



INGREDIENT INTEL

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*Less Marketing.
More Results.*

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Welcome to Ingredient Intel

The Truth About Anti-Aging Ingredients

*If you've ever wondered why your expensive serum didn't smooth your crow's feet,
or why your "firming" cream didn't lift your jawline...
You're not alone—and you're not doing anything wrong.*

*Most smart women are overestimating what skincare products can realistically
deliver. Not because they're naive—because the industry wants you to.*

*Between influencers using phrases like "reduces wrinkles" and "refines pores," and
brands making bold claims like "firms, lifts, and tightens," it's easy to think:*

*This cream will take away my crow's feet.
This serum will tighten up my jawline.
This will finally be the thing that works.*

*But here's the truth: most of it is marketing.
Sponsored posts, affiliate links, false promises, and
scientific-sounding spin designed to keep you buying.*

*This guide was created to help you cut through that noise—so you can stop
bouncing from one product to the next, hoping this one will be the one that "works."*

*Inside, you'll find what top anti-aging ingredients can actually do,
what they can't, and how to set realistic expectations—
based on real data and my 15 years of clinical experience.*

*So you can stop wasting money and build a routine that's well worth your
investment, and actually meets your expectations.*

Ingredient	Expected Result	What It Can't Do	Notes
Retinoids (Retinol, Tretinoin, etc.)	Boost collagen, reduce some fine lines, mild effect on pigment to even skin tone, improve texture and radiance; minimize progressive enlarging of pores (due to exfoliating effect)	Smooth moderate to deep wrinkles, tighten or lift folds or jowls, replace fillers, reduce pore size	Gold-standard for slowing down signs of aging; results take 8–12 weeks+; may initially worsen irritation/dryness if not used correctly
Peptides	Support collagen production, reduce some fine lines, hydrate	Smooth moderate to deep wrinkles, tighten or lift folds or jowls, replace Botox or fillers	Effects are usually mild/modest, especially when not combined with other actives; some peptides with better data than others (e.g., Matrixyl), but in general different peptides not directly comparable based on data
Vitamin C (Ascorbic Acid)	Brighten skin, mild reduction in hyperpigmentation, protect against free radicals (antioxidant) to slow down wrinkles, sun spots and sagging	Reduce wrinkles, remove darker age spots, replace sunscreen	Best used in the morning; unstable forms degrade easily—look for stabilized formulas (e.g., with ferulic acid or in airless packaging)
Ceramides	Repair skin barrier, retain moisture, soothe dryness	Reduce wrinkles or firm skin	Essential for skin health and function but not a corrective anti-aging ingredient

Ingredient	Expected Result	What It Can't Do	Notes
Exfoliants (AHAs, PHAs)	Improve texture, boost radiance, help with dullness, mild effect on clogged pores → can minimize progressive enlarging of pores	Stimulate collagen, reduce wrinkles or fine lines, reduce pore size	Overuse can compromise skin barrier; some have a deeper exfoliating effect than others (e.g. glycolic > PHAs)
Salicylic Acid	Improve texture, mild effect on clogged pores → can minimize progressive enlarging of pores, may help some very mild forms of acne	Stimulate collagen, significantly reduce blackheads/whiteheads, improve moderate-severe acne (without other treatment), reduce pore size	Binds sebum (oil) in pores better than other exfoliants, so good option for acne-prone or oily skin
Niacinamide (Vitamin B3)	Mild reduction in redness and hyperpigmentation to even tone	Significantly reduce or remove darker sun spots/age spots, reduce pore size, reduce wrinkles	Well-tolerated and multitasking; good “support” ingredient but not a heavy-hitter for anti-aging
Hyaluronic Acid	Hydrate, plump surface, improve skin radiance (glow factor)	Stimulate collagen, improve wrinkles or fine lines, lift or tighten sagging skin or folds	Improves surface hydration – hydrated skin looks less wrinkled, but no long term effect on wrinkles/lines; doesn't make dry skin more dry (myth)

Ingredient	Expected Result	What It Can't Do	Notes
Growth Factors	Boost collagen, mild improvement in fine lines	Smooth moderate to deep wrinkles, tighten or lift deep folds or jowls, replace fillers	Promising but data variable; expensive and dependent on formulation and source (bioidentical vs plant-derived)
Exosomes	Boost collagen, mild improvement in fine lines	Smooth moderate to deep wrinkles, tighten or lift deep folds or jowls, replace fillers	Data on topical formulations limited, very expensive, most data on in-office use (which is not FDA approved in U.S.)
Bakuchiol	Mild collagen stimulation, mild improvement in some fine lines	Match prescription retinoid or even OTC retinol efficacy	Gentler alternative to retinol, use in place of retinoid only if can't tolerate any retinoids
Alpha Arbutin	Mild reduction in hyperpigmentation to help even tone	Reduce wrinkles, fine lines or sagging; significantly reduce or remove darker sun spots/age spots	Often confused with hydroquinone; gentler but requires consistent use and sun protection to see effect
SPF (Broad-Spectrum Sunscreen)	Slow down wrinkle formation, hyperpigmentation, and loss of firmness	Reverse existing signs of aging	Should be a daily non-negotiable; not 100% protective from UV – keep in mind if frequent excessive sun exposure; DOES require re-application every 2 hours when outside

A flat-lay photograph of a desk with a light pink background. In the top left, a portion of a laptop with a dark keyboard is visible. Below it is a spiral-bound notebook with lined pages. A white pen with gold accents lies to the left of the notebook. A pair of light pink-rimmed glasses rests on the bottom half of the notebook. To the right of the notebook is a large, light pink flower with a yellow center. In the bottom right corner, a white AirPods case is visible. A piece of light-colored fabric is draped in the top right corner.

Always
get the facts
behind the
formulations

Your Next Steps

You're not just buying products—you're building a strategy

By now, you can see why so many women feel stuck: they're chasing results with ingredients that were never meant to deliver the changes they're hoping for. But knowledge is just the beginning.

What matters next is how you apply it—strategically, consistently, and in a way that's tailored to *you*, so you can get the most out of the money you're spending.

That's where *Radiant By Design* comes in. This is brand new, **dermatologist-developed program** that combines personalized recommendations and strategic skin education to create **visible, lasting skin transformation**.



Here's what's inside *RBD*:

- ✓ A **fully customized blueprint** for *your* skin and *your* goals, crafted by a board-certified dermatologist with 15 years of experience
- ✓ Be **barefaced and confident** without makeup, with **visible improvement** in texture, tone and radiance—using a tailored home routine that delivers on its promises, and that you'll actually want to stick to
- ✓ Identify the **key internal factors accelerating your skin's aging process**—and implement personalized, evidence-based lifestyle adjustments and sustainable habit upgrades designed to support your long-term skin health and youthfulness
- ✓ Conclude with an **individualized, forward-looking plan** that outlines recommended routine advancements and targeted professional treatments that goes beyond texture and tone, to achieve all your skin goals in the next 12 months
- ✓ **My support every step of the way**—so you never wonder *am I doing it right?*

What Does it Mean to Be Radiant By Design?

It's not just a name—it's a way of being

- ✓ Control of your aging process
- ✓ Results without chaos or confusion
- ✓ Skin that reflects your strength and energy, without looking like you're "trying too hard"
- ✓ Confidence to walk into any room like you own it - *makeup optional*
- ✓ Great skin as an act of self-love



Doors opening soon—we are taking just **15 women** as Founding Members. You'll get an **unprecedented level of personal attention and input** as we shape *Radiant By Design* together—something future versions won't allow as enrollment expands.

Interested in joining us? **Email us at hello@doctorrey.com** to let us know you'd like to be on the priority list to get **first access + 50% off** as a Founding Member.





Meet the Expert Behind the Guide

Hey, I'm Dr. Rey!

I'm a **board-certified dermatologist**, mom and educator, and I've been helping women look and feel their best for **over 15 years**.

In that time, I've seen a frustrating pattern: **smart, accomplished women**—who are killing it in their careers and lives—**still feeling lost** when it comes to their aging skin.

Not because they're doing too little, but because they're **overwhelmed by too much**. Too many trends. Too many products. Too many conflicting voices telling you what you “should” be doing. It's so easy to get lost in the skincare noise.

But **great skin can be simple** when you do two things: focus on what science and research tell us work, and apply those things to *your* unique skin and life.

That's why I created ***Radiant By Design***—to give you a results-driven blueprint tailored to *your* skin, *your* goals, and *your* real life. It's the clearest path to aging well—without the overwhelm or confusion of trying to “wing it” on your own.

Let's age smarter, together.

Dr. Rey

**GOOD
SKIN
CLUB**