

Hot Web Site >> skinstore.com

Medical-grade skin solutions at your fingertips.

Jim Steeb used to be just another guy who didn't know the difference between a moisturizer and a mask. "I washed my face with Ivory soap," he confesses. Today, as the president and CEO of this online mecca for derm-grade skincare, he's changed his habits. "In the morning I use the MD Skincare cleanser, followed by a two-step peel," Jim explains. "Then I apply moisturizer with SPF 10, an undereye lightener and eye-lift cream. In the evening I use the cleanser and an anti-aging moisturizer." Impressive.

Founded in 1997 by a team of physicians who wanted to make their non-prescription lines available to a wider market, the site sells products (think Atopalm and Skin Medica) that normally require a visit to a dermatologist or a plastic surgeon, plus unscalp brands (such as True Cosmetics and Alchimie Forever) that are usually found only at spas and fancy stores.

While skinstore.com's main business is anti-aging products, with over 2,000 products from more than 100 brands, it's also the place to find what you need to treat anything from athlete's foot to rosacea. All that choice could be overwhelming, so the site offers live online chats with skincare experts to help you choose the products that best fit your needs. And even if you make the wrong purchase, the return policy can't be beat (see below). —ELIZABETH LARSEN

Where to shop: skinstore.com. **How to pay:** AmEx, Discover, Mastercard, Visa, check, money order. **Shipping:** Free standard delivery (2-4 days) within the continental US for orders over \$99. \$4.95-\$14.95 for 2nd-day and overnight shipping. **Return policy:** 30-day refund (minus original and return shipping charges) even on used products. Wow.

From athlete's foot fixers to rosacea remedies, it's the place to find what you need.



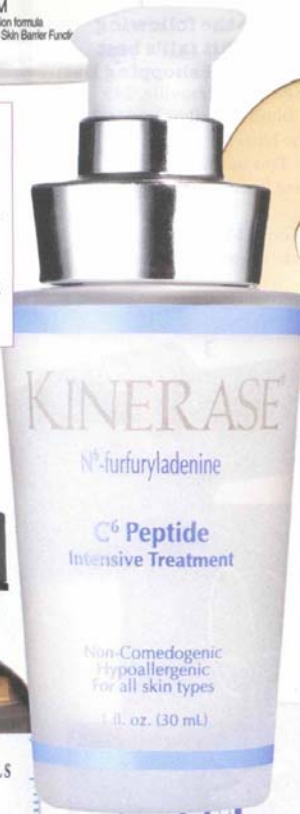
Atopalm MLE Cream, \$36 Use post microdermabrasion, peel or high retinol dose to instantly relieve irritation. Dramatically reduces acne scars and skin discoloration, too.



True Cosmetics Youth Revealing Complex, \$90 Said to be the highest-octane antioxidant ever (perfect for dry, damaged skin). Contains the same concentration tested in clinical studies, so we know it works.



Kinerase C6 Peptide Intensive Treatment, \$96 Kinetin, the botanical that keeps cacti alive in the desert, has maximum anti-aging and moisturizing properties.



Jane Iredale Loose Powder in satin, \$29 Particularly good for those with allergies or sensitivity because the SPF 20 formula is free of oil, talc, dyes and synthetic preservatives.



SkinCeuticals C E Ferulic, \$122 The ferulic acid in this face serum amps up the pollution-fighting antioxidant power of vitamins C and E to provide protection against UV damage.



Summers Labs Rezamid Acne Treatment Lotion, \$16 Dries out pimples and covers seamlessly. Includes a tube of pigment you add drop by drop until the product matches your skin tone.

rezamid Acne Treatment Lotion
 • Medicated to dry and clear acne blemishes
 • Premium limited base for coverage
 NET WT 2 OZ. (56.7 g)
Indication: for the management of acne.
Directions: SHAKE WELL BEFORE USE! Cleanse skin thoroughly before applying medication. Cover affected areas with a thin layer one to three times daily. Because excessive drying of the skin may occur, start with one application daily, gradually increase to two

All products available at skinstore.com.

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