JUST ABOUT EVERY WOMAN OLDER THAN 35 has eye issues. That can mean puffiness, dark circles, deep furrows or tiny wrinkles, but whatever the problem, it needs to be dealt with. These things don’t go away on their own—in fact, they don’t really go away at all without surgery. But they can be diminished with a combination of creams and concealers. It may take a little experimentation, but once you find what works for you, you’ll never give it up!

<< AMORE PACIFIC
TIME RESPONSE EYE RENEWAL CREAM
Beautiful eyes start with moisture. This cream uses green tea, pine mushroom and other botanicals to boost cell turnover. $260 at fine department stores and Sephora

<< NATURA BISSE
THE CURE SHEER EYE
From the premier Barcelona line, this cream is tinted to provide some coverage (and replace makeup) and emollient to stimulate elastin and collagen. $120 at fine department stores.

<< LAURA MERCIER
HIGH COVERAGE CONCEALER FOR UNDER EYE
Launched April 2014, this cream blends flawlessly to brighten the under-eye area. Called a 3-in-1, it uses vitamin E, honey and fruit acid to nourish and smooth the area. $28 at Sephora and fine department stores

<< KATE SOMERVILLE
AGE ARREST EYE CREAM
This antiaging moisturizer uses sea botanicals like kelp extract and red algae to tighten skin around the eyes, reducing the signs of aging. $75 at Sephora and fine department stores.

<< MYBODY
CALM AFTER THE STORM
It’s a cream delivered with a cooling metal applicator that works to calm under-eye bags. Vitamin E, aloe, oat protein and fruit extracts nourish the delicate eye area. $75 at beauty stores and lovemybody.com

<< PER-FEKT
EYE PERFECTION GEL
Using a metal-tip applicator, this gel provides nutrients and light tint to both de-puff and cover up dark and baggy eyes. $45 at beauty stores and perfectbeauty.com