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MINS

# THE TOP 10

Things to get excited  
about right now

The beauty industry loves a trend and a buzzword which is why we thought we'd zoom in on what we predict will be the hot topics of 2022. You heard it here first!

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## NAILSCAPE MANI'S

Stars, stripes, bejewelled, cow print, floral, negative space – you name it, think of a design and there's been a manicure to match but in 2022 it's all about 'nailsapes' according to Pinterest's 2022 trend report. Geode, desert and constellation-inspired nail art are all piquing our interest with searches for 'Galaxy nail art' up 115% and 'Desert nails' up 105%. To create the look, be inspired by marble techniques that mirror the Milky Way and sandy nudes paired with baby blues that conjure up a sand/sky scenic view.



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### UNDERARM ATTENTION

Don't be surprised if your clients start asking about their armpits more in 2022. Trends agency WGSN has predicted that 'Underarm Skincare', inspired by the growing body positivity movement and a long-term focus on health, will boom. Expect to see 'efficient' and 'fast-acting' arm products and innovations launching such as Pacifica's Coconut & Charcoal Underarm Detox Scrub that removes dead skin cells and product build up that clogs pores and can lead to lumps and bumps and AKT's deodorant balm that comes with a Gua Sha style applicator. Signalling a more thoughtful and holistic way to take care of armpits, flag this up to your customers as an extension of their existing routines - especially if you offer hair removal services and bodycare treatments.

### ALLERGEN-FREE SKINCARE

'Free from' is a term banded about in food and beauty and it's not always helpful as both industries are regulated to be safe. That doesn't mean that people don't experience reactions though and with sensitive skin types becoming more common, new Australian brand Oodee has launched 'allergen-free' products. A curated three-step, low-maintenance line-up it's left out all 14 major food allergens including gluten, dairy, eggs, soy and nuts (food accounts for 90% of all allergic reactions), 26 fragrance allergens and the common skin irritants such as sulphates, parabens, silicones and PEGs from its products. With independent research revealing that 93% of people felt beauty products should take into consideration people's allergies just like food products do and 76% preferring a beauty brand that doesn't contain food and fragrance allergens, 2022 may just be the year of allergen-free.

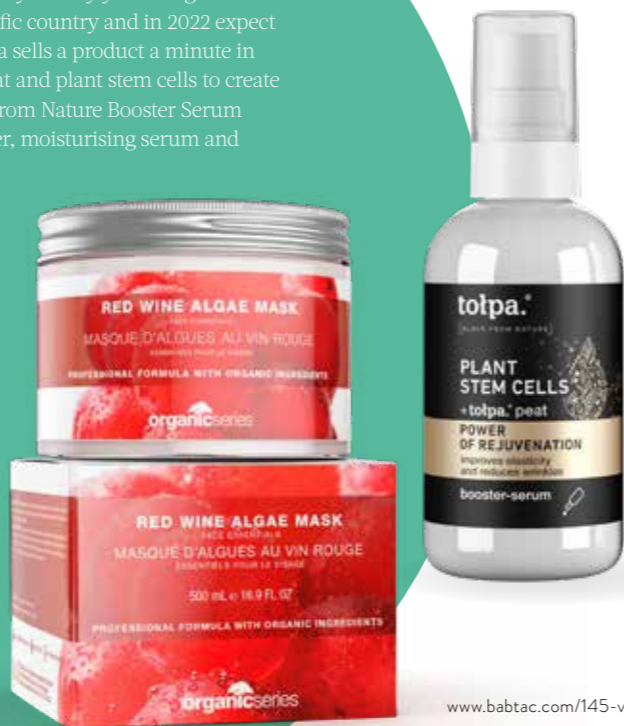
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### POLAND IS TRENDING

Australia, France, South Korea, Germany - every year brings with it a flurry of new brands from one specific country and in 2022 expect to see a Polish skincare invasion. Tolpa sells a product a minute in its homeland and uses sustainable peat and plant stem cells to create hard working products like its Black from Nature Booster Serum that combines the properties of a toner, moisturising serum and cream base to boost elasticity and restore the skin's pH. Also new to the UK is Organic Shores, a natural and professional Polish skincare brand that boasts high-tech in-salon facial treatments too. 100% vegan, its Red Wine Algae Mask is a consistent bestseller (and also waterless). And keep an eye out for Oio Lab's botanical oils and Annabelle Minerals make-up - two more Polish newcomers. We predict more on the way!



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### MORE MICROBIOME

Science is discovering more about the microbiome and how by keeping it in balance we can protect the skin barrier and prevent it from becoming inflamed, irritated and sensitised. The best way to do this is with products that include pre and probiotics which work to optimise the skin's bacterial levels. Cultured is a new microbiome-first brand that uses prebiotics, postbiotics, ferments, counter-preserved and micro-algae extracts to enhance skin resilience; Gallinée continue to push boundaries in microbiome-friendly products and recently launched the first Prebiotic Face Oil; Meder Beauty's upgraded Hydra-Fill Concentrate now contains prebiotics and probiotics to keep the microbiome diverse and get ready for microbiome-balancing facials to start appearing on menus. At Pan Pacific Hotel London, they've recently added US-Korean brand VENN's probiotic-based Environmental Defence & Microbiome Balance treatment to their Anti-Ageing Brighten & Renew treatments line-up.



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### SCALPS CONTINUE TO TAKE CENTRE STAGE

The scalp is as much a part of the skin as everywhere else on the body but until relatively recently, it's been pretty neglected. However, stress is increasingly showing up on the scalp with both women and men reporting a rise in sensitivities and hair loss. Enter a barrage of products that promote scalp health. "Serums and treatments similar to those being used on the face are starting to appear to improve the health of the scalp with actives and antioxidants such as vitamin C and retinol that may improve scalp blood flow and in turn, hair growth," says skin and aesthetics doctor, Dr David Jack. BHAs such as salicylic acid are also cropping up to help exfoliate the skin, getting rid of dead skin cells and product build-up that could cause irritations alongside purifying shampoos that don't disrupt the pH of your scalp. If you have clients that are suffering, direct them towards products such as Kerastase's new Specifique Potentialiste Serum designed for scalps and that contains vitamin C and probiotics to protect the skin barrier; Fekkai's CBD Scalp Calming Hydration Mask that combines CBD and aloe vera to calm inflammation and Dr Barbara Sturm's Balancing Shampoo that reduces itching and redness as well as protecting hair and skin from heat, pollution particles and UV stress.



### UPCYCLED INGREDIENTS

Another trend closely linked to sustainability is the growing use of upcycled ingredients by the beauty industry. "I've seen an increase in manufacturers working with upcycled ingredients like peppers, tomatoes and coffee but what I think will really grow is the use of fruits waters which is a by-product of the juicing industry," says Pippa Harman, skincare scientist and founder of Digi Derm Renude. Indie brands like Upcircle and BYBI have been leading the way but even more traditional companies such as Caudalie and Aveda are now tapping into the potential of using the waste from one industry to source actives for their own formulas. There are also brands like Codex who are using soap scraps to produce limited edition bars to eliminate and upcycle waste.



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## WATERLESS WONDERS

Powders, oils and solid products are only going to become more commonplace as consumer's concerns for the environment and sustainability grow. With two thirds of the planet facing water shortages by 2025 and the average person in the western world using up around 140 litres every day (not including businesses), the cosmetic industry plays a huge part in water consumption – let's not forget most products are made up of around 70% water. While it's impossible to avoid sometimes, brands are making it easier. MONO skincare is a new brand that has introduced skincare tablets – just pop them in a bottle, add water and shake; SBTRCT skincare have launched the first ever solid retinol while cleansers, masks and exfoliators are increasingly appearing in powdered formats that you just add a drop of water to in order to transform then into a creamy paste.



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## NIACINAMIDE GOES BIG

Industry insights company Simporter has predicted that niacinamide has a projected growth of 377.17% based on its year on year growth and again, while it's not a new ingredient, it is getting more airtime dedicated to it from brands and formulas. "Also known as vitamin B3, niacinamide is a potent antioxidant with multiple skin benefits, including anti-acne and barrier repairing properties," explains Dr David Jack. "Seen as an alternative to retinoids in those who are retinoid-intolerant, it is increasing in popularity as an ingredient in anti-acne skincare. It's also anti-ageing and can help protect against blue light damage to the skin, as well as being suitable to be used with other antioxidant ingredients such as Vitamin C." Cropping up in all areas of skincare, Youth to the People's Superclay Purify + Clear Power Mask uses 2% niacinamide to tighten pores and strengthen the skin barrier; Q+A's Niacinamide Gentle Exfoliating Cleanser calms angry skin and fights blemishes while Lancôme's biggest launch of 2022 is the Rénergie HCF Triple Serum that contains three chambers of active ingredients to tackle skin firmness, fine lines and dark spots – one of which is Vitamin C + Niacinamide.

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## PEPTIDE POWER

An old faithful when it comes to ingredients, peptides are small protein fragments that improve communication between the cells and instruct them to behave in the correct way – for example produce collagen or reduce inflammation. What's new in 2022 is that they're getting more and more intelligent and their ability to interact with skin is getting better. Dermalogica's new launch, the Awaken Peptide Eye Gel contains Tetrapeptides (four peptides linked together) that when combined with rosemary extract interferes with the inflammatory process and de-puffs the under eye area; Sarah Chapman's new Platinum Pep<sup>8</sup> Stem Cell Serum includes eight peptides that boost collagen production and neutralise free radicals; Murad's new Targeted Wrinkle Corrector (out in Feb) uses Acetyl Hexapeptide-8 to improve elasticity and help skin bounce back from lines caused by facial expressions while Medik8 have six different peptide products in their line-up, the latest being Oxy-R Peptides that tackles pigmentation.

