

Meet **Retinoids** from The Ordinary



Retinoids is the collective name for ingredients within the **Vitamin A family** such as **retinol** and **granactive retinoid**. Common retinoids used in cosmetics include retinaldehyde, retinol, and retinyl esters, all of which are retinoic acid precursors. These ingredients are great for reducing the appearance of textural irregularities and general aging, supporting the production of important structural skin components and the skin's natural exfoliating mechanisms.

As we age, the skin's ability to desquamate cells (shedding of dead cells) slows down, resulting in skin with a sagging, dull, and wrinkled appearance. When skin cell retinoid receptors are bound to retinoids, a series of mechanisms that benefit skin complexion is switched on. This can result in enhanced cell turnover and the production of essential skin proteins.

Retinol has been studied very extensively since the 1930s and is often considered **one of the most effective skincare ingredients** due to its ability to improve the appearance of fine lines and wrinkles,

enlarged pores, and loss of skin elasticity concerns, including visible signs of aging and textural irregularities. Retinol has been created in the 1930s and has been studied very extensively.

The Ordinary offers the **pure, waterless form of Retinol in 0.2%, 0.5%, and 1% concentrations in a base of Squalane**. For an inexperienced user, starting the regimen with Retinol 0.2% in Squalane is advised, then adjusting to higher strengths of Retinol 0.5% in Squalane and Retinol 1% in Squalane once the skin has grown tolerant to each formula.

Granactive Retinoid is a much **newer next-generation advanced retinoid active complex** that has been shown to target multiple signs of aging, offering the same long-term benefits as retinol, **without any of the drawbacks often associated with retinol use**.

This technology cannot be compared directly with Retinol itself in terms of concentration because they include a different Retinoid molecule, in a similar way that Retinol cannot be compared with Retinoic Acid in terms of concentration.

The Ordinary offers **Granactive Retinoid of 2% concentration in a creamy emulsion format**, as well as **2 and 5% concentrations in a hydrating, light Squalane base**. Sun protection is particularly important when using retinoids and they may increase the skin's sensitivity to UV radiation.

Important note: Retinol formulations under The Ordinary have a period-after-opening (PAO) of 3 months, an additional note to "refrigerate after opening" in the directions, amber bottle packaging, alongside specific ingredients incorporated in the formulas in efforts to further delay the oxidation.

Discover The Ordinary's retinoids below.

To help smooth fine lines and wrinkles and improve skin texture and tone.

Granactive Retinoid 2% Emulsion

30 mL | 12.50 EUR - A Creamy, Water-Based Solution of 2% Granactive Retinol

Granactive Retinoid 2% in Squalane

30 mL | 12.80 EUR - A Water-Free Solution of 2% Granactive Retinoid in Squalane

Granactive Retinoid 5% in Squalane

30 mL | 17.20 EUR - A Water-Free Solution of 5% Granactive Retinoid in Squalane

Retinol 0.2% in Squalane

30 mL | 8.40 EUR - A Water-Free Solution of 0.2% Pure Retinol in Squalane

Retinol 0.5% in Squalane

30 mL | 8.90 EUR - A Water-Free Solution of 0.5% Pure Retinol in Squalane

Retinol 1% in Squalane

30 mL | 9.50 EUR - A Water-Free Solution of 1% Pure Retinol in Squalane