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# **Anti Aging Face Creams - Why Is There A New Anti Aging Face Cream Every Day?**

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## Aging Face Cream Every Day?

You probably see the advertisements everywhere – magazines, newspapers, even online. It seems like there are new [anti aging face creams](#) being introduced to the market on a daily basis, each of which guarantees to be a breakthrough in wrinkle treatment or some sort of miracle cure for the outward signs of aging.

What can you believe? Is it really possible that dermatologists are making amazing breakthroughs day in and day out? What makes this week's model so much better than last week's miracle product? Most importantly, do you really need to buy each and every new wrinkle treatment that comes out; how much of this is just hype?

While it is certainly true that advances are made from time to time in wrinkle treatment and there are products that are far superior to earlier ones or have new ingredients which can be effective, not all of these claims can be true. By the same token, one shouldn't discount every claim made either.

From time to time, a new product will come out which does in fact perform far better than the products currently available. There may be a new ingredient which has great benefit and there is of course research continuously going on in the field of wrinkle treatment in particular and skin care generally.

However, skepticism is healthy in a market where so many new products are constantly arriving, each promising to be the best thing yet. There are only so many scientific breakthroughs in a given time period; many of these claims are simply marketing hype on behalf of the manufacturers. When you hear claims that sound too good to be true, guess what? They almost certainly are. Beware of products which claim to make you appear a decade younger instantly and similar statements.

The fact is that there really are no products which can actually perform as well as these sorts of claims would have you believe. Creams just aren't up to the job of erasing wrinkles in a matter of days or a few applications. Nor can they reverse the aging process, another common claim made by marketers of these skin care products.

To tell the truth, almost every [anti aging face creams](#) out there, new or old is essentially the same product with very small variations. Often, the only difference is the label!

No matter what the advertisements promise you, remember that everyone's skin is different and not every product will work equally well for each person. Your skin may not be ideal for whatever the new ingredient is in the latest cream; it may not work for your skin type at all.

Particularly if your skin is the more sensitive sort, you may not want to be switching to new anti aging face creams each week; the change can further irritate your delicate skin. You may experience breakouts, itching or dry skin, leaving you worse off than when you started.

## Recommended To Fight The Signs Of Aging

Try Dermology's unique three-part anti aging skincare system to keep your skin looking great by [Clicking Here](#)

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