



Are You Applying Your Beauty Products in the Right Order?

If only beauty followed a paint-by-number approach, we'd always know exactly when and where to put our skincare and makeup products. Luckily, we created this easy-to-follow guide with the help of a top dermatologist and makeup artist. Now you'll never put your concealer before your foundation again (and yes, that's a hint).

As with any important task -- cooking, painting, reading -- the order in which you do things can have a major effect on the results. After all, you wouldn't paint before you prime, or start reading a book on the very last chapter, right? Well, the same can be said for applying skincare and makeup products. Layering your anti-aging treatments in the right sequence can make them work better; applying your makeup in a methodical manner can make it look better. Here, starting from a freshly washed face, we'll answer the question we know you've asked, "What comes next?"

1. Toner

"Because of its lightweight, almost waterlike texture, toner should be the first thing you use on your skin after washing," says Paul Jarrod Frank, M.D., a cosmetic dermatologist in New York City. The job of a toner is to balance skin's pH and remove any excess makeup or oil that your face wash might have missed.

2. Serum

Think "lightest to thickest" when you're applying skincare products, Frank says. Serums, which can range in texture from liquid to gel, should come next. Plus, serums also tend to contain a high concentration of active ingredients, so you want to get those on your skin ASAP.