
BEAUTY FORECAST

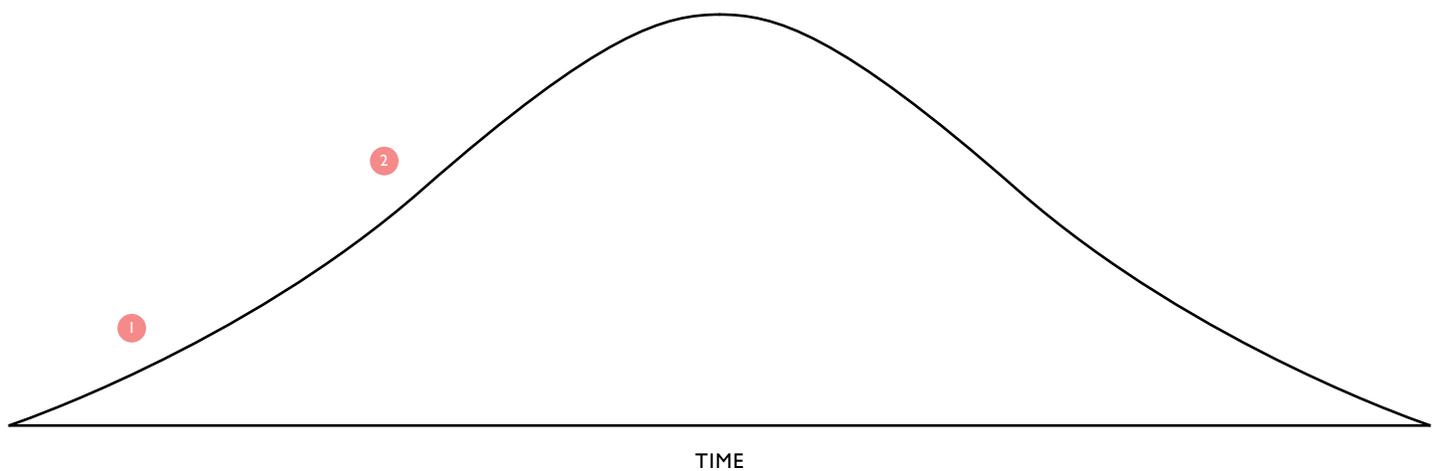
2023



CHOOSING THE TRENDS

Using our proprietary algorithm, we've identified themes and trends that are exhibiting two distinct behaviors: emerging and safe bets. Our goal is to help you make more forward-looking decisions by giving you the ability to capitalize on undiscovered consumer trends rather than just jumping on the bandwagon. Each category represents not only where the trend is in its lifecycle, but also where it is heading. This will make it easier to invest in the right trends at the right time for your business.

TREND BEHAVIORS: EXPLAINED



1 EMERGING

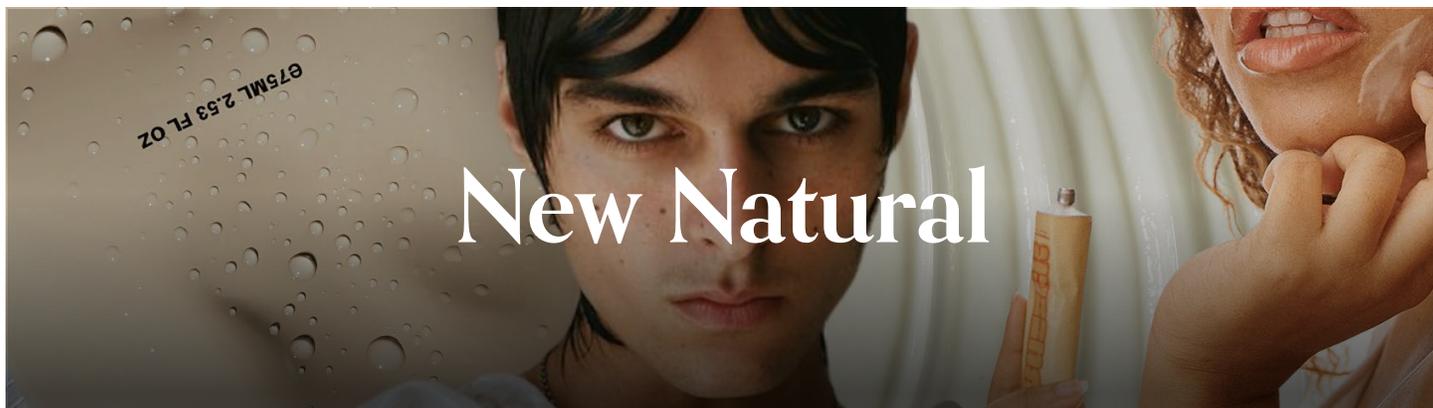
These trends are exhibiting emerging behavior and are likely to grow in the next few months.

2 SAFE BETS

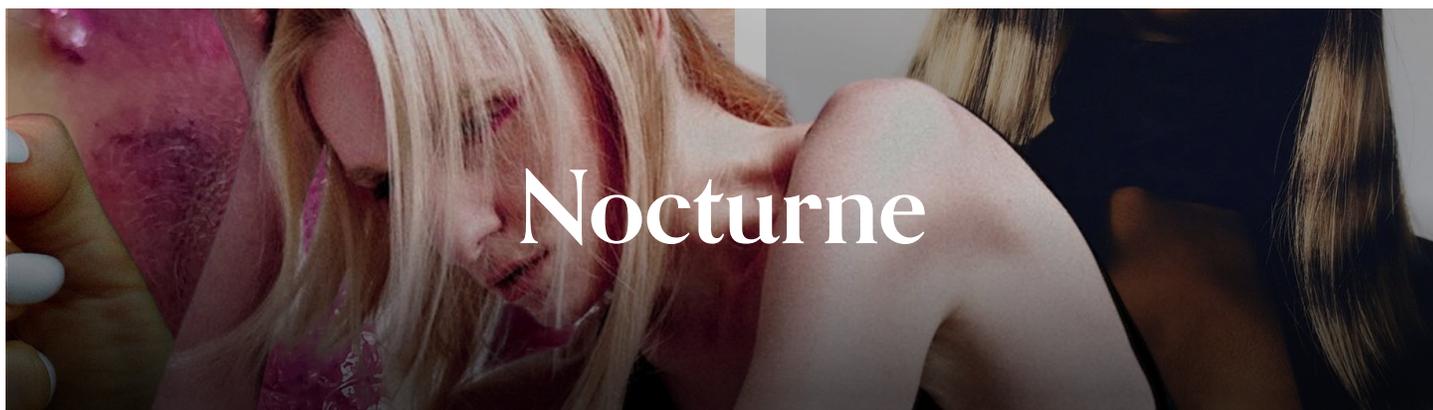
These trends have been growing for a year and will continue to grow for another year.

TL TIP

YoY growth helps you gauge the current state of a trend. These behaviors are predictive and offer a look into the future of a trend, so don't worry if an emerging trend shows negative YoY growth!



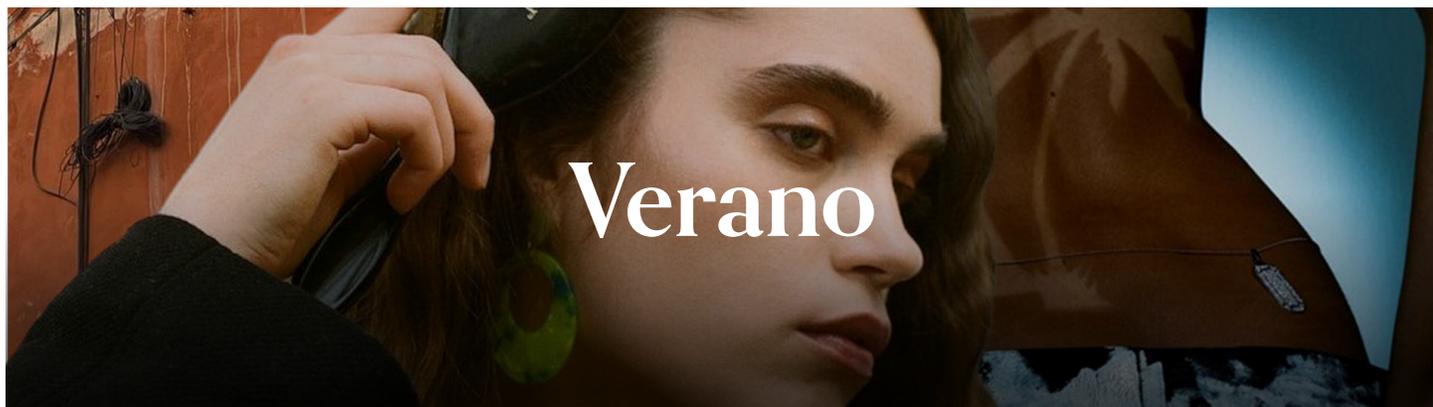
New Natural



Nocturne



Futura



Verano

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New Natural

Characterized by hydrating formulas and a fresh color palette, New Natural finds beauty from within. A focus on inclusivity and enhancing what makes us unique brings this evolved clean look to life.

#CLEANLOOK

Characterized by hydrated skin, slicked back hair, and minimal makeup, #CleanLook is taking over TikTok. The hashtag has over 93M views on the platform, where Gen Zers are sharing tutorials that feature hydration drops, illuminating foundation, lip glow oils, and ice globes, all of which focus on enhancing the wearer's natural beauty.

SKINIFICATION

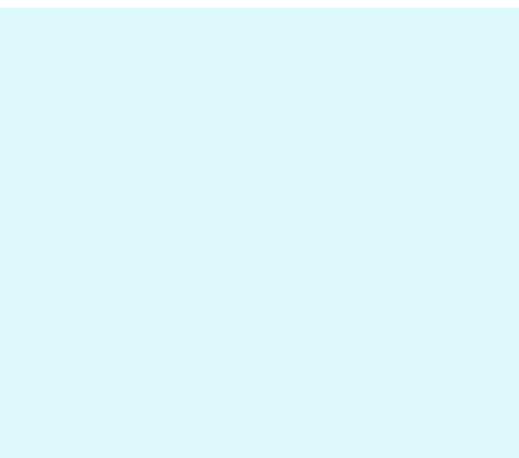
The skin lays the foundation for everything else—and other markets are taking note. Well-known skincare brands are expanding into the haircare market—including Dr. Barbara Sturm, Drunk Elephant, and Sunday Riley. Makeup products are introducing good-for-you ingredients that act as a dual makeup-skincare product, while sheer formulas allow the skin to shine through.

RHODE BEAUTY

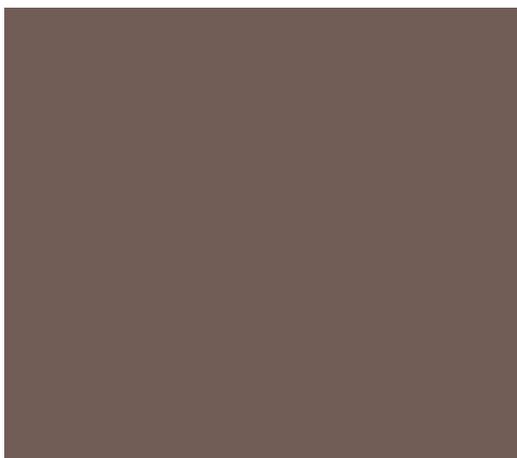
"My standard when I go to bed at night is that if I'm not getting into bed looking like a glazed donut, then I'm not doing the right thing," said Hailey Bieber. And just like that... Glazed donut skin exploded in popularity. The look is likely to be a focus for her new skincare brand, Rhode, expected to launch June 2022.



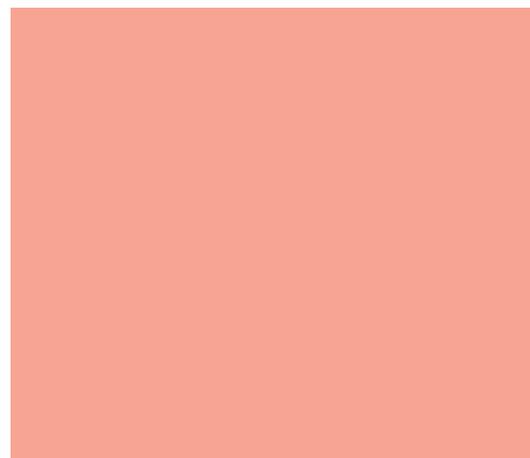
NEW NATURAL / COLORS + INGREDIENTS



Ice Blue



Taupe



Peach

COLORS

Icy blues conjure images of running water and hydrating ingredients, while bursts of peach reflect the natural flush of a freshly cleansed face. Taupe grounds the palette as an earthy neutral.



Rosemary Oil (SAFE BET)



Ceramide Serum (SAFE BET)



Spearmint (EMERGING)

INGREDIENTS

Good-for-you ingredients enter the consumer's lexicon and brands are quick to accommodate. Ceramides help the skin retain moisture, while rosemary oil and spearmint offer hair growth and cleansing benefits.

NEW NATURAL / RUNWAY + LOOK

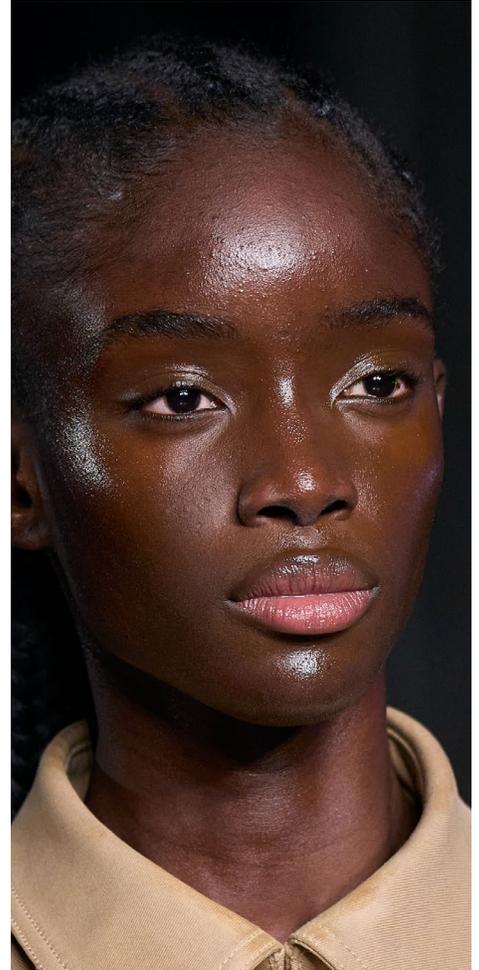
RUNWAY



[Bevza](#)



[Prada](#)

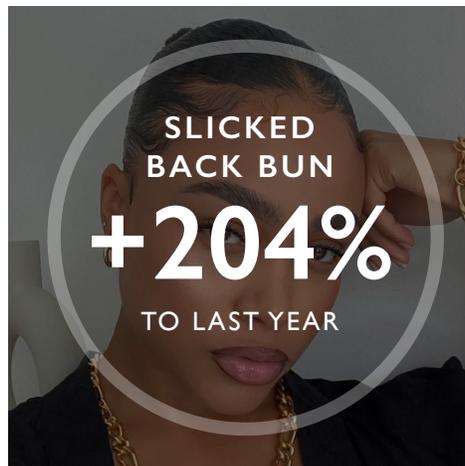


[Dion Lee](#)

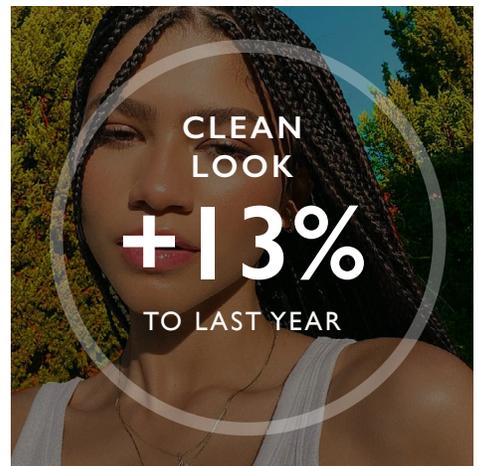
THE LOOK



Glamour



SAFE BET [@lozvassallo](#)



SAFE BET [@zendaya](#) EMERGING



DIEUX SKIN

When Dieux Skin launched in September 2020 with reusable eye masks, it quickly achieved success. Over lockdown, Dieux offered an excellent option for those looking to adopt a self-care ritual. Dedicated to developing products that are “price transparent, rooted in science, accountable and responsibly sourced,” Dieux is religious about results and has amassed a cult following for its clinically-vetted product offering. The brand’s online “Skin Bible” offers educational content for consumers wanting to develop a ritual that works for them.



Nocturne

At the intersection of Night Luxe and Indie Sleaze, Nocturne celebrates the unadulterated expression of city nightlife. Channeling Tumblr-era grunge and nostalgic glamor, it finds beauty in all that happens after dark.

THE RETURN OF INDIE SLEAZE

The grungy, maximalist, and performatively vintage movement associated with MySpace and Tumblr is back. The next generation is molding the modern day hipster and pushing us toward a full blown “Indie Sleaze” revival with the rise of the photo “dump” and the Tumblr-esque discourse on TikTok.

EUPHORIA-CORE

Euphoria's long awaited second season may have finished airing, but its effects on the beauty industry are proving to be long-lasting. Dealing with the darker side of adolescence, *Euphoria* builds on themes introduced in the early 2000s and has successfully created its own aesthetic identity from graphic eyeliner trends to revealing scene kid style.

THE GREAT RESIGNATION

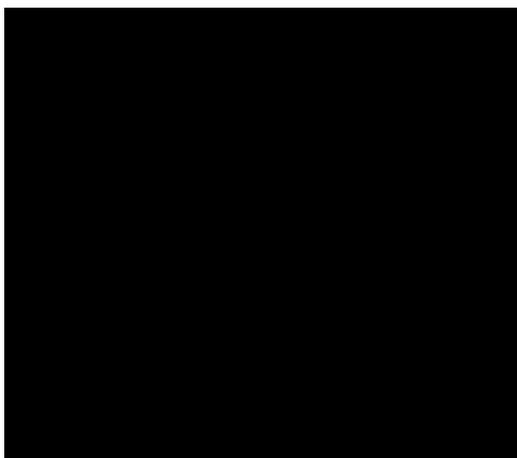
A victim of the pandemic, #GirlBoss culture has been declared dead. As a collective, Gen Z is reprioritizing their lives. Rebelling against the hustle harder culture many millennials succumbed to, the next generation is fighting for work-life balance and the freedom to have fun.



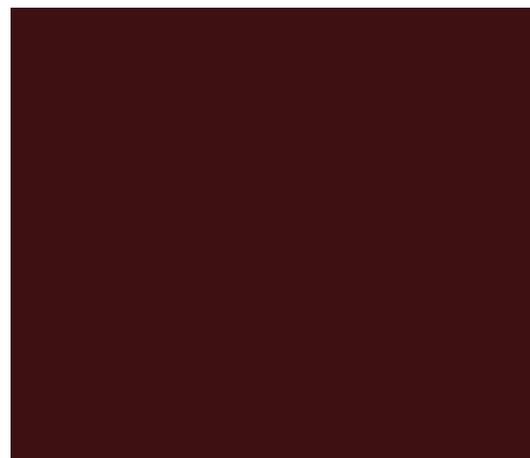
NOCTURNE / COLORS + INGREDIENTS



[Lime Green](#)



[Onyx](#)



[Burgundy](#)

COLORS

Deep, dark hues with bright pops of color reflect the dichotomy of glam and grunge. Onyx layered with opulent burgundy and sharp lime green create a moody palette that captures nostalgic angst.



[Sandalwood \(EMERGING\)](#)



[Volcanic Ash](#)



[Caffeine](#)

INGREDIENTS

A woody scent that is equal parts rich and earthy, sandalwood also offers healing benefits. Caffeine de-puffs and volcanic ash provides a deep cleanse after a long night out.

NOCTURNE / RUNWAY + LOOK

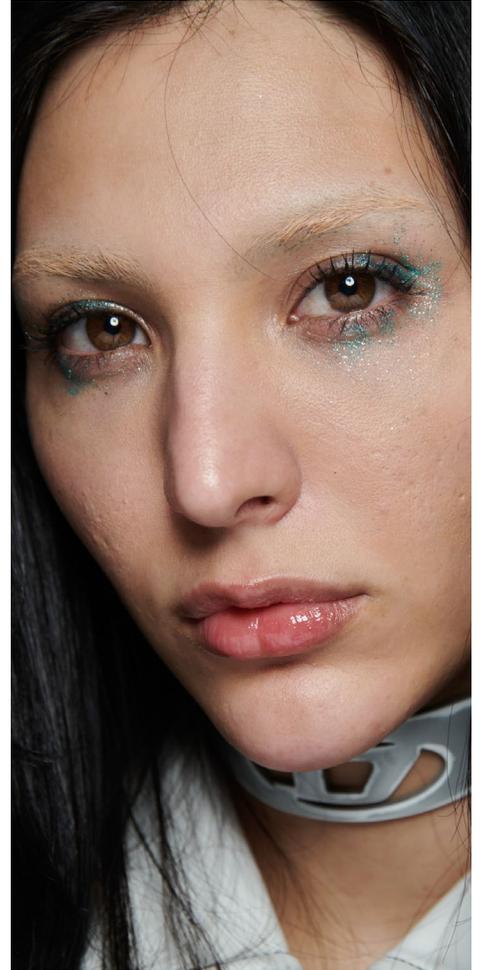
RUNWAY



[Versace](#)

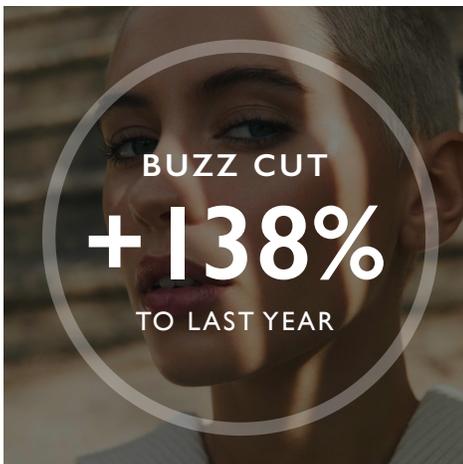


[16Arlington](#)



[Diesel](#)

THE LOOK



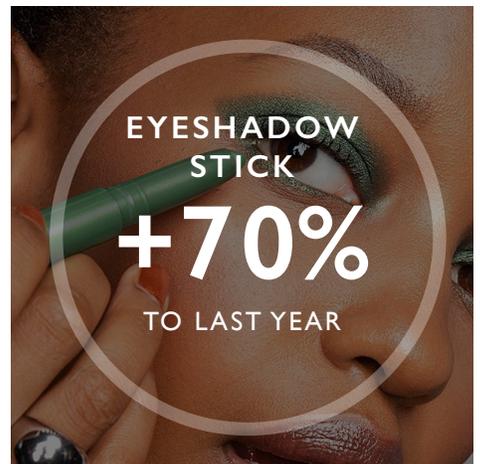
[Iris Law](#)

SAFE BET



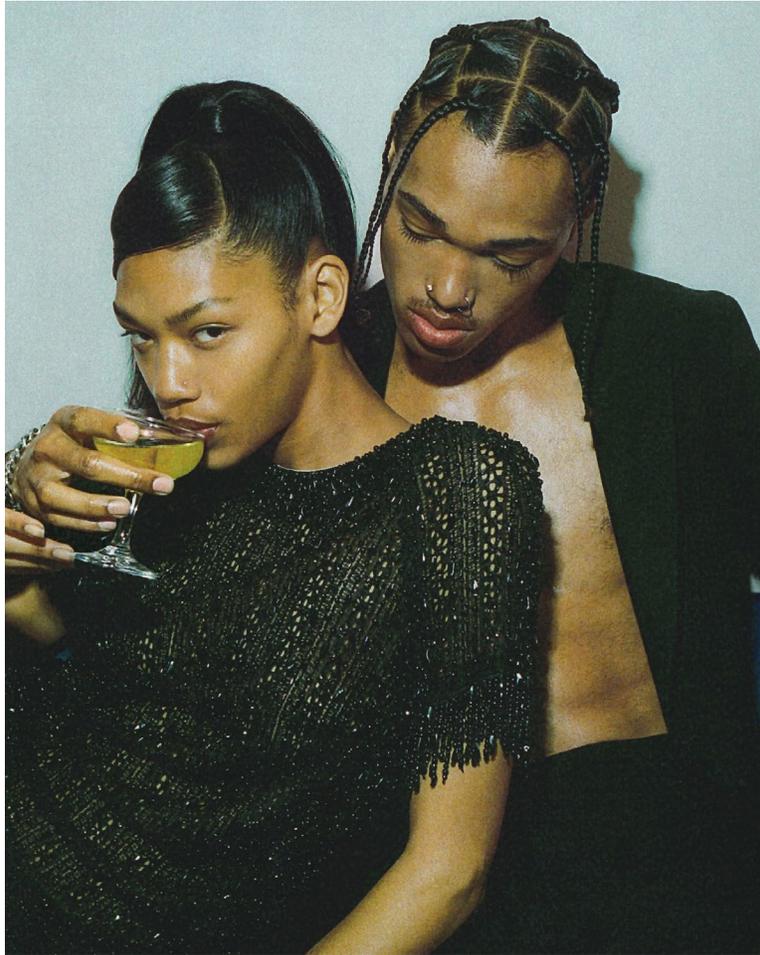
[Blumarine](#)

SAFE BET



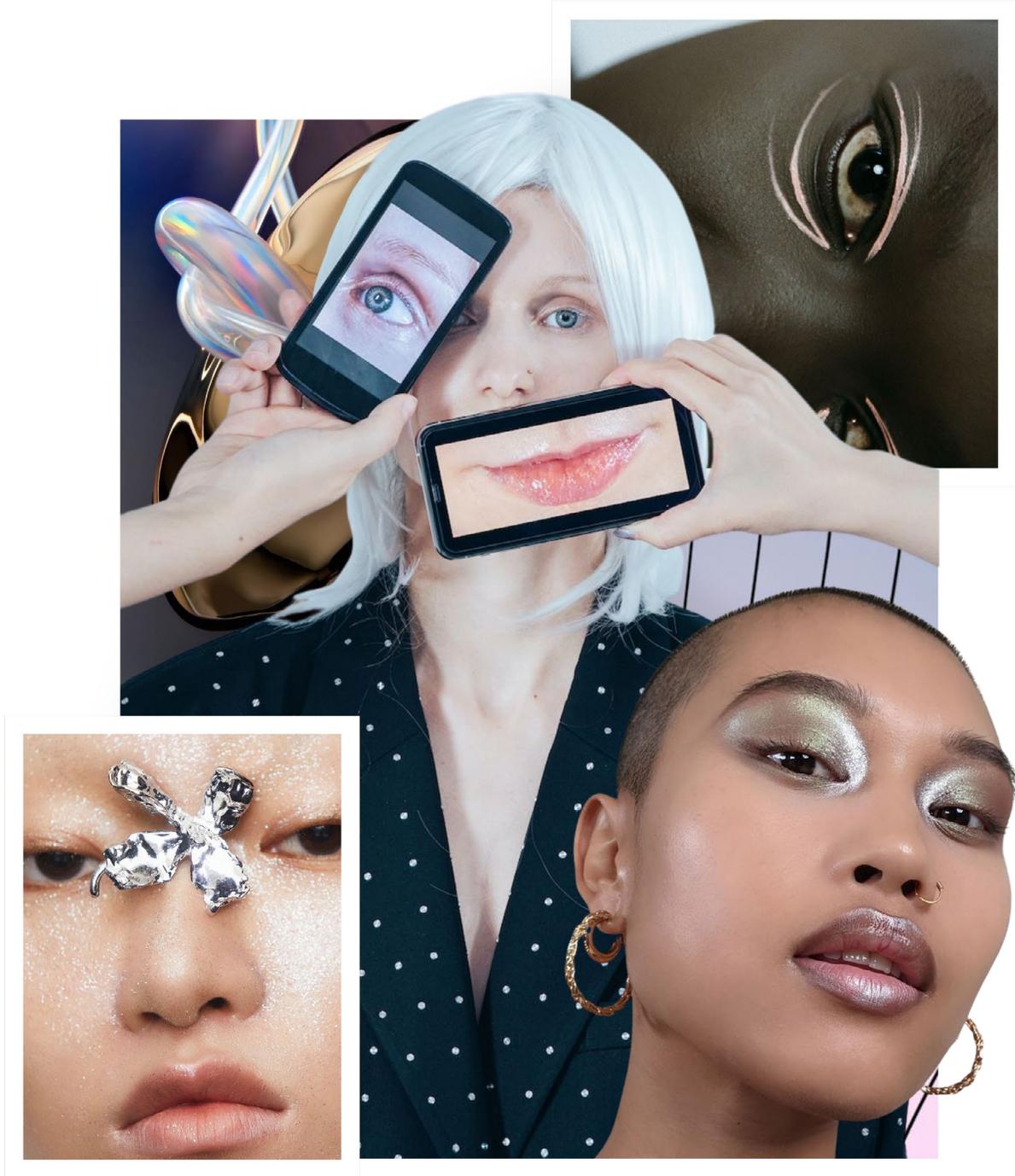
[Urban Decay](#)

SAFE BET



4AM SKIN

4AM Skin stresses that less is more when it comes to skincare. Inspired by nightlife and the bad habits that come with staying out late, 4AM Skin creates all-in-one products, luxurious enough to replace the majority of your routine. Recognizing the role that the diverse members of the LGBTQ+ community played in making club culture all that it is, 4AM donates 5% of every order to The Center to give back.



Futura

Beauty enters the metaverse unhindered by physical constraints. Holographic finishes, graphic liner, and advanced application methods are brought to the forefront as we learn to expect the unexpected.

INTO THE METAVERSE

As we begin to venture into the metaverse, the beauty industry is quick to adapt. NARS recently collaborated with three female artists to create NFTs inspired by their iconic NARS Orgasm product line. Clinique and E.l.f. have also started experimenting with NFTs. Rihanna recently filed a trademark to sell Fenty Beauty products as virtual cosmetics—a hint at what's to come.

SURREAL ESCAPE

Experiencing a collective desire to escape, brands and artists are embracing surrealism. Loewe recently explored the irrational on the runway. In the beauty space, Jo Malone's Moonlit Chamomile Cologne promises to transport you to another world with notes of moonflowers, white musk and chamomile.

FILTERED FEED

The filters once popularized on Instagram and Snapchat have made their way to TikTok, captivating the Gen Z audience with their realistic AR and wide range of uses—from makeup and hair inspiration to simple fun and games. The next generation is also careful to avoid the pitfalls of previous generations, recently having turned the removal of the beauty filter into a trend.



FUTURA / COLORS + INGREDIENTS



Turquoise



Silver



Virtual Purple

COLORS

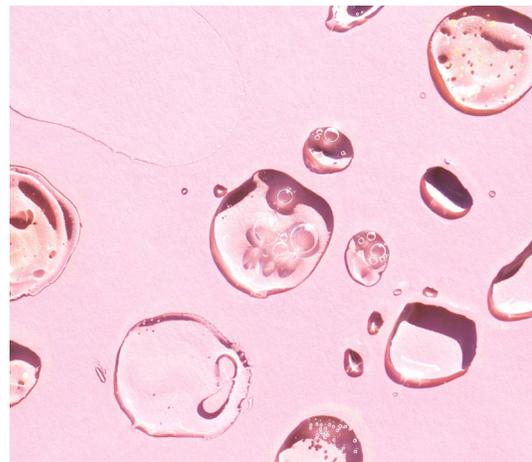
A tech-infused palette, Futura combines digitally-enhanced hues that translate online or IRL. Turquoise, silver, and virtual purple offer endless possibilities for the future.



Encapsulated Retinol



Hydroxyapatite (EMERGING)



Pyrrolidone Carboxylic Acid (PCA)

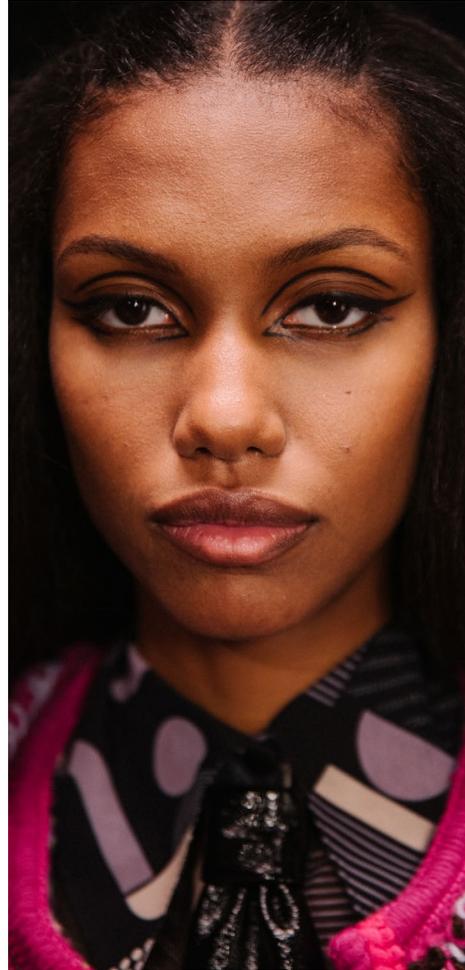
INGREDIENTS

A knowledgeable beauty consumer seeks ingredients that work with their body's natural functions to boost health. Hydroxyapatite supports bone ingrowth, while PCA's hygroscopic nature allows it to retain moisture in hair and skin.

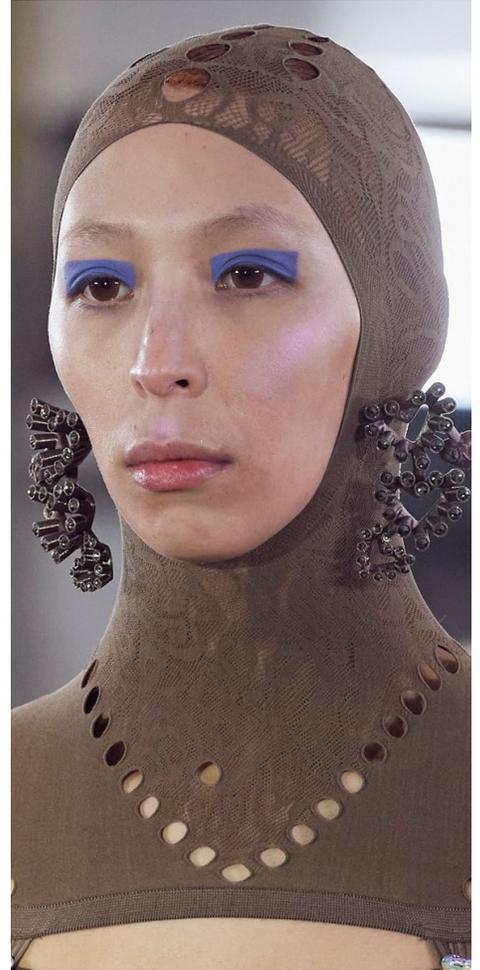
RUNWAY



[Giambattista Valli](#)



[Anna Sui](#)



[Poster Girl](#)

THE LOOK



SLICED BOB
+147%
TO LAST YEAR

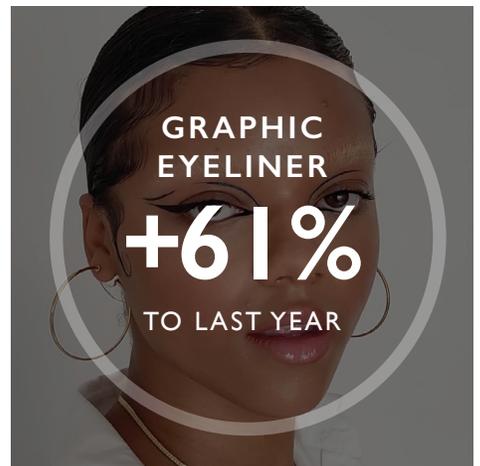
[Chanel](#)

SAFE BET



HOLOGRAPHIC
EYESHADOW
+68%
TO LAST YEAR

EMERGING



GRAPHIC
EYELINER
+61%
TO LAST YEAR

[@camila_anac](#)

SAFE BET



ONESKIN

A self-proclaimed biotechnology company, OneSkin promotes long-term skin health rather than a quick fix or temporary relief. Aimed at extending one's overall lifespan, their topical supplements work over time, penetrating the deepest layers of skin. The three founders, all with a PhD in biochemistry, joined forces to forever transform the way humans experience aging with OneSkin.



Verano

Reconnect with nature and find solace in the waves as you search for a meaningful, if brief, escape from the challenges of modern living. Natural ingredients and rituals rooted in Latinx culture offer sustainable solutions and a harmonious path forward.



CLIMATE CRISIS

The release of the newest IPCC report drove climate scientists to the point of protest. The report warned that rapid cuts to greenhouse gas emissions are necessary by 2025 to avoid catastrophic climate effects. For Gen Z, addressing the climate crisis is a priority and their buying decisions reflect that.



THE BEACH LOOK

Characterized by textured hair, minimal makeup, and sea-inspired smells, consumers are embracing the [beach look](#) (+17% to LY)—an emerging trend to watch. Emulating the salty hair and sun-kissed skin achieved after a day at the beach, people are searching for [mermaid waves](#) (+15% to LY), [aquatic perfume](#) (+70% to LY), and [sunscreens sticks](#) (+134% to LY).



INSPIRATION FROM ABROAD

Trends continue to be driven by an appreciation for other cultures. Mirror Palais' most recent campaign was shot in Mexico against a backdrop of the country's vibrant architecture, art, and street markets. Gimaguas, another brand that has quickly gained an online following, is inspired by travel. Each collection is created with global artisans across India, Madagascar, Mexico, and more.



VERANO / COLORS + INGREDIENTS



Terracotta



Marigold



Sage Green

COLORS

Saturated hues breathe life into Verano's tropical color palette. Terracotta lays the foundation, while bright marigold and deep sage green evoke imagery of expansive beaches and native foliage.



Annatto Seed (EMERGING)



Turmeric Face Scrub (EMERGING)



Pracaxi Oil (EMERGING)

INGREDIENTS

Nutrient-rich natural ingredients offer the best for your body and the earth. Annatto seeds—derived from Mexico and Brazil—and pracaxi oil—often sourced from Venezuela, Colombia, and Costa Rica—hold a multitude of health benefits.

VERANO / RUNWAY + LOOK

RUNWAY



[Ulla Johnson](#)



[Missoni](#)



[Fashion East](#)

THE LOOK



[NewBeauty](#)

SAFE BET



[Milk Makeup](#)

EMERGING



[Ceremonia](#)

EMERGING



CEREMONIA

A haircare brand rooted in Latinx heritage, [Ceremonia](#) is on a mission to empower a confident natural that feels as good as it looks. Manifesting modern day rituals that feed your hair from the roots and beyond, Ceremonia relies on curating raw ingredients from the heart of tropical Latin America to offer the very best of clean hair care.

TRENDALYTICS

We help you make more profitable decisions.

Trendalytics is a trend intelligence platform that helps you understand, validate and predict what your customers want. Get a customized working session with one of our trend experts today and find out why Trendalytics is the right choice for your business.

[LEARN MORE](#)