

- In Trend (Feb 20) -

My top three trends of this quarter include Blue Nails, Self-Care & Active Facial Serums.

### BLUE NAILS

Classic Blue has been named Pantone's 2020 colour of the year, due to the calmness, the confidence and the connection it instils. Celebrity makeup artist Kelsey Deenihan has also confirmed that we will be seeing blue on the runways and catwalks more this year. We also expect to see more people embracing their natural nails. We will see less acrylics and nail extensions, and instead, we will be seeing people taking care of their nails and naturally growing them longer. Kylie Jenner has recently posted pictures of her nails with the classic square shape, so I expect we will be seeing the square nail more often this quarter.



### SKINCARE

We have officially entered 2020, and with the new year, comes new skincare trends. We are still looking for sustainable products, but we are now also looking for more active, effective ingredients. Currently, we are seeing an increase in people wanting products that contain minimal ingredients, but are still wanting to target different skin concerns. An ingredient to look out for is Vitamin B3. This ingredient reduces inflammation, inhibits sebum production, improves pigmentation, minimises wrinkles, helps retain skins moisture and protects against environmental damage, but to name a few.

We are also seeing an increase in the purchase of oils and serums. Last year the sales of these types of product increased by 24% nationally, where other forms of skincare products actually declined (probably due to the increase in sustainable living, which I talked about in my August 19 trends post). Face serums are a lightweight product that should be used in conjunction with a moisturiser. Serums penetrate deeper into the skin and because of the lightweight nature of these products, it has a higher proportion of active ingredients.

At The Beauty Retreat we stock the Heaven facial serums, which are all lightweight and non-greasy. In particular, our SOS oil contains Vitamin B3 and Vitamin E, making it particularly good for those who are looking to find a serum that combats multiple skin concerns. We recommend adding 2/3 drops to your usual daily moisturiser.

### SELF-CARE

Google has found that the number of people searching for 'self-care' has risen by 100% in the last five years. People can forget that the beauty industry and our mental health are intertwined and this isn't helped by this social media infused generation. A survey conducted by Foreo found that 61% of women and 79% of men regularly compare their appearance to others on social media. Historically by grooming ourselves, we increased our confidence and self-esteem. However, now this is just not enough. In a time when mental health issues are affecting so many, the beauty industry is focussing more on wellbeing, and we will start to see this as we get further into the year. We are seeing more people opting for treatments such as Indian Head Massage, which is a relaxing treatment that helps to ease

stress and anxiety, as well as improve mental and emotional wellbeing. Beauty is becoming less superficial and instead, full of kindness, compassion and therapy. Even Deborah Mitchell, the founder of our skincare range Heaven, has started to incorporate therapy techniques into her body and facial treatments. She states, 'It's all about the holistic approach, I quickly realised that combining my facials with relaxation techniques, my clients look good and feel healed. Just the simple feel of touch can have such healing intentions and can lead to a sense of relief and release.'