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# **Anti Wrinkle Skincare - This Amazing Active Ingredient**

Although the aging process is a lot deeper than developing a few wrinkles, wrinkles are the first obvious signs of aging that we see. As soon as we notice them, we are on a conquest to get rid of them with a tough [face skin care regime!](#)

We then go on a conquest to find that perfect anti-wrinkle cream solution. We are faced with hundreds of different choices so how on earth do we choose?

However, there are several known tried and tested active ingredients that have been proven to reduce fine lines and wrinkles. The one I am discussing today is retinol.

What Is Retinol?

Basically in easy lay terms, retinol is a form of the molecule vitamin A, its an antioxidant which have been proven for healthy vision, bones and skin. Retinol is widely known for its contribution to the anti-aging market as an active ingredient in many anti-wrinkle serums.

There are various forms and strengths of retinol; retinoic acid and retinyl palmitate are the other two with retinol being the strongest. You are most likely the find the retinyl palmitate (lower, safer strength) in anti wrinkle serums as it has less side effects and is sensitive to the skin.

The other two strengths (retinoic acid and retinol) are only available via your doctor or dermatologist for more serious skin disorders such as acne for example.

Therefore retinyl palmitate is the only one which can be bought over the counter as an ingredient in creams and serums.

What Does Retinol Do?

This amazing ingredient has several affects:

- #1 It increases the production of new cells in the epidermis (top layer of skin)
- #2 It helps produce collagen
- #3 Because of collagen production it plumps up the skin
- #4 Helps repair dead skin cells
- #5 Helps reduce large pigmentations
- #4 Cells become smoother and fine lines are reduced.

Why Am I So Confident That Retinol Works?

Simple, because I use it myself and have done for the last three years.

I started using it in 2007 when a publicity storm brewed up about how effective their anti-wrinkle serum was. I bought a tube and religiously used it every night and after about 4 weeks I started to notice one particular crease/line around my right eye had significantly reduced.

I still use it to this day and wouldnt be without it!

You can also find this article published on [Anti Wrinkle Skincare - This Amazing Active Ingredient](#), and on the tag pages [conquest](#), [dead skin cells](#), [Retinol](#), [retinyl palmitate](#), [skin care regime](#), [Wrinkle](#).