

Skincare Trends 2020

Skincare 2020 is a hotbed for shifting and opposing trends...

The coronavirus pandemic has transformed many aspects of our lives, but an unexpected opportunity was the chance that lockdown gave us to renew our focus on our skincare routines.

This slower pace has led many of us to spend more time investigating what we really need from our skincare products too, triggering a renewed appetite to understand the specific ingredients that power our favourite formulas, to help us make the very best choices.

'The most important questions when delivering on Skincare' says Hayley Jordan, lead aesthetic nurse at the ASC, 'are what it does, how it does it and why we need it.'

Science-led skincare lines, like Obagi, Dr Sturm and Dr Dennis Gross that mimic dermatological results have absolutely thrived in 2020, containing ingredients that deliver transformational skin changes.

The most googled questions on skincare 2020 are 'What does vitamin C do for your skin?' followed by: 'What does retinol do to your face?' and 'What are the benefits of hyaluronic acid?' Taking the top spot with over one million searches, vitamin C is the most searched for ingredient of 2020, thus proving that glowing skin really is the secret to a healthier-looking complexion.

Searches for the skin brightening ingredient have risen an impressive 204 per cent year-on-year, probably due to its ability to tackle uneven skin tone, fine lines and general dullness without the need to resort to more invasive skin peels. Retinol - the anti-ageing powerhouse most skincare fans have heard lots about, racking up almost one million mentions.

Much has been written about the benefits of using retinol in your routine, but as a short reminder, it is famed for tackling fine lines and wrinkles, as well as pigmentation and acne by stimulating cellular turnover and encouraging collagen production.

Even the most laissez-faire beauty user has probably heard of hyaluronic acid, such is its popularity. In case you need a little refresher, hyaluronic acid is a molecule that can hold up to 1000 per cent its weight in water, meaning it can draw hydration into your skin. Once again, it is naturally present in your body but it depletes as you age.



Skincare trends shaping the new decade

Anti-pollution skincare will become as commonplace as sun protection.

Features of skin ageing, such as wrinkles and dark spot formation, are accelerated in heavily polluted environments and the number of those suffering with skin conditions, such as acne, is on the rise. So, if sun exposure is our skin's number one enemy, then pollution is the number two. Anti-pollution skincare containing antioxidants is no longer thought of as marketing, but a must.

"Adding a proven antioxidant product to your regime should be at the top of everyone's list from an early age. Protection is absolutely key and is the secret to youthful-looking and healthy skin in the future" says Dr Curran

Clean Sustainable Beauty

As consumers, we are becoming much more knowledgeable about what we are putting into our bodies and onto our skin and it appears the beauty industry are acknowledging that too.

"Transparency is forever increasing, especially as customers are much more ingredient savvy, educated and environmentally-focused" says Hayley.



We'll adopt a 'skinalist' approach

2020 will see a refocus on multifunctional, higher quality products that really perform. Less is definitely more in 2020, Products offering multi-tiered solutions that save time and money and mitigate environmental damage will be key.

Hardworking hybrid products are designed to simplify your routine while reducing your consumption

Microbiome Skincare

Skincare obsessives know that feeding and boosting our skin's good bacteria is beneficial. On the surface of the skin, there is what is known as the microbiome, which is made up of bacteria, fungi and viruses, they make certain chemicals that keep the skin healthy and help your skin's barrier stay intact. For 2020, it's going to be less about putting buzzy ingredients like avocado and pineapple on your face and more so about putting bacteria into skincare aka probiotics.

Prejuvenation

Skincare has evolved past rejuvenation and 'fixing' to prevention and prejuvenation.

Gen Z - the youngest and soon the largest, consumer population - understand this very well. Learning to cleanse, moisturise and protect your skin at an early age can improve self-esteem, relationships and professional development, reduce suffering and help us feel good about our skin for as long as possible.

Our expert skincare team at the ASC can help you navigate the latest trending skincare collections or go to our online skincare boutique www.skinstation.co.uk

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