



Best Stuff

Jim Moore's Favorite Moisturizers Will Solve All Your Oily, Dry, or Sensitive Skin Problems



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GQ's Best Stuff asked Creative Director-at-Large Jim Moore to try every moisturizer we could get our hands on so you don't have to. Here are the only five you need to know about.

Hopefully, by now, you're on board with the fact that **you need to use moisturizer daily**. Your face thanks you (or, it *will*, once you actually buy and start applying some). Moisturizing is crucial for combatting dryness, sensitivity, and signs of aging (even if you don't think you need to worry about that yet), not to mention the environmental damage incurred over the course of a normal day.

But how to choose the right moisturizer for you? You walk into a seemingly endless aisle with words like CREAM! LOTION! HYDRATION! ANTI-AGING! ENERGIZING! shouting at you from bottle after bottle and a certain paralysis sets in. Skincare is personal. It can be tailored to your skin's specific needs. But that can take a lot of legwork, trial and error and, sometimes, a lot of money before you find something that *actually* works.

We always recommend **consulting a professional**. But sometimes the best first step is with a recommendation or two from someone who has tried a whole lot of product. That's where we come in or, more specifically, where GQ's Creative Director-at-Large comes in. Jim Moore is an unofficial moisturizer expert-slash-obsessive, so when we suggested **giving him 30 moisturizers to try over the course of a month**, he jumped at the chance. His extensive rating system included everything from where he was that day, what the weather was like, the texture of the product, the active ingredients, and how he felt after hours of wear. We encourage you to read about **each and every one he tried**. But if you just want to find a great product to add to your skincare routine and move on with your life, here are his favorites, quite literally the *crème de la crème*.

Royal Fern Phytoactive Anti-Aging Cream

→\$250, [Buy now at Neiman Marcus](#)

What Jim Says: "I love this because it's super creamy and gets rid of any dry patches. It's also lightweight and you can tell there are a lot of active ingredients. It's the best one after exfoliation because it sinks in right away and feels amazing."

The bottom line is that you can definitely tell when a skincare product has higher quality ingredients. The texture is better, there are (typically) fewer chemicals and additives, and the results are faster. Royal Fern is no exception. As Jim says, the active ingredients are evident and the results are almost instantaneous. With a few weeks of regular application, your skin will look completely different (in a good way).

