

# 2021-2022 SKINCARE TRENDS

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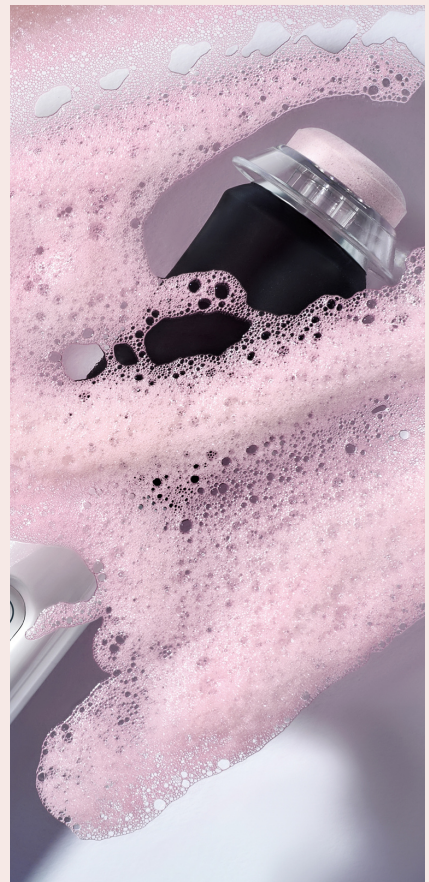
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## SUMMARY

This white paper discusses the top skincare trends for 2021 and 2022 as a result of the pandemic and the shifting needs of a growing market. The report will address popular trends that demonstrate an increased need for brands to adjust to clean, minimalist beauty that proves to be less cumbersome for the beauty consumer. The consumer today is searching for the less is more approach while expecting immediate and long-lasting results.

# THE SKINCARE MARKET TODAY

In today's world, consumers are finding themselves spending hundreds and thousands of dollars perfecting the ultimate skin care routine, turning to an abundance of products and clinical treatments to solve their skin care needs. With an overwhelming number of offerings on the market, there is a growing need for consumers and practitioners alike to rethink our perspectives on skin care. As consumers are shifting towards a desire for minimal products and procedures, there is a greater need for simplicity when it comes to approaching skin care regimes. Many are seeking out the help of estheticians to quickly assess their needs and provide instant gratification with long-lasting results. Common facial treatments offered at Spas and practices consist of external methods to treat the skin, which involve exfoliation, extractions, masking, treatment serums to targeted problem areas and moisturization. However, as we advance, it is found that there are ways in which we can maximize the resources of our own bodies to cultivate healthy and glowing skin internally with longevity.



## EMERGING TRENDS

### SKINIMALISM

As the beauty industry continues to boom, individuals are actively seeking new methods and ways to reduce consumption and minimize their negative impact on the environment. Several people are choosing to cut back on using an overabundance of products and laboring through multiple steps in their skincare routines. Many are gravitating towards quick sustainable products and treatments that encompass multiple benefits, while reducing time and waste.



### REDUCED TOUCH FACIALS

The pandemic also sparked the need for businesses to shift their protocols and provide a health-conscious space for their clients and customers. While challenging at first, businesses are actively learning how to relook at ways of working and innovate into more efficient methods. Reduced touch facials are now becoming increasingly popular as some clientele are hesitant to return back to normalcy. Practices are prioritizing health and safety measures to make individuals feel comfortable by reducing skin to skin contact through new and advanced technology and machines.

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## EMERGING TRENDS CONTINUED

### BODY TREATMENTS

This year, clients are seeking to achieve their ideal skin not only on their face, but also to target other areas of the body as well. Whether it's fine lines and wrinkles on the neck and chest from aging, back acne from excess oil production or irritation on the bikini line from shaving, clients want to look and feel their best all the time.

Practices are extending treatments that were traditionally done only on the face to the legs, bikini line, back and other popular areas to achieve smooth supple skin. Truly improving elasticity and glowing skin from head to toe.



### INJECTABLES

After a long year of countless hours on the computer and on zoom meetings, the population is seeing that the constant blue light and exposure to the screen is negatively impacting their skins overall complexion and tone. In addition, since many are now spending hours on a webcam, they have the newfound opportunity to overanalyze flaws, such as fine lines and wrinkles.

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## EMERGING TRENDS CONTINUED

### JOJOBA OIL

Jojoba is currently trending as a nourishing oil to maintain the skin's hydration and to absorb deep into the skin's surface. Many clean beauty brands are incorporating oils into their products to enrich formulas with vitamins that can repair the skin, ranging from acne, eczema and psoriasis. With the use of clean ingredients on the rise, skincare brands and Med spas are seeing the benefits of incorporating natural oils in healthy, beautiful skin.



### POLYHYDROXY ACIDS

PHAs are the newbie of hydroxy acids that you don't want to be without. Similar to AHAs and BHAs, PHAs are acid exfoliators that gently remove dead skin cells, even skin tone, hydrate, and support the skin's barrier functions to reveal brighter, more radiant skin! When combined with other active ingredients, like in our Geneo Hydrate OxyPod, PHAs help these ingredients further penetrate deep into the skin. They are less irritating, less drying and are less likely to cause sun sensitivity than other chemical exfoliants, making them suitable for all skin types.

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## CLOSING

As clean beauty continues to expand and grow, Geneo is a suitable option for any practice who wants to stay current and in line with the market's needs. There is a clear shift in the market as the consumer is now looking for minimalist and natural treatment options for their skincare needs. Geneo promotes long-lasting and healthy skin without the use of harsh chemicals and does not require cumbersome steps. Most clients incorporate Geneo treatments into their skin routines, as an immediate corrective facial with true results. Geneo treatments are for every gender, skin type, and age group. Although commonly performed on the face, Geneo facials are effective in improving texture and clarity of the whole body, including neck, décolleté, butt, legs and back. Med spas and estheticians are drawn to the many benefits of the Geneo device and how it can be used as a layering protocol to create long-term comprehensive treatment plans for patients. The consumer is seeking holistic and true wellness solutions for their skin, and Geneo addresses an agile and growing market. Providing the opportunity for addictive and effective results.



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