

WHAT'S NEW FOR 2022

From make-up must-haves to cutting-edge formulas, here are the innovations that we predict you'll be seeing plenty more of in the beauty aisles this year

While some beauty trends are firmly of their moment (blue eyeshadow and pencil-thin brows, we're looking at you), there are others that have significantly benefited our grooming routines (thank you, double cleansing). And the science shows no sign of slowing down this year. Promising better, quicker, easier results, here's a heads-up about what exciting things you can expect to be adding to your beauty shopping baskets this year (and there's not a questionable TikTok trend in sight).

STRETCHING OUT THE SALON SERVICE

Nothing beats that feeling of sleek swishiness after a good conditioning treatment at your hairdresser - and understandably, it's a feeling you want to keep for as long as possible. Home treatments are now getting smarter, sitting somewhere between a regular hair mask and a professional service. **INNOLUXE Elixir V3**, from **£27.50**, and **K18 Leave-In Molecular Repair Hair Mask £32** for four, are both DIY "lite" versions of their respective protein bond-building, in-salon treatments. Keep up the professional appointments - but keep these on the bathroom shelf, too.

WORDS: LAURA KELLEY PHOTOS: GETTY



BODY BEAUTIFUL

"Skincare for your scalp" was a popular buzz phrase last year, and in 2022 I predict that the face are going to move downwards into bodycare. After all, your skin doesn't stop at your neck, so why should how you treat it?

New launches include **Frank Body A Clearing Body Wash, £9.95**, designed to banish pesky body breakouts without stripping the skin, and **Oskia Renaissance Hand Cream, £29**, an expansion of the brand's popular anti-ageing range, which contains AHAs, ceramides and plant oils.



HIGH BROW

While it may seem mad to devote such attention to small patches of hair, great brows and lashes can completely make a face. Previously a niche product, brow growth serums are becoming a normal part of beauty routines. **Aveda Invisi Brow Thickening Serum, £56**, has shown to result in fuller brows after 12 weeks. An inch further down the face, the lash tinting and perming treatment LVL can now be performed on lower lashes, too, for even more of an eye-opening effect without the need for mascara.



A-LIST ENTERPRISES

Like a busy red carpet, 2021 saw the beauty market flooded with celebrity arrivals. Stars such as Jennifer Aniston, Ariana Grande and Harry Styles all launched their own brands. With lines from Hailey Bieber, Cardi B and Scarlett Johansson rumoured to be coming this year, I can't help but wonder what will be next: Meghan's Manis? Results by Ryan? Marketing magic or genuine brilliance, I'll let you decide, but there's now no avoiding famous faces when buying for beauty.

ACTIVES FOR THE EYES

For years there have been golden rules for using active skincare ingredients: introduce them gradually, always use an SPF, and keep away from the eyes. But now brands are discovering how to harness these effective ingredients into formulas suitable for the delicate eye area, for results with no irritation. For brightening dark circles, look for vitamin C, such as in **Origins GinZing Refreshing Eye Cream, £26**, or to work on wrinkles, try retinol-based **Revolution Skincare Retinol Smoothing Eye Cream, £10**.



COMPLETE PACKAGE

It's not just new formulas that are worth talking about - even the packaging they come in is getting smarter. As a solution to the notoriously unstable nature of vitamin C, **Drunk Elephant C-Firma Fresh Day Serum, £66**, comes as a separate liquid and powder, to be mixed together when ready to use for the freshest possible serum. Meanwhile, **MONO** has come up with a clever, travel-friendly and sustainable solution: **skincare tablets**, from **£12.65**. Working with the idea that there's no point in paying for something you can get out of your tap, pop the little pellets in the bottle, top up with water then shake for freshly blended skincare.



PRIME TIME

If you've never really seen the point in using a make-up primer before, now's the time to rethink that, because this year they're coming thick and fast. Rodial, Gucci and Hourglass have all launched new ones promising flawless skin, while **Smashbox** has revamped its best-selling **Photo Finish Primers, £29.50** each and in a range of skin finishes, to now include additional skincare benefits.

