Best Beauty Buys

You can slather, swipe, rinse, and repeat to find the finest products—or you can let us handle it. From the most effective wrinkle zapper to the least cakey foundation, our 15th annual list celebrates the top pro faves in every category.

Go to instyle.com and score 20 percent off our editors’ picks for hair, makeup, skin care, and more.

By Elizabeth Lamont Mendoza photographed by James Wojcik reported by Jolene Hart
75 EXFOLIATOR
Dermalogica Daily Microfoliant
A few drops of water turn this ultra-fine powder into a creamy paste, then nonabrasive rice bran whisks away dead cells. “It’s great for anyone with clogged pores,” says N.Y.C. dermatologist Rosemarie Ingleton. Plus, the scrub contains licorice—which evens skin tone—and green tea to protect skin from free radicals.
$50; dermalogica.com.

76 NIGHT CREAM
Olay Definity
This satiny whip gets down to business while you sleep, infusing collagen-plumping, skin-brightening glucosamine “deep below the surface,” says N.Y.C. facial plastic surgeon Steven Pearlman. The results are “as good as you get from a more expensive product, without the high price,” says L.A. dermatologist Debra Luftman.
$24; target.com.

77 EDITORS’ PICK
NIA 24 Eye Repair Complex
The star ingredient in this rich cream: pro-niacin, a molecule that speeds cell turnover, resulting in smoother, brighter skin. There’s also a dose of vitamins C and E to guard against free-radical damage and licorice extract to fade dark spots.
$65; go to instyle.com for discount.

78 MASK
Bliss Triple Oxygen
Formulated with free-radical-busting antioxidants such as vitamin C and grapeseed extract, this foaming mask “brightens and refreshes tired skin,” says Great Neck, N.Y., dermatologist Jeannette Graf.
$52; blissworld.com.

79 CLEANSER
CeraVe Hydrating Cleanser
This soap-free wash, loaded with moisture-rich ceramides, deeply cleanses and leaves skin soft and hydrated. Better still, the pros say, it is gentle enough to use around the eyes, making quick work of stubborn waterproof mascara.
$12; drugstore.com.

80 DAYTIME MOISTURIZER
Aveeno Positively Radiant SPF 30
Packed with hydrating soy and brightening light diffusers, this oil-free lotion evens out skin tone and “gives skin a fresh, dewy look,” says Cincinnati dermatologist Droe Eisen. As an added benefit, it doubles as an effective daily sunscreen with “a higher SPF than most,” says Wellesley, Mass., dermatologist Ruth Tedaldi.
$16; ulta.com.

*The 20% discount on Editors’ Picks is good from April 23 through May 21.