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I'VE TESTED ALMOST EVERY TRADER JOE'S BEAUTY PRODUCT, AND THIS ONE IS BY FAR MY FAVE



Late last year, I had the immense pleasure of treating myself to an entire skin-care routine straight from the aisles of Trader Joe's. And as my face and I quickly discovered, everyone's favorite destination for everything bagel seasoning and cauliflower gnocchi happens to have some legit beauty offerings. One that I've been reaching for now that the skin seasons have started to shift from "humid and greasy" to "dry and chapped"? (Let us pause to mourn the end of summer.) The Nourish Hyaluronic Moisture Boost Serum.

The serum was formulated by dermatologists with—you guessed it!—hyaluronic acid, which holds 1,000 times its weight in water and is a true hero when it comes to hydrating your skin. "Hyaluronic acid is a molecule that is produced naturally in the skin," says board certified dermatologist **Sheel Desai Solomon,**

MD. “It helps bring water and collagen together, and absorbs moisture into the skin to make it look revitalized and hydrated. The great thing about hyaluronic acid is that it works to replenish moisture that we lose with age, lack of hydration, or underlying skin conditions.”

In addition to being wildly hydrating, the serum also #humblebrags about its ability to improve collagen production, brighten and firm skin, and create a protective barrier on top of your dermis. While I can't speak to what was going on with my body's collagen factory when I used the serum, I can tell you that after a week of regular use my face looked glowier and felt bouncier than it had before. Let's just say I keep a lot of hyaluronic acids on hand, and there's a reason why it's still a regular cast member in my beauty routine 10 months after I discovered it.

This Trader Joe's find has a lovely jelly texture that glides on easily, and will prep your skin for whatever step you choose next—whether that's another serum or your moisturizer. Fun fact: Putting on a layer of hyaluronic acid will help all of the products you put on afterwards permeate your skin more deeply, so you actually may want to keep this serum in your bag regardless of the time of year. If you are going to be slathering it on during the cold, dry season though (ugh), Dr. Solomon urges you to immediately add a coat of moisturizer or hydrating cream on top of it to lock in the hydration and avoid dry, flaky skin.

Considering the serum is only \$9 a pop, it's safe to say you'll be picking up more than just a bag of brussel-sprout-seasoned tortilla chips (yup—that's a thing.), during your next trip to Trader Joe's.

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