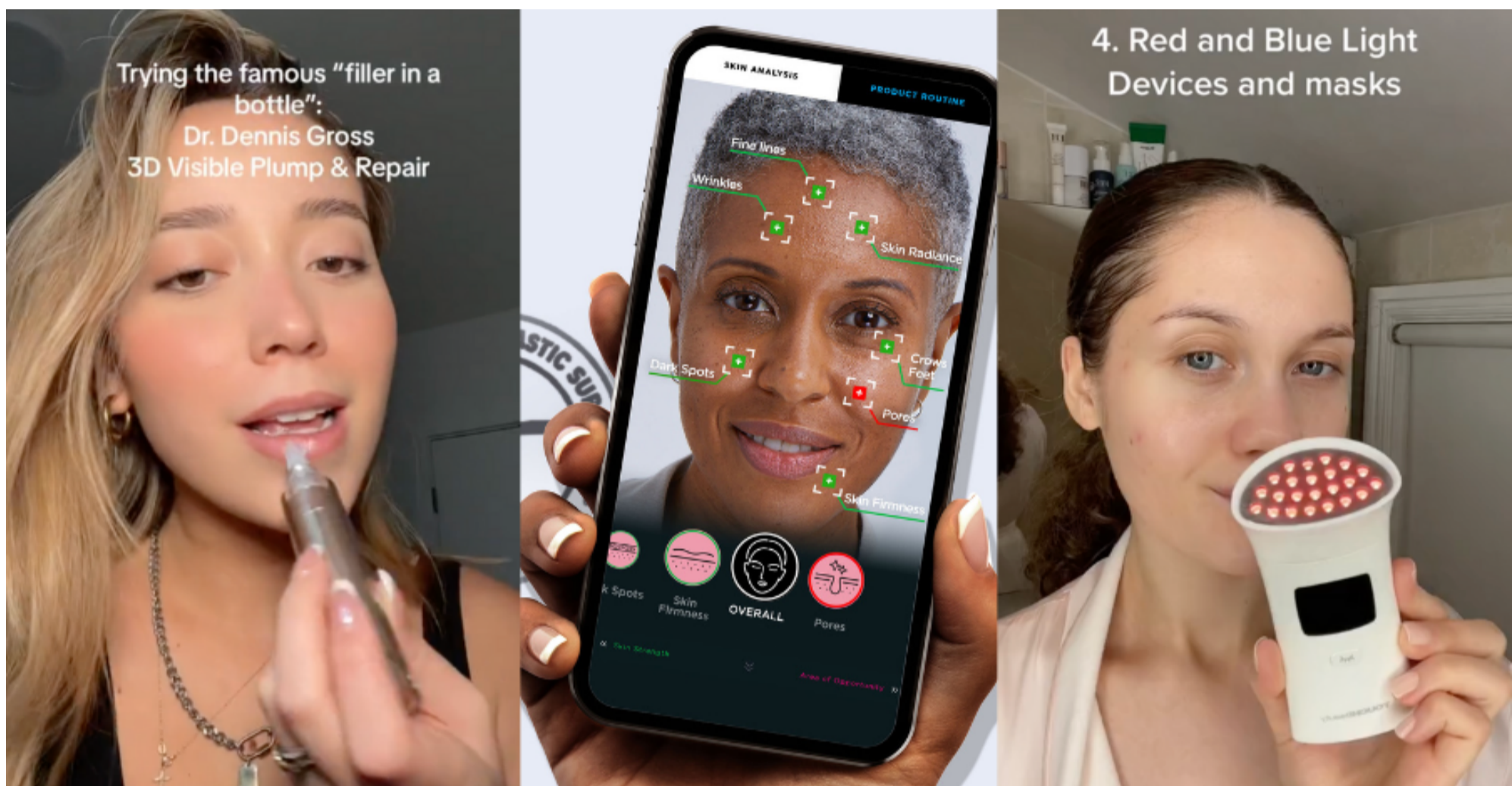


2024 Skincare Trends to Know, According to Experts – Plus, What to Leave Behind in 2023

By CLEO YONG
26 DECEMBER, 2023



The new year is inching closer and closer and we all know the drill by now!

While we're actively seeking out new or current skincare products, we're also researching their features and effectiveness before sending them through the grapevine and "reporting" back to you. That includes **skincare trends** — [BACK TO TOP](#) — many of which have either gone viral or been exiled out of our precious beauty universe.

Now, trends may steer some of you away (we're well aware of how some viral products aren't even what they claim to be) but when paired with research, professionals, and statistics....well, the numbers don't lie!

Plus, knowing skincare trends really come in handy during the spring cleaning of our vanity table or when we have our own little review of what we should repurchase.

To forecast the skincare trends of 2024, we enlisted the help of four skin and beauty experts. Read on to see what you should and shouldn't toss out next year!

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Skincare Trends 2024: Yes, Less Is Still More

@hi_apostrophe

Our derms love skinimalism! Simple and low fuss
[#skincaretips](#) [#dermatology](#) [#skinimalism](#)
[#skincareminimalism](#) [#skincareroutine](#)

🎵 [Sunny Day – Ted Fresco](#)

Skinimalism (skin minimalism) started gaining worldwide popularity in 2022, and the trend is still going strong — yes, less is always more!

Why is that so? Dr Ker Khor Jia of [Dermatology & Co](#) explained that “there may be consumer fatigue where people have realised that applying a variety of products may not be the best for [the] skin, it all boils down to what skin issue or concern one has and [what] targeted treatment is necessary.”.

Dr Ker also added that having and using too many products concurrently may increase the risk of contact allergy. By then, it’d be difficult to eliminate the “culprit product”. Plus, most don’t have time for complicated regimes because of busy lifestyles anyway!



Credits: @skinpoem/TikTok, @daninicholls/TikTok

Meanwhile, according to [IDS Clinic](#)’s Dr Vivian Yong, skinimalism arose from the demand for products to be safe, effective, and necessary.

“This translates to a decrease in the long list of ingredients/chemicals of a product, using ingredients with multiple functions, as well as using ingredients backed by clinical research with proven efficacy. Ingredients such as emulsifiers, parabens, sulfates and fragrances are increasingly phased out.”



BIOEFFECT’s EGF Serum only contains seven ingredients, including their signature Barley EGF (Epidermal Growth Factor). This skin-rejuvenating serum is also oil-, fragrance-, alcohol-, paraben-, and gluten-free.

And coupled with personalisation, consumers will only need a few products overall plus a focus on a curated set of carefully selected products.

“Even with the trend of skiminalism taking off, it doesn’t mean that everyone should use only the very basic skincare products. Skin issues, such as the commonly encountered acne or pigmentation, should still be treated with active ingredients appropriately to have healthy and good skin,” Dr Yong concluded.

Skincare Trends 2024: Prejuvenation and Barrier Repair



Credit: [Depositphotos](#)

According to Google Trends, the number of searches for “self-care” has nearly quadrupled since 2018. Since then, the notion has been so normalised that if you’re not on board already, you’re frowned upon and will feel like your head’s on a pike. (Yikes, but also, slay!)

Here’s where prejuvenation and barrier repair comes in. Prejuvenation is a proactive approach that focuses on prevention rather than correction — and this could apply to skincare products or even injectables and skin boosters.

“Among the younger demographics, taking action even before the signs of ageing are visible, is becoming increasingly popular. This growing interest in preventative treatments starts from a healthy skincare regimen and sometimes progresses to aesthetic treatments,” shared Dr Yong.



IDS Skincare’s serum is formulated with a potent form of vitamin C, coupled with Nobel Prize ‘Fullerenes’ and Tocopheryl to provide a ‘wrinkle-free’ effect and significant skin brightening.

Dr Yong adds that “the larger emphasis on mental and physical wellbeing, rather than material possessions may be fueling this trend”. Certain skincare active ingredients that are in line with prejuvenation include vitamin C, vitamin A, retinol, or retinoids.

Furthermore, within the concept of rejuvenation comes the trend of barrier repair which focuses on correctly promoting a healthy and strong skin barrier. After all, you can’t say you’re doing self-care if the products you’re using cause adverse effects!

M.D. Sigrún Dögg Guðjónsdóttir, Chief Research and Development Officer at BIOEFFECT, agreed that the barrier repair trend is likely to continue in 2024 as more people become educated about the benefits of these practices.

“This trend encourages people to prioritise long-term results over quick fixes and promotes the use of gentle and nourishing ingredients. These products often contain ingredients like ceramides, hyaluronic acid, and fatty acids to help strengthen and protect the skin barrier,” M.D. Sigrún Dögg added.

@upsidedowndani

I got carried away with the acids..🐼 SKIN
COMEBACK SOON lol [#fyp](#) [#acne](#) [#skin](#)
[#skincare](#) [#skincareroutine](#) [#skincaretips](#) [#beauty](#)
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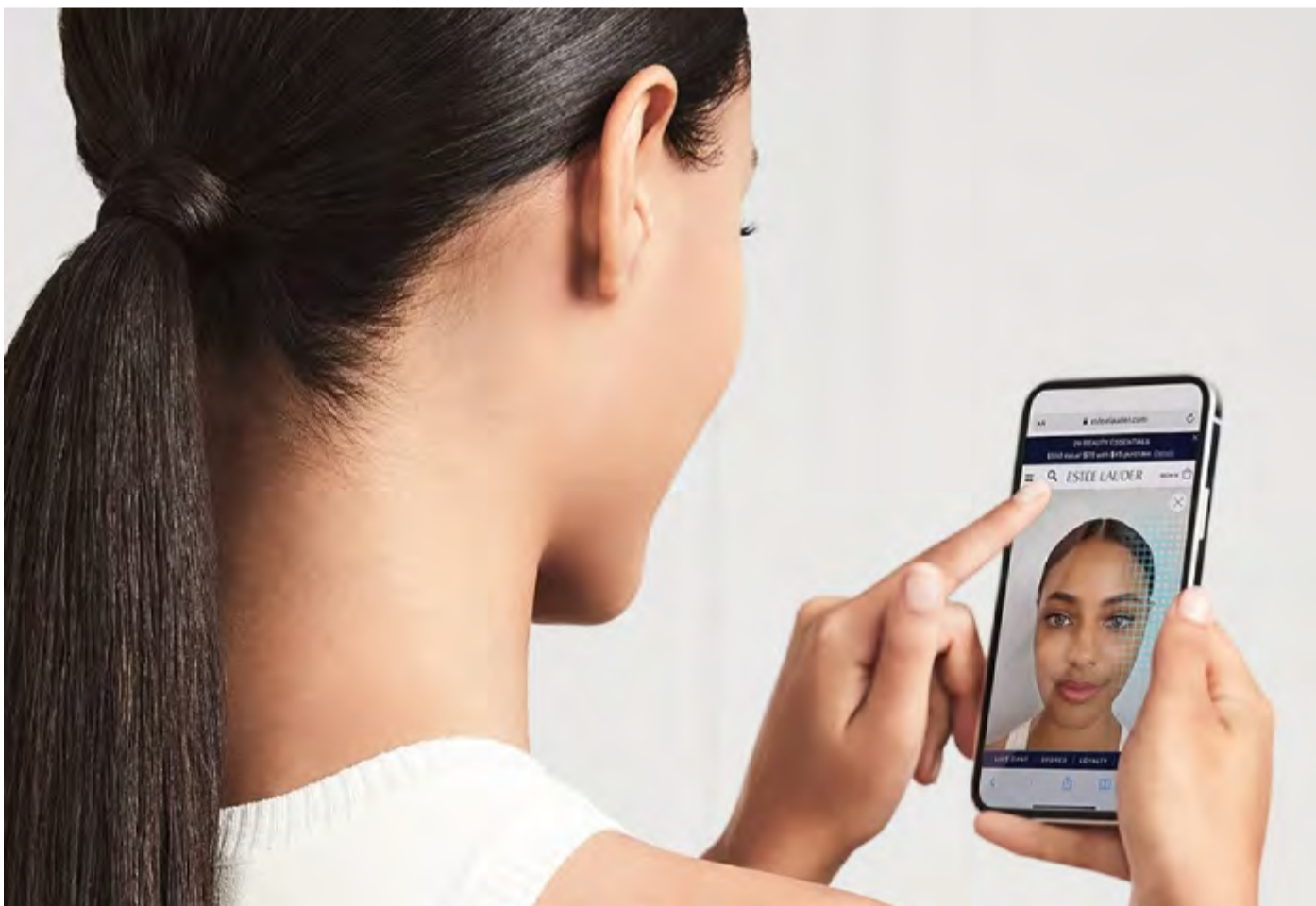
🎵 [Bim Bom by João Gilberto – Sonya](#)

What’s the big deal with barrier repair, you might ask? Take your skin like the fort or castle walls — you can’t protect your kingdom from its enemies if there are gaps or weakened bricks. Additionally, with a strong skin barrier, your skin will also be able to better absorb the topical products you apply!

Other ingredients that could help in the grand scheme of barrier repair are minerals like zinc (anti-inflammatory properties), copper (aids in collagen production), and magnesium (calming and soothing effects).

“The science behind using minerals in skincare is that they are essential elements for proper cellular functioning and repairing damage to the skin. By incorporating them into skincare products, we can effectively deliver these vital nutrients directly to the skin,” said M.D. Sigrún Dögg.

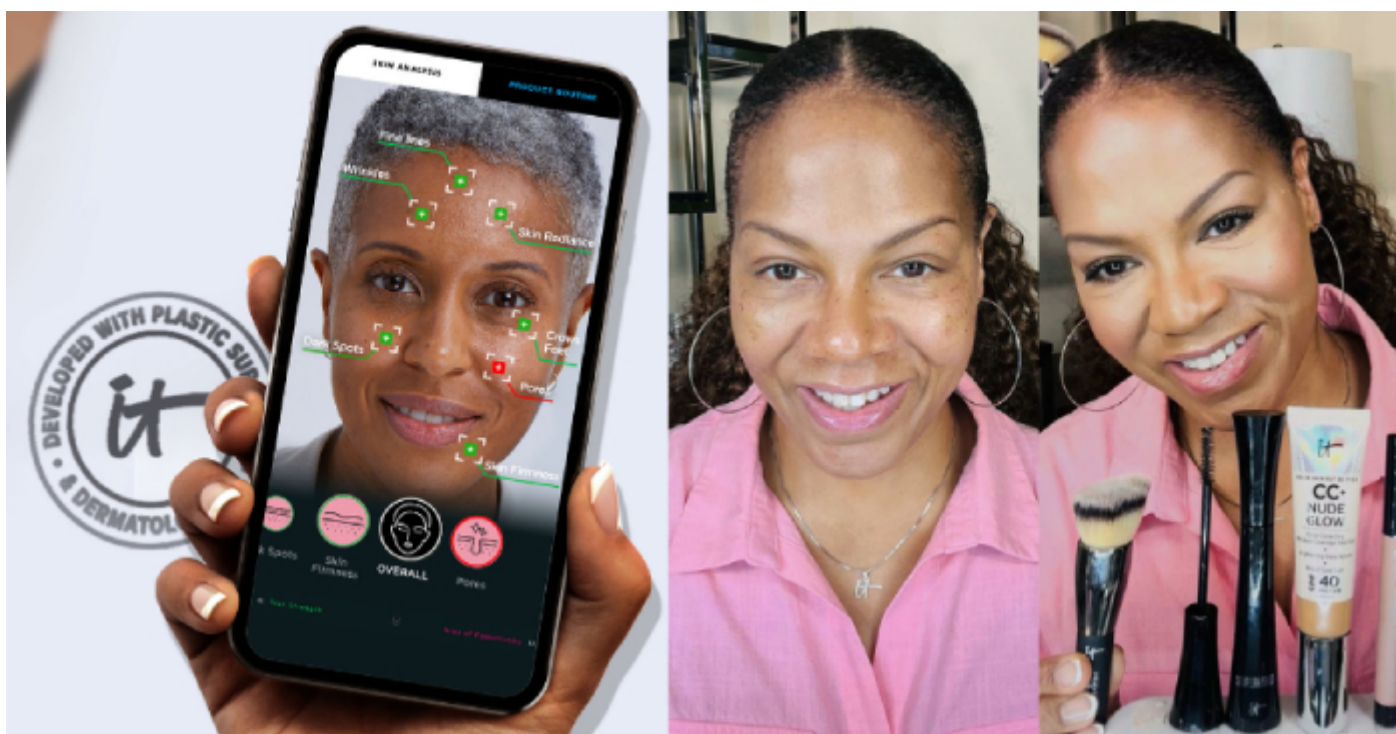
Skincare Trends 2024: Brands Entering the Tech Space



iMatch™ Virtual Skin Analysis. Credit: Estée Lauder

In line with AI at the core of everything, it had become a norm for brands to explore all possible technological paths to boost sales and truly hit the nail on the head on what consumers desire.

“As shopping behaviours have shifted substantially to online channels, we expect to see more skincare brands entering further into the tech space by offering interactive and virtual experiences thanks to AI and VR-enabled tools and services,” said Eleonora Mazzilli, Trend Localization & Business Development Director at [BEAUTYSTREAMS](#), a one-stop trend insights source for strategy, marketing, and product development teams worldwide.



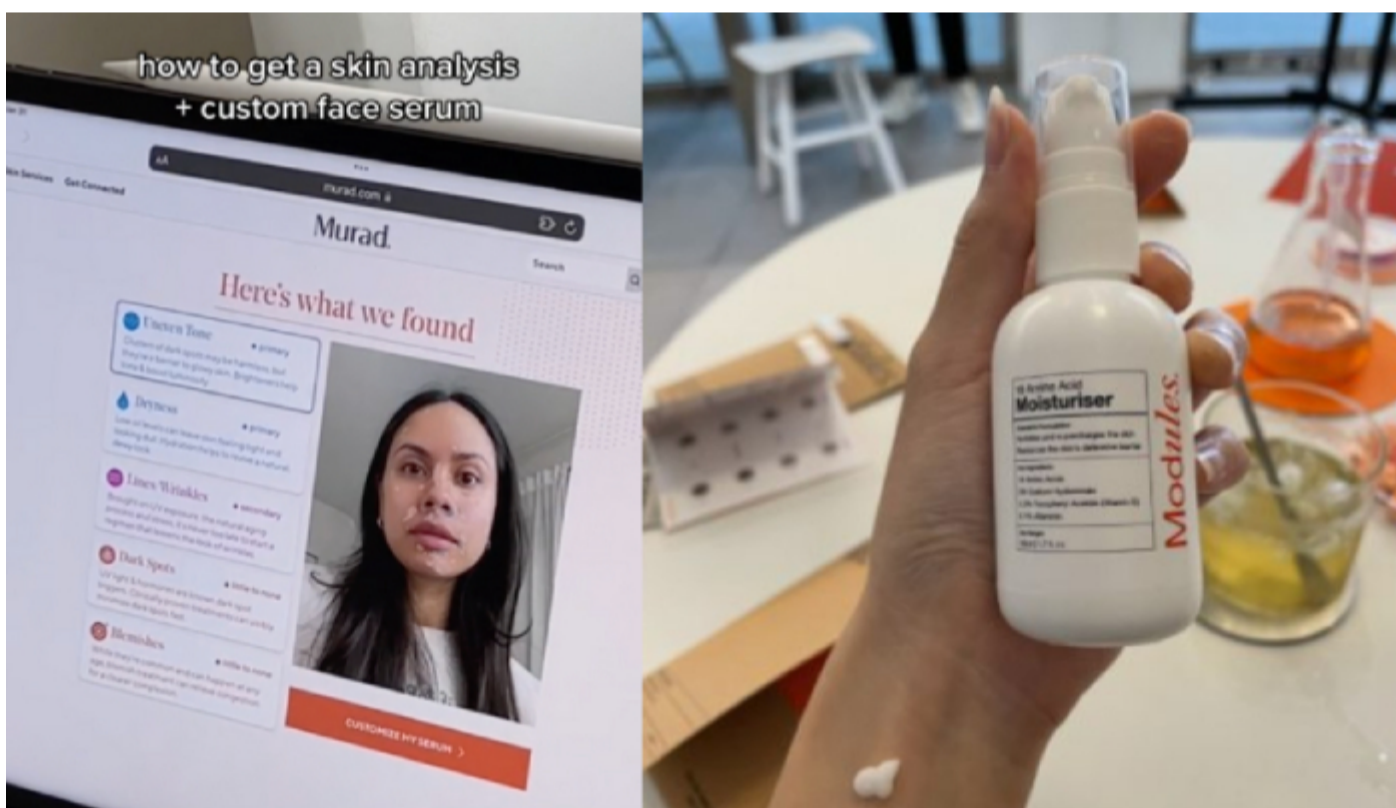
IT Cosmetics Dermascan (left) and Live Online Chat with beauty experts (right). Credit: IT Cosmetics

This shift means we will no longer need to physically visit a beauty counter or dermatologist’s office for virtual skin assessments! Think innovative new apps, skin diagnosis tools, dermatologist avatars, and virtual skincare clinics.

M.D. Sigrún Dögg agreed on technology taking centre stage in 2024 and noted the rise of data-driven beauty offering a more precise and individualised approach to beauty: “This will not only make the shopping experience more efficient but also lead to better results as products are tailored specifically to one’s unique skin needs.”

However, AR and VR aren’t competing with offline experiences but rather adding new dimensions to consumer-based interactions, so it’s really about what you prefer.

Skincare Trends 2024: Personalised Skincare



Murad’s custom facial serum (left) and Modules’ personalised prescription skincare (right). Credit: @xomelissatovar/TikTok, Daily Vanity

As noted by M.D. Sigrún Dögg, “The rise of personalised skincare is expected to continue where brands will cater to specific skin concerns and needs of individual consumers”.

Touché! It has become so notable that we’ve even seen brands that only offer personalised skincare as well as pioneering brands jumping onto the bandwagon.

Typically, what we select for our skin is largely based on marketing or from friends and family recommendations. Oftentimes, we get hooked in by “blanket terms like “brightening”, “rejuvenation”, and “acne control”, but we may not be sure of the exact active ingredients necessary to target our concerns.

“Personalisation of skincare is a trend that I strongly endorse and believe in. An individual’s skin is unique. Social media trends on certain products should not be followed blindly.

Apart from varying from person to person, skincare needs also vary according to age, and climate among other factors. Therein comes the trend of personalised skincare that tackles an individual's skin at that point in time.

Instead, consult a professional or even harness technology to analyse the skin, and use products that are suited to address the various concerns of one's skin," Dr Yong elaborated.

@danny.skincare

for real tho you guys should try the skin assessment!
its free! 💜 @yours #skincarewithdanny
#personalizedskincare #customskincare

🎵 ay So (Instrumental Version) [Originally
Performed by Doja Cat] – Elliot Van Coup

Closely linked to the advent and widespread of technology in skincare, like AI and machine learning, you'd start by first analysing your skin condition to receive recommendations on appropriate active ingredients, formulation, and routines.

"A typical routine starts with [a] basic regimen of cleansing, moisturising and sun protection. The exact formulation with then depend on the skin type. Particular skin concerns, such as acne or pigmentation, will require additional active ingredients to tackle those issues," recommended Dr Yong.

Skincare Trends 2024: AI-Powered Ingredients



Credit: Depositphotos

We've seen how fast artificial intelligence (AI) has dominated the world and every single industry, and the beauty sphere is no exception. As the next frontier for product innovation in beauty, this creates a myriad of opportunities in the ingredient and formulation space.

"Pairing science and biology with powerful artificial intelligence and machine-learning algorithms could unlock the next generation of skincare and nutrition ingredients", BEAUTYSTREAMS pointed out.

“The discovery of new ingredients is now made possible by employing artificial intelligence computer vision and deep learning applications, which can investigate the potential ingredients that exist in nature, to then reverse-engineer such ingredients.

In addition, artificial intelligence within the nutraceutical industry will allow for the development of next-generation supplements and the discovery of bioactives hidden in plants,” BEAUTYSTREAMS remarked.



This little piece of biotech beauty history features the groundbreaking Streptococcus zooepidemicus hyaluronic acid patented by Shiseido more than 35 years ago.

With that said, bioengineered ingredients potentially hold the key to the future of sustainable, safe, and efficient skincare as we witness tech advances in biology and the growing scarcity of resources.

Unbeknownst to many, this technology is already used in many fragrances (like tomato perfumes) where natural ingredients are replaced by chemical compounds birthed in labs.

However, just because it isn’t the “real thing”, doesn’t mean it doesn’t work the same way or is just as effective! Sigrún Dögg shared that “biotechnology offers a promising solution for creating safe and sustainable products without compromising on efficacy”.

Some are even designed to reach and treat your skin at the cellular levels! So the next time you’re on a skincare shopping spree, don’t be surprised to see bio-engineered actives in the ingredients list.

Skincare Trends 2024: At-Home Skincare Devices Galore

@sparklesandskin

Have you used any of these? I’ve been using my foreo for years! #skincare #skintok #skincare101 #skincaredevice

🎵 original sound – sparklesandskin

With tech-driven solutions and digital skincare solutions becoming easily accessible, this also means that the popularity of **skincare devices** will become more apparent.

“Technology will also advance the use of smart devices for home use. Such tools already exist, for example, facial massage devices, and LED light therapy.

Further advancement can result in more aesthetic procedures to be done by users themselves at home, to complement the results of more intensive treatments in clinics,” said Dr Yong.

M.D. Sigrún Dögg also shared how “we may see more AI-powered skincare devices that use data and algorithms to track changes in the skin and provide personalised treatment plans.”

Skincare Trends 2024: Overlap of Skincare and Aesthetic Clinics

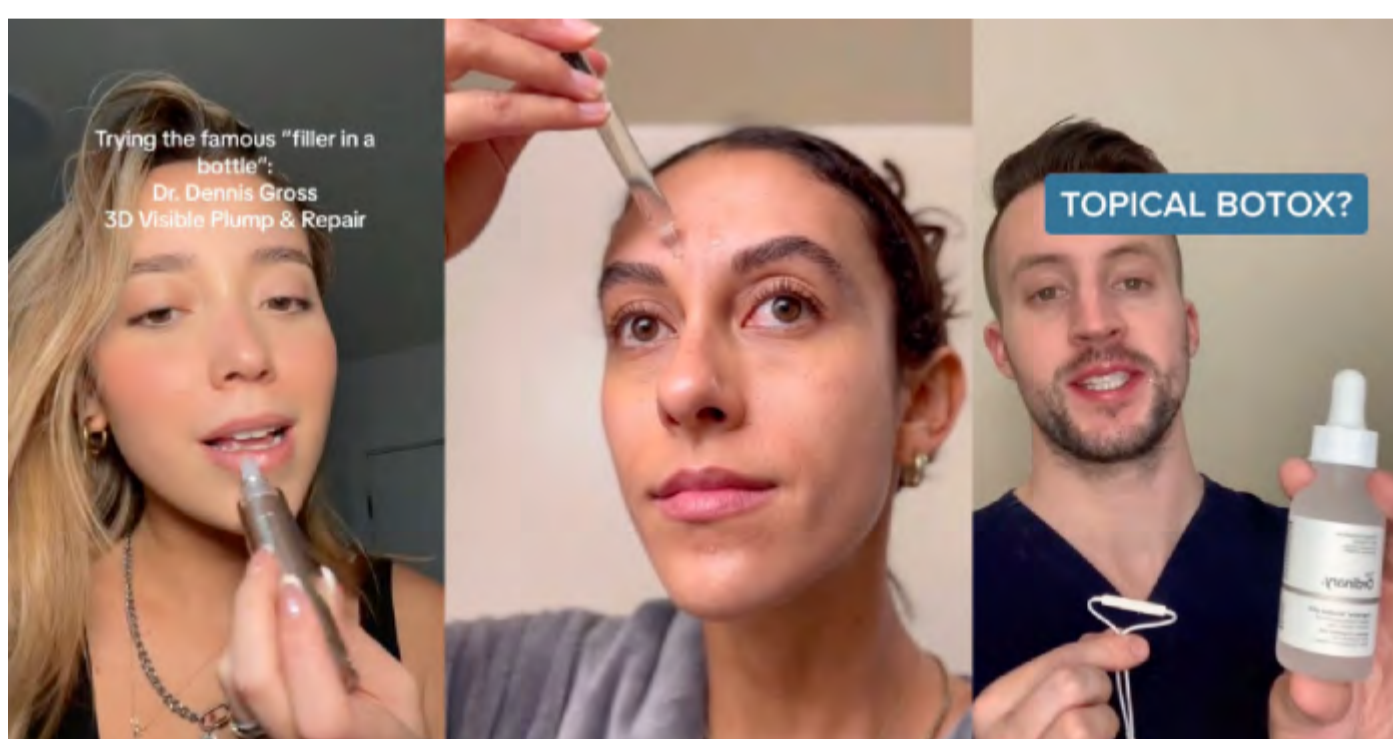
@ourselfskin

Watch @tonyyounmd put our HA+ Replenishing Serum to a test. Results speak for themselves. Tap link to shop or go to ourself.com **#realresults**

🎵 **original sound – Ourself**

And as skincare devices are still making waves in the beauty sphere, highly because of convenience, effectiveness, and how we’re able to do it ourselves, the same goes for at-home treatments that are on par with those you find in **aesthetic clinics**.

“While they were once distinct, the world of skincare and aesthetic clinics is now overlapping. A greater awareness of the effects of ageing, such as sagging, wrinkling, and textural irregularities on the face and body, is pushing consumers to seek aesthetic-like remedies,” BEAUTYSTREAMS shared.



Dr. Dennis Gross DermaInfusions™ Plump + Repair Lip Treatment with Hyaluronic Acid (left), **INVITY** Youth Activating Instant Filler (middle), and The Ordinary Argireline Solution 10% (right). Credits: @martharochin/TikTok, myinvity/TikTok, @dermarkologist/TikTok

If you’re on social media, you’ve probably noticed and got enamoured by terms like “filler in a bottle” or **otox** in a bottle”. Nowadays, clinical and dermatological expertise is much valued by skin-savvy consumers as they look for more results-based approaches.

BEAUTYSTREAMS noted that brands are venturing into the “procedure-alternative” territory with products that target consumers who can’t afford pricey, in-office dermatological procedures.

“New products are popping up promising effective, derma-grade results in the comfort of one’s own home with elevated topical skin care performance.

Thanks to advances in technology, formulations, and ingredients, we think the next generation of skin care products could rival professional cosmetic treatments by offering visible, long-term results for skin issues including lines, wrinkles, pores, and dark spots,” said BEAUTYSTREAMS.



RIKI Miracle, an LED silicone patch to treat acne and herpes. Credit: RIKI LOVES RIKI by GLAMCOR

This also means that brands are becoming more and more creative with their formulations and application methods, inventing new products that differ from the usual ones based on consumer research.

For instance, when it comes to acne care, spot treatments and acne patches are the norm. However, now there are LED acne patches that are comparable to acne treatments in clinics and patch-free solutions like invisible liquid acne patches.

Skincare Trends 2024: Connections Between Mind, Body, and Beauty

In the years to come, we’ll also be seeing a convergence in health, wellness, and skincare. With anxiety and other mental health concerns on the rise, consumers increasingly realise that what goes on in the psyche directly affects the body and skin.

That means new products and services that provide not only functional benefits but also emotional gains since self-care routines encompass physical, mental, and spiritual well-being.



nurture Digestion + Focus Probiotic Sachets (left) and The Fundamental Rested Mind Healthy Glow (right).

BEAUTYSTREAMS asserts, “We are observing the rising development of mood-boosting ingredients that rely on biometrics and neuroscience, such as ingredients that mimic the feel-good effects of yoga and meditation.

These target the skin’s local stress response, allowing meditation benefits to the skin or stimulating the release of feel-good hormones like oxytocin, serotonin, or dopamine. Interest in well-being-supportive ingredients that relieve chronic stress, improve sleep, and manage cognitive health are gaining traction.”

Brands will be exploring new territories to offer solutions that span holistic devices, relaxation services, and oral beauty supplements.

According to BEAUTYSTREAMS, these could include Traditional Chinese Medicine (TCM) ingredients making their way into mainstream skincare and haircare.

“Ayurvedic ingredients that bring a holistic and well-being approach; adaptogenic herbs and mushrooms rooted in East Asian cultures; and natural extracts sourced from Latin America that reclaim indigenous practices”.



IRÄYE THE SHAPING BODY CREAM with LYMPHACTIVE™ which stimulates the skin’s lymphatic system for smoother, firmer, more contoured-looking skin. Credit: IRÄYE

Within all that, the awareness of lymphatic health is catching up fast too. As the body’s natural cleansing and drainage system, the lymphatic system’s well-being is key in promoting immune and **gut health**, clearing unwanted toxins, aiding in skin health, and preventing ageing skin.

“With today’s stressful lifestyles and lack of physical activity, the lymphatic system needs additional help in the form of a healthy diet, exercise, and **massages**, alongside drainage-enhancing beauty products and wellness tools to maintain lymphatic health.

The growing popularity of lymphatic system wellness has additionally been given a boost by social media,” BEAUTYSTREAMS explained.

In tandem, lymphatic drainage massages have never been more popular and brands recognised that by crafting massage tools, wellness supplements, and face and body care products to mimic a practitioner’s lymphatic drainage results at home.

Skincare Trends 2024: Intimate Care Is Blooming



TWO L(i)PS RINSE Gentle Prebiotic Cleanser. Credit: TWO L(i)PS

BEAUTYSTREAMS also noted that “the conversation around intimate care and sexual wellness in recent years is expanding into the mainstream and converging with beauty and health”.

“Products tailored for intimate use no longer concentrate solely on cleansing and shaving but are increasingly drawing inspiration from skincare practices.

Beauty-centric ingredients like pre- and probiotics, lactic acid, fruit enzymes, or panthenol are examples of active components that have transitioned from skincare routines to intimate care regimens.

New products claim to protect the intimate microbiome, preserve the skin barrier, revitalise the skin, enhance the appearance of the intimate area, and diminish issues like hyperpigmentation, dark spots, and shaving-induced irritation in those areas,” added BEAUTYSTREAMS.

Skincare Trends 2024: Clean and Sustainable Beauty



BIOEFFECT's ecological greenhouse in Iceland, powered by geothermal energy, which produces cutting-edge plant biotechnology (Barley EGF).

As consumers become more health-conscious and environmentally aware, natural and organic ingredients will remain popular. Brands will be focusing on clean products, eco-friendly formulations, and sustainable packaging options.

Coupled with the trends in technology advancements, research labs have made it possible for plant-based ingredients to be just as effective as synthetic ones which further drives the trend.

“Skincare brands will likely continue to incorporate plant-based ingredients into their formulas to cater to this growing demand.

So, whether it’s using botanical extracts, essential oils, or even plant stem cells, we can expect to see more of these natural alternatives in skincare products,” M.D. Sigrún Dögg remarked.

Ingredients That Will Still Be Sought-After in 2024



Credit: [Depositphotos](#)

Whether you’re on a shopping spree, stocking up on beauty necessities, or searching for targeted skincare solutions, these are the ingredients that are a “green flag” on product labels, according to experts!

- **Hyaluronic acid:** This humectant can absorb and retain water many times its weight, keeping the skin moisturised for a longer period. It's naturally present in our skin so it can be used by everyone as part of their skincare regimen.
- **Niacinamide:** This ingredient has a gentle nature that makes it suitable for all skin types. It can reduce inflammation, lighten pigmentation, improve skin texture, and strengthen the skin barrier.
- **Pre-, pro-, and postbiotics:** Probiotics restore the good bacteria of the skin's microbiome; prebiotics fuel the growth of probiotics to enhance their activity; and postbiotics, as by-products of the interaction between probiotics and the skin's microbiome, also help contribute to a healthy skin microbiome. The fermented ingredients in many probiotics and prebiotics can also enhance the potency of certain active ingredients such as antioxidants, vitamins, and peptides.
- **Vitamin A:** This proven anti-ageing product thickens the skin, helps reduce fine lines and wrinkles, and minimises the destruction of existing collagen and elastin.
- **Ceramides:** These lipid molecules, produced in our skin naturally, help to retain and seal the skin's moisture. Thus, strengthening the skin's barrier and amping up hydration levels.
- **Retinol:** Retinol slows the breakdown of collagen and increases elasticity for firmer, plumper skin. It can also grant a smooth texture and even skin tone, but can cause skin irritation.
- **Bakuchiol:** A plant-based retinol alternative has similar anti-ageing effects without the potential side effects. When paired with retinol, bakuchiol can help stabilise it and keep it effective for longer.
- **NAD+ (Nicotinamide adenine dinucleotide):** This "longevity molecule" can influence many important cellular functions to promote healthy ageing and make the skin appear younger.
- **Exosomes:** Exosomes are tiny vesicles secreted by stem cells and contain a plethora of growth factors that promote tissue repair and regeneration. Treating scars with exosomes can be effective, especially when used in combination with lasers or radiofrequency microneedling.
- **Growth factors:** These proteins stimulate cell growth and division and are used to improve the appearance of fine lines and wrinkles by promoting collagen production. They can also target specific skin concerns like scarring and age-related changes.
- **Phylobioma:** Purified microbial extract to target specific skin microbiome dysbiosis and balance the skin barrier.

Skincare Trends to Leave Behind in 2023

Lastly, just because it's one of the frontrunners for beauty trends, it doesn't mean that some should stay. After all, some trends do have an expiry date on them!



Credit: **Depositphotos**

On this aspect, Dr Ker affirmed that **PCL (polycaprolactone) collagen biostimulator** is not recommended. “This has been marketed to stimulate collagen but there have been unpredictable and unforeseen side effects arising from its use, such as skin discolouration,” she said.

Meanwhile, Dr Yong voiced out that social media or unverified sources online can sometimes have misleading information that results in undesirable consequences if followed without professional guidance.

One such example is the use of **DIY skincare formulations** at home. “Although purported to be ‘natural’ as one will know the exact ingredients that go into the product, it is not without risks. Mixing ingredients at home may result in some combinations or concentrations that are unsafe or unsuitable for the skin. This can cause irritation and allergies,” added Dr Yong.

Additionally, it’s crucial to be mindful of how often we exfoliate and if we’re using gentle products. “I do not recommend following excessive exfoliation trends, such as using harsh physical exfoliants or overusing chemical exfoliants. While exfoliation can be beneficial for the skin, overdoing it can lead to irritation, inflammation, and damage to the skin barrier,” M.D. Sigrún Dögg noted.

Feature image credit: @martharochin/TikTok, IT Cosmetics, @sparklesandskin/TikTok