

## 4 Tips for Getting the Most Out of IMAGE Skincare® Serums



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Serums are the workhorses of many skincare routines, but are you making the most of them? With IMAGE Skincare® serums, like the AGELESS [hyaluronic acid serum](#) or VITAL C hydrating anti aging serum, it's easy to layer or choose serums for separate morning or evening routines. Knowing how to get the most out of your serums can help make your skincare routine more effective and help address your skincare concerns.



### What Are Your Skincare Concerns?

First, you need to address your skincare concerns. Do you have dry skin that needs quenching? Signs of premature aging? Each IMAGE Skincare serum is formulated to target various skincare concerns, but determining which concern to target is your first and most important step. Finding the right serum with the right ingredients can help you better hydrate your skin or even out skin tone while reducing the appearance of dull spots.

### How to Layer Serums

One of the best ways to get the most out of your IMAGE Skincare serums is to layer them. Typically, you'll put the thinner of the two serums on first, and it will quickly sink in. Then, while

your skin is still damp, put on the thicker serum. This also means you'll apply water-based serums first, then oil-based formulas to get optimal results. Think of it as an order of operations; you wouldn't put a [lip treatment](#) that seals in moisture on before your favorite lip color, or you wouldn't get a glossy look. Layering serums out of order means not getting the best results, as thicker serums will block lightweight ones from penetrating your skin as deeply.

### **Daytime and Nighttime Differences**

Different serums are best at different times of the day as well. While some, like the ORMEDIC® antioxidant serum, can be used morning or night, others work best during one routine or the other. Lightweight serums that quickly sink in are better in the morning, letting you get to your makeup faster. Thicker, creamier serums are better for nighttime routines. Serums with ingredients like retinol and salicylic acid are best before bed. If you aren't sure which routine to add an IMAGE Skincare serum to, simply check the package for directions.

### **Ask an Esthetician**

If you still aren't sure which is right or when to use a specific serum, it might be time to ask an esthetician for help. Schedule a [Hand and Stone facial](#) with IMAGE Skincare products, and not only will the esthetician show you how to use IMAGE Skincare products, but help you determine which serums and other products are right for your skincare routine. Each Hand and Stone esthetician is trained by IMAGE Skincare, ensuring you get the IMAGE experience.

Find the perfect IMAGE Skincare® serum for you at <https://imageskincare.com/>

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