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SHOPPING WITH: Keeping skin moist, and young



DAVID GOLDBERG

As told to Laurie Squire

The product: moisturizer.

The expert: Dr. David Goldberg, a leading authority on skincare. Director of Laser Research at Mount Sinai and author of "Light Years Younger: The Definitive Guide to Anti-Aging Skin Care."

What I want: By definition a moisturizer should moisten the skin.

I must have: An emollient to make the skin look and feel softer, a water binding agent (this may be called a humectant on the label), an anti-irritant substance to reduce inflammation and antioxidants.

What I hate: Labels often say anti-aging, firming or anti-wrinkle ... Unless the moisturizer also contains alpha hydroxy acids, retinols or a sunscreen, it will not have any anti-aging, firming or anti-wrinkle properties whatsoever. Reality is that the feel, smell and marketing of a skin care item are actually what sell the product!

Savvy shopper: Get out those reading glasses: read the label for lanolin (most like human skin oil), mineral oil, silicone, shea or cocoa butter for emollients. Ceramides, lecithin and phospholipids are good humectants and good anti-irritants include bisabolol, allantoin, green tea and chamomile.

My pick: Natura Bissé Diamond anti-aging cream (\$250, Neiman Marcus or Blissworld.com).

Next best thing: Chanel Précision Hydramax Balanced Hydrating Cream (\$40, department stores). Also, Olay's Complete All Day UV Defense Moisture Lotion is a great moisturizer with sunscreen (under \$10, drugstores).

Visit Dr. David Goldberg's website at: www.skinandlasers.com