

## A fresh start

In-depth skincare, minimalist makeup and sun protection will be next year's major beauty trends.

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IN a few days 2021 will be on its way out and we'll be celebrating the start of a brand-new year.

Despite the lockdowns faced by many worldwide this year, the beauty industry has continued to thrive with various trends making its way onto our screens and into our lives.

So what are the beauty trends for next year? Here's what the experts from several brands say on trend predictions in 2022.

### Skincare surge

If the past two years has taught us anything, it's that health is wealth – and that extends to outer beauty.

Luxasia Malaysia country manager Cindy Poh said that people will look to adopt in-depth skin health and wellness routines which will integrate more premium skincare and ingestibles.

"There has been more demand for premium skincare and beauty ingestibles as consumers become increasingly sophisticated and pursue self-care

as they adjust to the new normal in their daily lives," said Poh.

"Consumers are not only more highly knowledgeable but are also more willing to trade up to premium skincare and beauty ingestibles to harness beauty from the inside out and enhance their overall well-being.

Dermalogica Clear Start associate brand manager Meredith Mills and brand project manager Shelly Diefenbach predicted that in 2022, we'll be seeing a lot more focus on beauty from within as holistic self-care expands beyond lotions and potions, and into supplements and tools.










"Our consumers continue to become more and more educated so it is important to provide transparency when it comes to ingredients and actives. It is also the end of an era for fragrance in skincare. For Dermalogica, we have always been against fragrance in skincare as it is a common irritant, but now more than ever we see consumers seek 'fragrance-free'," said Mills and Diefenbach in an email interview.

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# Beauty in and out

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As people adapt to a new normal, there will be a shift in the way beauty routines are approached and formed, to suit self-care driven lifestyles. "With urban life keeping us breathlessly busy, finding enough time to manage both our daily skincare and makeup regimens is challenging at best, hence why multifunctional beauty will be a key beauty trend in 2022," said a Sephora Malaysia representative. (Sephora does not attribute quotes to a specific spokesperson) "With makeup making a comeback, skincare remains at the top as consumers are looking for multitasking, fuss-free options that provide multi-colour with skincare benefits that we know as 'next gen beauty,'" the representative added.

## Conscious and clean beauty

A trend that will continue to rise in popularity is conscious consumption of natural beauty brands. "Conscious consumption is expected to continue strongly into the next year as many consumers are more ethically minded and will see a continued focus on consuming sustainable beauty brands," opined Poh. "As such, we anticipate that beauty brands with strong sustainability measures at its core like eco-luxury brand, Bjork & Berries in essentials (Luxasia's beauty boutique) and Aveda to continue growing favourably next year," she added. There was a time when the very idea of skincare was considered as luxury, but today it's not only a must-do, it's now a ritual that people want to do right. "Increasingly, we see consumers approaching skincare as a necessity to personal wellbeing. For something consumers identify so closely with, there has been great demand for clean, ethical and effective products," said Mills

and Diefenbach. Plenty of brands have begun to play their parts in producing feel-good beauty. "Clean At Sephora" is a movement that the beauty giant has initiated to make it easy for consumers to browse products that are formulated without certain ingredients. When you see the green Clean at Sephora seal, you'll know that these products are formulated without sulfates, parabens, mineral oil and more. "We have also seen our consumers embrace guilt-free, eco-conscious beauty as they embark on their feel-good beauty journey that keeps both their complexion and conscience clear," said the Sephora Malaysia representative.

Supergoop! Asia Pacific general manager Natalia Obolensky noted that as 2022 marks another year in the Covid-19 pandemic, consumers are continuing to experience fundamental change in their lifestyles and habits, including beauty. "Now more than ever there's an overwhelming heightened awareness towards health and wellness, especially when it comes to beauty products and how they are marketed towards consumers. In 2022, there will likely be a push for more science-backed skincare ingredients within beauty products along with specific guidelines on how brands identify as 'clean' and/or 'sustainable'," she said.

## Minimalist makeup

All-over makeup and the idea that "less is more" has already gained traction among beauty enthusiasts in the past few years. Nudestix co-founder Taylor Frankel believes that next year, we're going to see a ton of skin minimalism and a nod to Y2K beauty. "This means, continuing to see natural coverage, soft matte skin and complexion products that are infused with good for your skin ingredients," said Frankel. "Y2K beauty will consist of a new generation of glitter – less sparkly, more of a natural iridescence and lip lining will make a big come back!" She believes consumers globally are increasingly looking for minimalist, multi-tasking products and beauty products that fit into their day routines and busy lives.



A variety of products have been formulated to ensure consumers have a complete SPF wardrobe routine from face to body. — Supergoop!

## Sun protection

There has always been a huge emphasis on shielding your skin from UV rays, and next year this trend will grow even bigger as more brands venture into this area. "We're so excited to play in some new categories... think sun protection! We're excited to re-inspire blush, bronze and glow within our best-selling nudies category, plus some new textures!" says Frankel on what new offerings Nudestix has in store for us next year. Obolensky notes that skincare has dominated the category of increasing consumer needs in the last year as consumers are becoming more knowledgeable with the products they use. "Hence why at Supergoop!, we formulate a variety of products to ensure our consumers have a complete SPF wardrobe routine from face to body that adds a veil of protection from external aggressors such as blue light from our electronic devices, UVA's and UVB's while keeping the routine fun especially in tropical climate like Malaysia," she says. "Our ultimate goal is to change the way the world thinks about sunscreen and get everyone, everywhere to wear SPF every single day. We're excited to build on the momentum of last year and share our message of wearing sunscreen wider than ever," adds Obolensky.

## Enhancing home rituals

Over the course of the pandemic, people have become very comfortable at home and many have taken the time and effort to invest in making their homes a sanctuary. This extends to enhancing self-care experiences at home, be it haircare, skincare or bath routines. "We foresee continued strong growth in the demand for products that enhance one's experience at home, such as home fragrances, diffusers, candles, as well as hair, bath, and body products," explained Poh. "As the world adjusts towards a new normal, we expect compa-

nies to experiment with hybrid working models, people to continue to work from home, and travel to remain cumbersome and restricted. As such, the self-care and luxury beauty experience at home will expand in its prominence to consumers," she adds. Personalisation has become a key component with many consumers, and scents will become a big part of this trend in 2022. Experts are predicting a shift towards the adoption of "fragrance wardrobes" to curate their own personal collection of scents or layering scents upon each other to find their unique fit. "This 'wardrobe' would span across their entire beauty regimen from shower oils, body lotion and finish off with a fragrance," opined Poh. "Luxasia Malaysia's portfolio of brands such as Van Cleef & Arpels, Bvlgari's Allegra and Salvatore Ferragamo's Storie de Seta will be exciting next year."

## Demand for digital

When stores were shut and people flocked to the internet to research, peruse and purchase beauty products, brands upped their game by working out how they could provide a seamless virtual shopping experience. Many have come a long way, innovating and creating various solutions bringing their products into the comfort of consumers' homes. Poh predicted that more brands will be co-creating beauty experiences with consumers in curated digital spaces. "Brands and retailers could curate more beauty experiences via virtual reality and the metaverse through the gamification of products and leveraging on co-creating unique beauty experiences with consumers through these channels," she explained. "Through the saturated digital space, we have seen a change in consumer behaviours and expect more people to buying into engaging social experiences that the beauty brand would provide online to enhance their lifestyle more closely."

## To-do tips

THIS year there are countless beauty and skincare faux pas that should be left where they belong – in the past. From going to bed without removing your makeup to using expired products, tips for a better beauty ritual are ever-evolving. These brands break down the best beauty tips to adopt as we usher in the new year. **Sephora Malaysia:** Undoubtedly, beauty routines should be an enjoyable experience for everyone to wind down and wash the day away. Beauty routines are not a one-size fits all; it is what works best for you. As we wear masks on the daily, keep it simple with just three steps: cleanse, tone and moisturise to ensure skin remains supple and nourished all day long. Then, lock in the good-for-skin ingredients by applying SPF, ensuring your skin is protected from external aggressors. When it comes to makeup, we are constantly inspired by our beauty community's creative expression as they are the artist and muse. Experiment and play with colours that complement your skin tone while highlighting your facial features. Whether it's shimmer, bold or natural, whatever the look, it should represent who you are and what makes you feel good. **Supergoop!:** The most important and critical part of taking care of your skin is to wear sunscreen! While there's no one-size fits all SPF, Supergoop! provides a variety of options for everyone. **Dermalogica Clear Start:** If you haven't already, ditch the makeup wipes and opt for an oil based pre-cleansing solution to remove dirt, oil and makeup before you cleanse. Oil sticks to oil so an oil-based product really works to prep your skin for actual cleansing. Another tip is to use our breakout clearing booster as a mix-in with your moisturiser – add a few drops into the palm of your hand, mix with your moisturiser and apply to skin to combat breakouts while also hydrating. Finally, exfoliation is key to smooth, glowing skin. Exfoliants range in strength so be sure to pay attention to the suggested usage (once a week, daily, etc.) so you don't over-exfoliate. I recommend acid based exfoliants (also called chemical exfoliants) vs physical because they are less abra-



Opt for an oil based pre-cleansing solution to remove dirt, oil and makeup before you cleanse. — Dermalogica Clear Start



Today's consumers are more knowledgeable and are more willing to trade up to premium skincare. — Luxasia Malaysia