Many skincare experts consider retinol to be one of the most important anti-aging ingredients available. The vitamin A derivative has the power to stimulate collagen and cell turnover when applied topically, making it excellent for erasing fine lines and wrinkles, evening skin tone, and clearing pores.

But with great power always comes great responsibility, which is why you need to be smart about how you use your retinol products to prevent irritation and dryness. “The biggest mistake people make is being too aggressive with using the retinol, whether it’s using too high of a concentration, using it too often, or using too much,” says dermatologist Sejal Shah, M.D. “Start with a lower concentration every other night and increase slowly.” It’s also recommended that you use the product at night because retinol is photolabile, meaning that it breaks down when exposed to the sun.

Once you’ve figured out which products and dosages work for you, dermatologists say that you’ll have visibly younger, radiant skin. “I can always tell when a woman uses these. She’ll have that dewy, fresh-faced look—like she just had a facial,” Dr. Emmy M. Graber tells Huffington Post. Dr. Graber is a practicing dermatologist and a graduate of the Wharton School. As the founder and director of The Dermatology Institute of Boston, she treats a wide range of dermatologic issues and specializes in acne and cosmetic dermatology.

**Best Drugstore Retinol Cream**

Sounds good, right? We love a good retinol cream, but we’re not looking to spend our entire paycheck on one. Here are some of the best drugstore retinol creams that will help you get healthier, younger-looking skin instantly. Oh, and did we mention that they all cost under $25?
RoC Retinol Correxion Max Daily Hydration Crème ($23.44)

This rejuvenating formula reveals radiant skin and is clinically proven to reduce wrinkles in just one week. Yup, you read that right: One week! Not only is it amazing for fine lines and wrinkles, but it also smooths the complexion, erases dark spots, and offers 24 hours of deep hydration.

L'Oréal Paris Revitalift Cica Cream ($12.82)

This moisturizing cream uses pro-retinol and Centella Asiatica to visibly reduce wrinkles. It also helps to repair the skin barrier and prevent any further signs of aging and environmental aggressors.
Olay Eyes Pro-Retinol Eye Cream Treatment ($24.20)

This potent formula helps increase the rate of surface cell turnover to smooth the look of wrinkles around the eye area. Its strong hydrating properties help fortify the skin’s natural moisture barrier to allow the skin to retain moisture and look plumper. We love it because it targets crow’s feet and tackles the deepest of wrinkles in just 4 weeks!

Neutrogena Rapid Wrinkle Repair Serum ($15.99)

Improve the signs of aging with this retinol serum. It will have your skin looking smoother and more youthful in as little as one week, which is all thanks to its accelerated retinol SA and glucose complex combination. Not only will your wrinkles be gone, but you’ll also notice increased hydration because of its hyaluronic acid formula.
CeraVe Skin Renewing Cream Serum ($13.79)

This face cream was designed by dermatologists to help diminish the appearance of fine lines and wrinkles while also repairing the skin’s protective barrier. It’s formulated with retinol and 3 essential ceramides (1, 3 and 6-II).

L’Oreal Paris Revitalift Complete Night Cream ($9.30)

This anti-aging moisturizer fights fine lines and wrinkles while you sleep to reveal a younger-looking complexion when you wake up. It’s also effective in protecting and strengthening the skin barrier and improving the signs of aging that appear when it’s weakened. It’s formulated with pro-retinol and Centella Asiatica and will help your skin look softer, firmer, and more supple.