

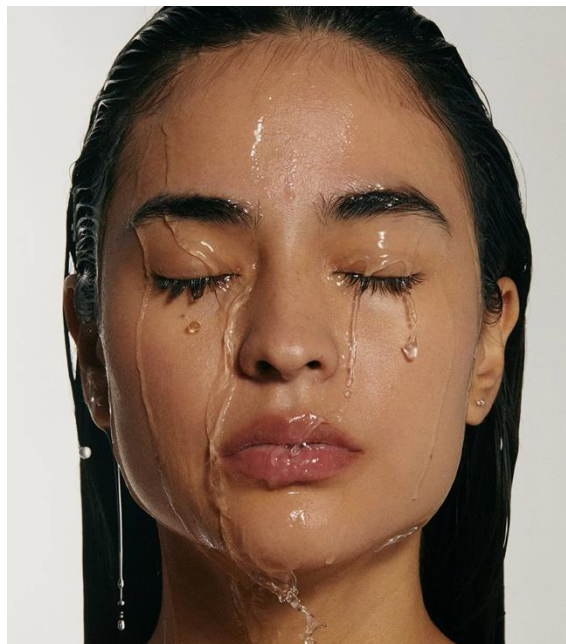
VOGUE

SHOPPING

The Best Serums for Dry Skin to Achieve a Soft, Glowing Complexion All Winter Long

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If you're one of those rare individuals who has perfectly hydrated, glowing skin by simply washing their face and slapping on a [moisturizer](#) (and [SPE](#), we hope!), then congratulations on hitting the genetic lottery. But if your skin feels parched after cleansing and your face cream isn't enough to quench its thirst, that's a good sign you have dry skin—and that you need a hydrating serum. “Face serums are lightweight and often packed with hydrating ingredients that absorb quickly into the skin,” explains [Connie Yang, MD](#), a board-certified dermatologist at [PFRANKMD](#) in New York, NY. “They can be layered underneath heavier lotions and moisturizers for maximal hydration.”

Best Overall: La Roche-Posay Hyalu B5 Serum

- **Why We Love It:** This hydrating, skin-soothing serum features multiple sizes of hyaluronic acid to pull water deeply into the skin to leave it looking plush and smooth; panthenol (vitamin B5) in the formula promotes lasting moisture as well. But what's particularly noteworthy about La Roche-Posay's HA serum is the inclusion of madecassoside. “It's a derivative of centella asiatica, a popular [Korean skin-care](#) ingredient,” explains [Yang](#). “It supports the skin barrier and protects against oxidative stress.” Additional relief is achieved through the brand's signature thermal spring water, which has been proven to calm irritation due to its high concentration of [essential mineral selenium](#).



Best Drugstore: CeraVe Hyaluronic Acid Serum



- **Why We Love It:** Fun fact—the “Cera” in CeraVe stands for ceramides, a cornerstone ingredient for the brand. “Ceramides are a naturally occurring lipid that makes up an important part of our skin barrier,” explains Yang. “Topical ceramides can help strengthen the skin barrier to prevent moisture loss.” The lightweight gel-cream formula also contains hydrating hyaluronic acid and nourishing panthenol to leave skin softer, smoother, and more comfortable.

Best For Dull Skin: Rhode Peptide Glazing Fluid



- **Why We Love It:** This formula is a multi-tasker, featuring firming peptides and nourishing ceramides as well as unsung hero, beta glucan. “The beta glucan in this product helps calm irritated or sensitive skin and reduces redness,” Yang says. In addition to its soothing effects, the serum brightens up dull and uneven skin with niacinamide, creating a luminous glow. It’s also great under makeup, notes Yang.

Best For Dehydrated Skin: PCA Skin Hyaluronic Acid Boosting Serum

- **Why We Love It:** Yang shares that this is her go-to hyaluronic acid serum. “It’s packed with ingredients that not only hydrate but also strengthen the skin barrier—ceramides, niacinamide, hyaluronic acid, and the proprietary HA-Pro complex that stimulates your own body’s production of hyaluronic acid,” she says. The formula delivers an instant plumping effect as well as long-term benefits; Yang adds that the lightweight, gel texture of this serum layers beautifully with other products in your routine.



What to Look For In a Serum For Dry Skin

The most well-known humectant used in skincare is hyaluronic acid, “a powerful humectant that's able to hold onto over 1,000 times its weight in water,” says [Yang](#). Consider products with multiple forms of hyaluronic acid, which will allow for deeper absorption and thus deeper hydration. You'll also need emollients and occlusives in your serum for dry skin.

How to Apply Serums For Dry Skin

Before you purchase a serum thinking that'll be the solution to staving off dryness, remember that treating skin requires a multi-pronged approach. “Do not let the facial serum be the only product in your routine,” warns [Yang](#). “Dry skin is a result of lack of hydration but also an inability to hold onto moisture.”

To max out the hydration factor of your serum for dry skin, make sure your face is a little damp first. “Damp skin allows for better and deeper penetration of any topical,” explains [Yang](#). “Humectants in the serum draw in moisture from both directions—the outside environment and deeper levels of the skin.” By adding a bit of water to your skin before applying a hydrating serum, you'll be giving those humectants some moisture to grab onto. Otherwise, the serum could try to pull that moisture from deeper levels of the skin, which can worsen dryness, [Yang](#) warns.

Meet the Experts

- [Connie Yang, MD](#), is a board-certified dermatologist at [PFRANKMD](#) in New York, NY.