



Kenneth Mark Skin Care, Inc.



Fitness  
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**PRETTY PLAN**  
Erica visited Kenneth Mark, M.D., a clinical assistant professor of dermatology at New York University, for skin advice.

**BUST your BEAUTY RUT**

"I've had my fun in the sun, but I'm worried about wrinkles."  
—Erica Miller, 27

**PRETTY PLAN**  
Erica visited Kenneth Mark, M.D., a clinical assistant professor of dermatology at New York University, for skin advice.

**Lesson 1 | Use SPF, Every Day**

Erica's light hair and eyes make her prone to skin cancer—and sun damage, says Dr. Mark. In addition to wearing sunglasses, he advised her to start each morning with (A) Z-Silc Sunblock SPF 30 (\$30.80, beautybridge.com), a zinc-based blocker that helps preserve collagen. He also suggested swapping her plain-Jane lotion for one rich in wrinkle-preventing antioxidants, like (B) Ren Vita-Mineral Radiant Day Cream (\$45, renskin.com).

**Lesson 2 | Customize Your Skin Care**

Erica and her boyfriend share an exfoliating face wash that's too harsh for Erica's sensitive skin. "Inflammation can spur lines and wrinkles," says Dr. Mark. The fix: a moisture-packed cleanser that doubles as a makeup remover, such as (C) Neutrogena Ageless Essentials Continuous Hydration Cream Cleanser (\$7.99, drugstores). Hydroxy acids, like those in (D) MD Skincare Alpha Beta Peel (\$78, mdskin.com), an affordable alternative to a \$300 professional peel, are a gentler way to slough at night.

**Lesson 3 | Shelve the Gels**

To ward off squint lines, Erica uses eye gel, which is less moisturizing than a cream. "Dryness contributes to crow's-feet," says Dr. Mark. Multitaskers with peptides like (E) KMMD Tighten & Lighten Eye Cream (\$64, call 888-999-5293 for info) smooth lines, de-puff and lighten dark under-eye circles.

**Products shown:**  
A. Z-Silc Sunblock SPF 30  
B. Ren Vita-Mineral Radiant Day Cream  
C. Neutrogena Ageless Essentials Continuous Hydration Cream Cleanser  
D. MD Skincare Alpha Beta Peel  
E. KMMD Tighten & Lighten Eye Cream

Quotes from Dr. Mark, Tighten & Lighten Eye Cream with Peptides