

- In Trend (May 19) -

Over the past few months I have had a lot of questions in regards to the current trends in beauty and what is up and coming in the industry. I have decided to start a quarterly post in order to answer your questions and keep you up to date with the world of beauty. My three main trend picks this quarter are anti-pollutant skincare, mismatched nails and stand out lashes!



ANTI-POLLUTANT SKINCARE

Last year, we were focussed on products that protected us from the sun. This year we are also considering the way pollution can affect our skin. The purchase of anti-pollutant skincare products is up by 73% from last year, meaning we are now more aware than ever of the impact the environment has on our bodies. Our skin absorbs pollutants in the air which cut down the oxygen to the skin, which can in turn cause premature ageing and other issues such as acne, dullness and dryness. As Bristol has been listed by The World Health Organisation as being in the top 50 most polluted cities, we should aim to make anti-pollutants a priority in our skincare regimes.

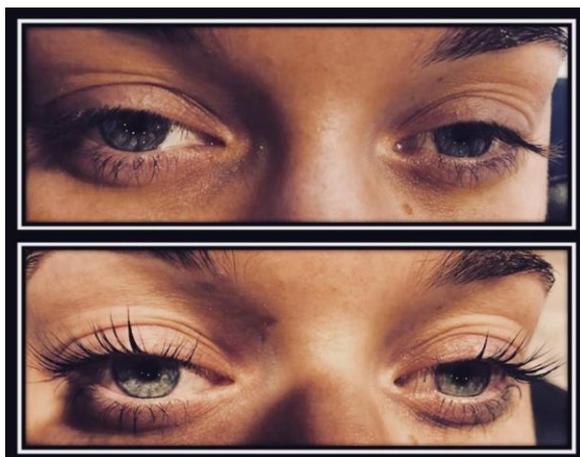
In order to protect the skin from pollution you will need to use products that should be kept left on. The products will then act as a shield to defend against these harmful nanoparticles. You will need to look for ingredients that will help reinforce the skins natural barrier, such as Vitamin C, Retinol and Vitamin E.

A product I would highly recommend, and use myself, is the Divine Cream (Heaven By Deborah Mitchell). This moisturiser not only smells amazing, but includes key ingredients which protects and repairs the skin. Ingredients include, Mandarin, Vitamin C, Vitamin E, Vitamin A, Soya Oil and Orange Flower. It also contains 3% Hyaluronic acid which secures moisture and helps with signs of ageing. We stock this moisturiser in salon, and prices range from £28.

MISMATCHED NAIL COLOURS

This season we are seeing more experimental nail patterns, as seen from the likes of fashion brands Vivienne Westwood and Tibi. The bold nail colours are making an impact, especially mismatching colours. The trend first started with L.A based nail artist Betina Goldstein, who created a slight gradient inspired manicure. The nails are all painted a different complimenting colour from the same colour palette. When the trend reached London, a bolder spin was added, with differing bright colours being applied, almost like a rainbow. The trend finds complimenting mismatching colours and puts them in either a gradient, or without an order.

At The Beauty Retreat, we are finding that more and more people are asking for complimenting pastel shades in this style. It seems that the odd spring weather has encouraged these colour options.



LONG LASHES

In recent years, the full eyebrows of the likes of Cara Delevingne have conquered the beauty world, and we no longer have demand for thin brows. Like our brows, we now also want the long, dense lashes to match. Makeup trends, seen by the likes of Pat McGrath, Tom Ford and Prada, have been focussed around long lashes and minimal makeup. We are seeing more people ask for lash treatments that will give them the length, without the upkeep. People are steering away from

eyelash extensions, which are not only a short term fix, but require constant maintenance and extensive aftercare.

The answer to longer lashes is the lash lift. Even though this treatment has been available for a couple of years now, brands have mastered their formulas and the results are amazing. Not only has treatment time been halved, but you can now look like you are wearing extensions, without the upkeep.