



SKINCARE

How to apply serums on the face, according to experts

Because there *is* a right and a wrong way.

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You may think that the biggest investment for your skin is a serum packed with active ingredients. But learning *how* to apply serums correctly on the face will really tune up your complexion and target any concerns you want to work on, from dehydration and fine lines to reducing redness and dullness.

Ahead, our experts explain how to apply serums on the face properly for the best results – from the right serum for your skin to the best application technique – and why you should add one to your daily routine.

