Standing tall, feeling confident, believing in yourself — these are all important ways to feel your best. But as any woman who’s ever stood in front of a mirror can tell you, beauty secrets count too! While the way we look may be only one part of who we are, it is still a part of us. And feeling that you look your best can be a real confidence booster. Looking your best doesn’t have to be complicated or expensive, either. Experts say most of us really only need to pay attention to a few basic beauty secrets – essentials that can help you look and feel great without spending a lot of time or money. To help you find the beauty tips that really work, WebMD talked to top skin care and beauty experts, who parted with their personal tips for looking great:

**Beauty Tip: Never Underestimate the Power of Moisturizer**

Whether your skin is dry, normal, or even oily, if you can only afford one skin care product, experts say, your dollars will be well spent on a good moisturizer. “Sometimes, all you really need is a good moisturizer and a mild cleanser, and you can take years off your face,” says New York University professor Rhoda Narins, MD, president of the American Society of Dermatologic Surgery. When skin is dry, says Narins, every wrinkle is accentuated, making you look older. If you're in your 20s or 30s, doctors say, moisturizers will give you some of the protection you need to keep skin from prematurely aging. “In your 20s and early 30s, a good moisturizer can take the place of a lot of products,” says Park Avenue plastic surgeon Darrick Antell, MD.

So what exactly is a “good” moisturizer? Dermatologist Charles E. Crutchfield III, MD, describes it this way: “It’s a product that will do anything from gently adding moisture, to sealing in the moisture you’ve achieved, to helping your skin produce more moisture — and which type you choose should be based on your skin’s individual needs.”
If skin is normal to dry, look for moisturizers containing alpha hydroxy acids. They can help skin produce more moisture on its own, Crutchfield says. If skin is very dry, he also suggests products using a technology called vesicular emulsion. “This technology uses microscopic spheres that are alternating layers of moisture and water that slowly release throughout the day, so you get continual moisturization,” says Crutchfield. Products using this type of technology include Atopalm and Curel. If skin is oily, look for a light, gentle moisturizer — but don’t skip this step, cautions Crutchfield. “Oil is not moisture, and even if you have excess oil you still need moisture,” he says. Recommended products include Aveeno with Colloidal Oatmeal, Vanicream Light, Neutrogena Oil-Free Moisturizer, or Cetaphil Moisturizer.

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