

- In Trend (Aug 20) -

This quarter we're happy to be back open and are glad to see new trends emerging! My top three trends this August include, Non-Comedogenic Skincare, Pale Blue Nails and Bold Natural Brows.

NON-COMEDOGENIC SKINCARE

With the new ruling that face coverings must be worn in shops and closed spaces, we are finding that our skin is starting to react negatively. The friction of the mask rubbing against the skin causes bacteria and dirt to clog the pores. This trapped moisture also encourages bacteria growth. Face masks are designed to limit air flow and as a result, the skin cells that would usually shed over the course of the day, end up getting trapped. This causes breakouts around the mouth and nose.

Google announced that the number of people searching for non-comedogenic products increased by 110% in July when compared to the same month in 2019. It's clear that people are now looking for products that combat the pore blockages and small spots caused by wearing masks for prolonged periods of time.



PALE BLUE NAILS

We have seen a big increase in people choosing pale blue nail colours this month and we are loving it! Even Khloe Kardashian showed off her pastel blue nails in an Instagram story this week. It may have something to do with the nice weather we had over lockdown! We all know the pastel shades go perfectly with a tan and with so many people off work and on furlough, I think a lot of people made the most of the sun.

BOLD NATURAL BROWS

Bold brows are back and better than ever! With everyone growing out their hair over lockdown, many have opted to keep the overgrown look. Darker brows are coming back into fashion, and we are seeing people opting for a slightly darker shade. Just look at the likes of Sabrina Carpenter and Sophia Hadjipanteli, who both are sporting the darker, bolder, more natural look. Laminated brows are still in trend and we are seeing an increase in demand for this treatment.

We are now offering brow lamination in the salon and prices start from £33. The treatment uses your natural hairs to increase fullness and create the illusion of a thicker brow. Whilst earlier in the year lamination was all about sticking the brows straight upwards and looking 'fluffy,' the treatment now focuses on creating a full more natural looking brow to suit your own desired look. New techniques are being used and the laminated brow is now a firm trend for 2020.

