

Skincare Shopping Checklist for Women 50+

Navigating the skincare aisle after 50 can be overwhelming. This Ayurvedic-inspired checklist helps you choose wisely, shop confidently, and nourish your mature skin with ingredients that truly support your glow.

What to Look For

- Gentle cream cleansers (non-foaming, pH-balanced)
- Facial oils like rosehip, almond, or Kumkumadi
- Moisturizers with ghee, aloe vera, or shea butter
- SPF 30+ mineral-based sunscreens
- Hydrating toners (rose water, cucumber)
- Nourishing serums with hyaluronic acid or peptides
- Body oils (sesame or coconut) for Abhyanga
- Lip balms with ghee or beeswax
- Eye creams with caffeine or almond oil

What to Avoid

- Foaming or alcohol-based cleansers
- Retinols without hydration support
- Fragrance-heavy products
- Harsh scrubs or physical exfoliants
- Parabens, sulfates, and synthetic dyes
- Overly mattifying powders

Bonus Tips

- Always test products on your inner wrist first
- Look for labels like "for sensitive skin" or "mature skin"
- Stick to 3-5 core products
- Bring this checklist on your shopping trip!