredients that reduce inflammation. Alternate using them with a Clarisonic brush [from \$99] and a gentle cleanser every other night, and you probably won’t need facials.” (Try Aveeno Clear Complexion Foaming Cleanser, \$6.99.) The higher concentration of active ingredients in costly serums and moisturizers also make them a good investment. “Look for products with a combination of ingredients like retinol, glycolic acids, and antioxidants,” Tanzi says. “I like Epionce Renewal Cream, which has hyaluronic acid to moisturize and peptides to support healthy skin.” **New York dermatologist Paul Jarrod Frank is a fan of Chanel Le Lift Sérum, which contains resveratrol to lift skin.** And makeup artist Nick Barose, whose clients include Lupita Nyong’o and Kate Mara, loves Charlotte Tilbury’s Magic Cream. “It adds an instant glow so you need less foundation.”

Nothing says “disposable income” more than a light, off-season tan. A spray bronze from tanning expert Jazz Rainieri at Paul Labrecque Salon in New York (from \$95) will last a week. “To make any faux tan last longer, use exfoliating gloves [The Body Shop Exfoliating Bath Gloves, \$5] in the shower beforehand,” Rainieri says. “Pair them with Neutrogena Body Clear [\$5.99] and scrub away.” To get an extra week out of a professional spray tan (or skip it entirely), start with a self-tanner that builds up gradually. (Try Jergens Natural Glow Daily Moisturizer, \$8.49.) Whether or not you plan to tan, Joanna Vargas, facialist of choice for A-listers like Michelle Williams and Rachel Weisz, suggests exfoliating your entire body with a dry ▶

GREAT STEALS



RoC Retinol Correxion Deep Wrinkle Night Cream, \$22.99



L'Oréal Paris Age Perfect Glow Renewal Facial Oil, \$24.99



Olay Complete Daily Defense All Day Moisturizer SPF 30, \$13.99

BEST INVESTMENTS



Chanel Le Lift Sérum, \$175



Epionce Renewal Facial Cream, \$94



Clarisonic Mia 3, \$199



Charlotte Tilbury Magic Cream, \$95