

Are You Man Enough to

Retrouvé Nutrient Face Serum

Retrouvé's slightly thicker formulas are especially effective for people over 40. This serum is the lightest: It's water-based and fragrance-free, and it stimulates cell turnover, something everyone could use help with as they age. \$460; retrouve.com

Grown Alchemist Age-Repair Eye Cream

Grown Alchemist combines plant-based ingredients with face-savers like elastin and collagen that'll keep you from aging prematurely. This cream is rich in vitamins A and E, plus antioxidants to help fight wrinkles around the eyes (which any woman will tell you is one of the first places they pop up). \$69; b-glowing.com

Context Oil-Free Daily Moisturizer SPF15

Because men and women alike can prefer lighter formulations, Context offers this oil-free variety as well as a regular moisturizer. The line's clean, Scandinavian design and limited range (there are only seven products on the website) would make for a sleek shared medicine cabinet. \$40; contextskin.com



Moisturize Like a Woman?

Of course you are. Because all it really means is that you're okay sharing products with your girlfriend that have been designed with both of you in mind (remember, sharing is caring). Welcome to the new era of unisex skin care.

AS OUR IDEAS ABOUT GENDER BECOME MORE fluid, aggressively male-oriented grooming products can actually make you look insecure (BuzzFeed recently mocked a grenade-shaped "bath bomb" packed with essential oils, saying, "How can I be expected to enjoy a fragrant, relaxing, rosemary-scented bath without simultaneously being reminded of the devastating lethal power of an explosive device?"). Which is why unisex skin-care lines—

pioneered by favorites like Malin + Goetz and Aesop and bolstered by new brands almost every month—feel much more now, less 2005.

Sure, there are physiological differences between genders. Dr. Terrence Keaney, an aesthetic dermatologist at W for Men in Washington, D.C., explains that higher testosterone levels make men's skin thicker (also sweatier, oilier, and hairier), so lightweight products feel better, like they're not

even on your face. But some men have dry complexions, some women have oily ones, and "90 percent of people that walk through our door have normal to combination skin," says Malin + Goetz's Matthew Malin.

Unisex products hit the sweet spot between ultralight gels and heavy creams, fragrance-free and in packaging devoid of either flowers or flamethrowers. Above, three smart ways to gender-bend (without breaking). ■