

## **OLAY Unveils Newly Upgraded Regenerist Retinol24 Night Cream, Advancing Its Legacy of Science-Backed Skin Care**

*Powered by Triple Collagen Peptide and Pro-Retinol, the upgraded formula delivers smoother skin overnight to visibly repair wrinkles, dark spots and texture — without all the irritation*

CINCINNATI, Ohio March 9, 2026 – OLAY, the #1 anti-aging skin care brand with more than 70 years of skin science expertise, announces the newly upgraded [OLAY Regenerist Retinol24 Night Cream](#) — the next evolution of the Most Awarded Retinol\* formula, now delivering even more powerful anti-aging results while remaining gentle enough for daily use.

The upgraded Retinol24 Night Cream is powered by OLAY’s innovative Triple Collagen Peptide technology and Pro-Retinol, designed to speed up cellular turnover, strengthen cellular bonds and visibly repair signs of aging including wrinkles, dark spots and uneven texture. The enhanced formula delivers dramatic overnight results without all the irritation, downtime or prescriptions often associated with traditional retinol treatments.

“Retinol is one of the most effective ingredients we have in dermatology, but irritation is often what prevents patients from using it consistently,” said Dr. Lindsey Zubritsky, MD, FAAD, board-certified dermatologist. “What makes the upgraded OLAY Retinol24 Night Cream stand out is its balance of efficacy and tolerance. It delivers visible anti-aging results while remaining gentle enough for every-day use, making it an accessible alternative for patients who struggle with prescription retinoids.”

This upgrade reflects OLAY’s ongoing commitment to innovation — even across its most iconic, top-performing products — as the brand continues to push the boundaries of skin science in pursuit of healthier-looking skin at every age.

“At OLAY, innovation doesn’t stop once a product becomes a bestseller,” said Dr. Rolanda Wilkerson, Principal Scientist at OLAY. “As our understanding of cellular aging evolves, we continuously apply new scientific insights across our portfolio. The introduction of Triple Collagen Peptide technology — now integrated into multiple Regenerist products — represents a major advancement in how we support skin structure. Bringing this technology into Retinol24 allowed us to enhance retinol performance while maintaining the comfort and gentleness women trust.”

Clinically proven and dermatologist recommended, the upgraded formula delivers **2x retinoid penetration versus the top-selling drugstore brand<sup>+</sup>** and is gentle enough for daily use. In a consumer study, **99% of women reported smoother skin in just one night.<sup>++</sup>**

### **Key Benefits of the Upgraded Retinol24 Night Cream:**

- Smooths skin overnight
- Visibly repairs wrinkles, dark spots and uneven texture

- Improves the appearance of fine lines and wrinkles in 14 days
- Strengthens cellular bonds to support skin's structure
- Gentle enough for daily use
- Alternative to prescription retinol without all the irritation

### Key Ingredients

- **Pro-Retinol** – Visibly corrects wrinkles and smooths skin uneven texture
- **NEW Triple Collagen Peptide** – A synergistic trio of peptides designed to improve the appearance of wrinkles and volume loss while supporting skin's natural collagen
- **Carnosine** – An antioxidant known to support skin radiance and protect against surface free radicals

Backed by more than 1,000 clinical and consumer studies and over 50 years of peptide research, the upgraded Retinol24 Night Cream builds on OLAY's leadership in the science of cellular aging — ensuring women never have to choose between performance and comfort.

### Availability

The newly upgraded OLAY Regenerist Retinol24 Night Cream is available at major retailers nationwide and on OLAY.com for an MSRP of **\$29.99** (pricing at the discretion of the retailer).

### About OLAY

OLAY is a worldwide leader in skin care and has been trusted by women for over 70 years. In 2021, it became the first mass skin care brand in the US to commit to zero skin retouching in all advertising to show real results. With a belief in an inclusive beauty standard, as the #1 anti-aging skin care brand, Only OLAY can deliver innovative, high-performing products backed by proven science and trusted results that work for all skin tones. Among its award-winning portfolio are the Most Awarded Serum\*\* (Super Serum), the #1 Most Awarded Retinol\* (Regenerist Retinol24 Night Moisturizer) and the Most Awarded Facial Cleanser Collection^ (Cleansing Melts).

For more information, visit [OLAY.com](https://www.OLAY.com) and follow on [Instagram](#), [TikTok](#), [Facebook](#) and [X](#).

*\* Based on a 6-year review of major beauty awards ending June 2025*

*\*\*Based on a 6-year review of major beauty awards ending March 2025*

*^ Based on a 12-month review of major beauty awards ending December 2024*

*+ % of dose in skin penetration study vs. top-selling drugstore brand*

*++ Based on a study of 110 women*

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## **Frequently Asked Questions**

### **What is new about the upgraded OLAY Regenerist Retinol24 Night Cream?**

The upgraded formula is enhanced with OLAY's new Triple Collagen Peptide, alongside Pro-Retinol and carnosine. Together, these ingredients help deliver intracellular hydration, strengthen the skin's surface, and visibly smooth skin overnight.

### **What is Triple Collagen Peptide?**

Triple Collagen Peptide is OLAY's exclusive blend of three peptides — Pal-KTTKS, AT-peptide, and Pal-KT — designed to work synergistically. The blend helps strengthen cellular bonds, support natural collagen production, and improve skin resilience for visibly smoother, firmer-looking skin.

### **How does this product compare to prescription retinol?**

OLAY Regenerist Retinol24 Night Cream is a nonprescription alternative designed to deliver visible anti-aging benefits without all the irritation commonly associated with prescription retinoids. It is gentle enough for daily use and does not require downtime.

### **How quickly can users expect to see results?**

In a clinical study, 99% of women saw smoother skin in just one night \*\*. The formula is also shown to improve the appearance of fine lines and wrinkles in as little as 14 days, with continued improvements in texture and discoloration over time.

### **Is the formula suitable for daily use?**

Yes. The Retinol24 Night Cream is designed to be gentle enough for daily nighttime use, and acts as an alternative to a prescription with all the irritation.

### **What key ingredients drive the product's benefits?**

The formula features Triple Collagen Peptide to support skin structure and resilience, Pro-Retinol to visibly reduce wrinkles and smooth uneven texture, and carnosine, an antioxidant that helps improve radiance and defend against surface free-radical damage.

### **Is OLAY Regenerist Retinol24 dermatologist recommended?**

OLAY is a dermatologist-recommended brand with more than 70 years of skin science expertise. Its products are supported by over 1,000 clinical and consumer studies and are trusted by skin experts worldwide.

### **How much does the OLAY Regenerist Retinol24 Night Cream cost and where is it available?**

The product is available nationwide at major retailers and on OLAY.com for an MSRP of \$29.99. Pricing, promotions, and availability may vary by retailer.

