## ABSTRACT

Provided are small activating nucleic acid molecules for skin care and uses thereof. The small activating nucleic acid molecule of the present invention comprises two oligonucleotide strands of 16 to 35 nucleotides in length, wherein one nucleotide strand has at least 75% homology or complementarity to a target selected from a promoter region of a target gene. Also provided are skin care products comprising a small activating nucleic acid molecule targeting the promoter region of the AQP3, AQP9, ELN, COL1A1, COL1A2, COL3A1, HAS1, HAS2, HAS3 or MFAP2 genes or a nucleic acid encoding the same and optionally an carrier or other effective ingredients. Further provided are methods for upregulating the expression of a target gene in cells using the small activating nucleic acid molecule or the nucleic acid encoding the same and improving skin conditions using the skin care products.