





# GEL

**New gel moisturizers are cool and transparent and feel like nothing on the skin. But are they all they're cracked up to be?** By Meirav Devash

Applying moisturizer is usually as routine as brushing your teeth and about as mandatory. But for certain women, it's a take-a-deep-breath-and-just-do-it chore. Maybe it's because their skin is so oily that they fear compounding shine—and breakouts. Maybe it's because they hate the sensation. "I'm always surprised by how many of my patients loathe the feeling of moisturizer," says Ellen Marmur, a dermatologist in New York City.

There is an answer to this common problem: a new generation of gel moisturizers. They're free of the fatty, waxy ingredients that make creams creamy. "Gels are lighter and less greasy than traditional moisturizers and easier to spread on the skin," says cosmetic chemist Randy Schueller.

# OH