



2022's Best New Serums For Your Skin, According to Experts

Eye Serums

“The skin surrounding the eye area is thinner than the skin on the remaining parts of your face, so the products designed for eyes more often come in the form of light, fast-absorbing serums versus thicker creams,” Valledor explains. “In addition to having a thinner viscosity, eye serums are packed with higher-concentrated actives, with smaller molecules so they can penetrate deeper into the skin and address issues that are more common in that area like dark circles and puffiness.” Dale notes that the eye area can be difficult to treat, which makes these concentrated serums a valuable tool. “Ingredients in serums penetrate better than most cream formulations,” she says. For concealer-free brightening, Tru Alchemy Eye Elixir leans on light-diffusing tech and caffeine to reduce puffiness, and a watercress-infused gel serum by Farmaesthetics bottles 100% natural ingredients like arnica and cucumber.

A small, dark blue glass bottle with a black dropper cap. The bottle has a white label with the text 'Farmaesthetics Watercress Eye Gel' and 'Sustainable Beauty' at the bottom. The ingredients 'arnica, caffeine & cucumber' are also visible on the label.

Farmaesthetics Watercress Eye Gel

AMAZON \$38

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