

# NEW BEAUTY®

UVM: 705,373  
Date: May 23, 2017

## 9 Anti-Aging Products So Good They Don't Need Flashy Packaging

As the saying goes: Don't judge a book by its cover, but when it comes to beauty, it's hard not to judge a product by its packaging. With a new, minimally packaged, millennial pink brand popping up by the day, it's no secret that it's what's on the outside that sells, and we'd be kidding ourselves if we didn't admit that we're naturally drawn to great marketing and sleek and chic packaging.

But it's what on the inside that actually matters, right? And nowhere does that ring truer than when it comes to skin care products. A pretty product might look great on your vanity, but super efficacious products look great on your skin, and we'll take that over the former any day. If you're in agreement, check out these nine picks below.

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Environ Intensive Revival Masque (\$81)



This product is sometimes referred to as a facelift in a bottle thanks to the intense active ingredients that address so many signs of aging that it leaves your skin looking more radiant and youthful after just one use. Lactic acid helps to boost hydration and lightly exfoliate.

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