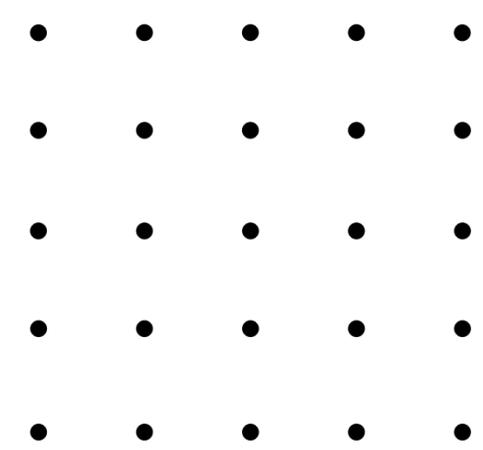




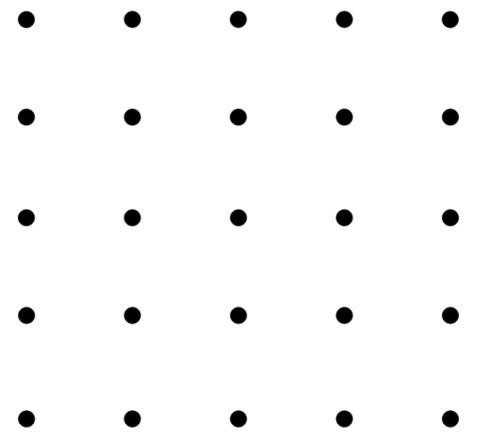
**EVOLVING UAE
SKINCARE & BEAUTY
TRENDS**

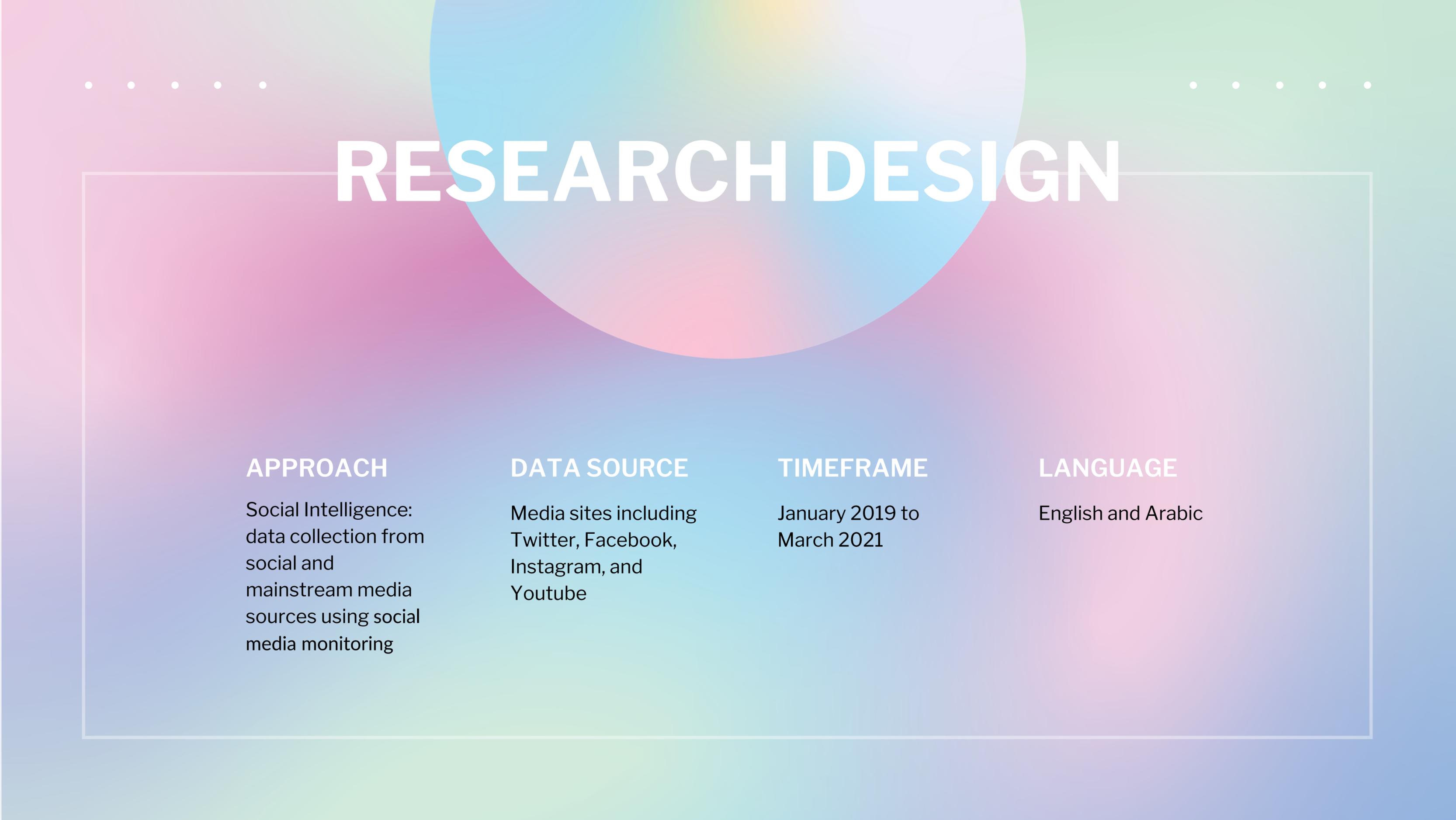
SOCIAL INTELLIGENCE



Agenda

- Research Design
- General Overview of Sources
- Overview of Appearing Trends
- Decline in Color During Covid-19
- Healthier Skin and Natural Looks
- Natural and Vegan Products
- Above-the-Mask Beauty
- DIY
- The Why Behind the What





RESEARCH DESIGN

APPROACH

Social Intelligence: data collection from social and mainstream media sources using social media monitoring

DATA SOURCE

Media sites including Twitter, Facebook, Instagram, and Youtube

TIMEFRAME

January 2019 to March 2021

LANGUAGE

English and Arabic

QUERY

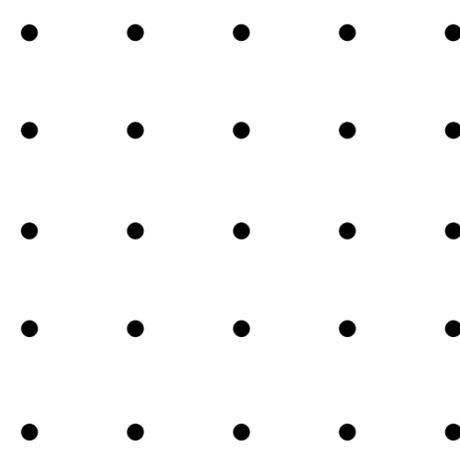
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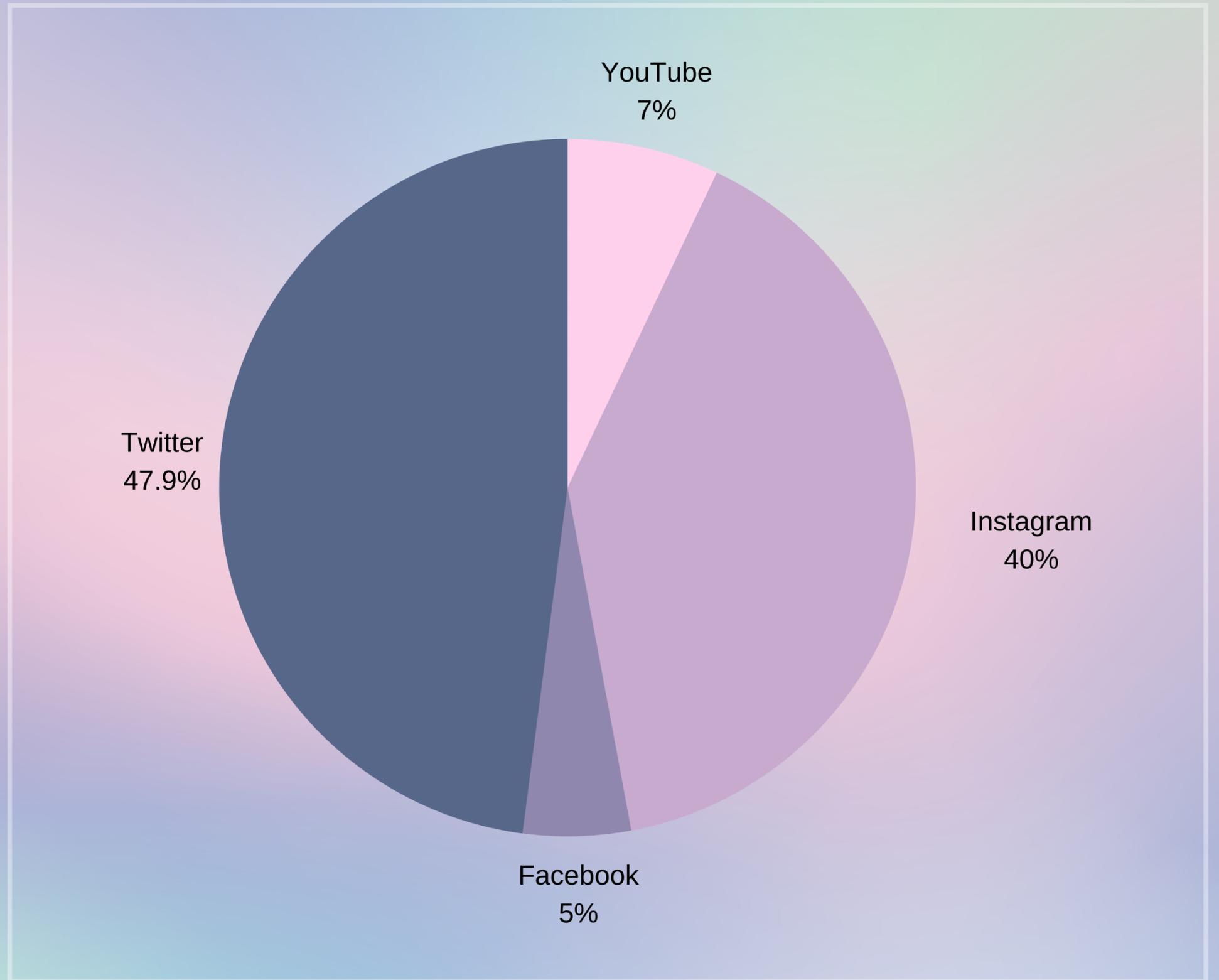
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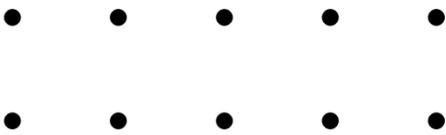
NOT

((("wedding" OR "party" OR "celebration") AND ("عرس" OR "اعراس" OR "احتفال")))



GENERAL OVERVIEW OF SOURCES





OVERVIEW OF APPEARING TRENDS

DECLINE IN COLOR DURING COVID-19

People are expressing their reduced interest in colorful makeup looks outside of the home.

OPTING FOR HEALTHIER SKIN AND NATURAL LOOKS

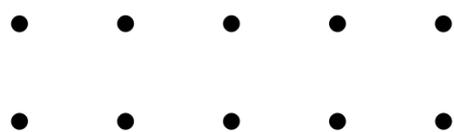
People have been realizing their comfort in the "no makeup" look and investing more in products that produce healthier or "glowing" skin.

INCREASED DEMAND FOR NATURAL AND VEGAN PRODUCTS

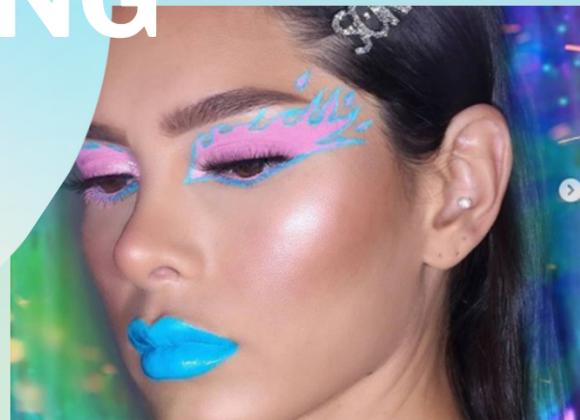
Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

ABOVE THE FACEMASK BEAUTY

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

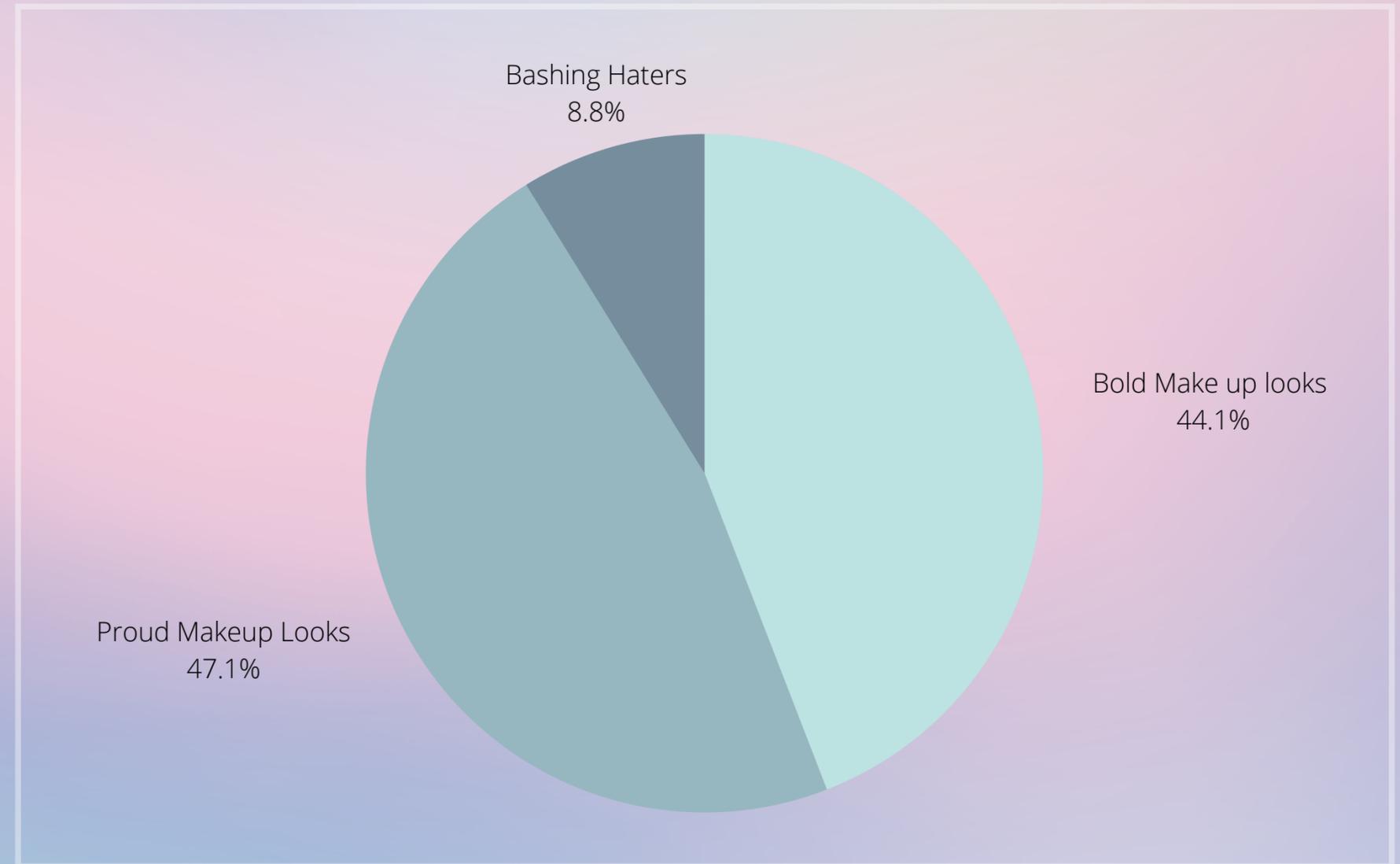


DECLINE IN
COLOR DURING
COVID-19



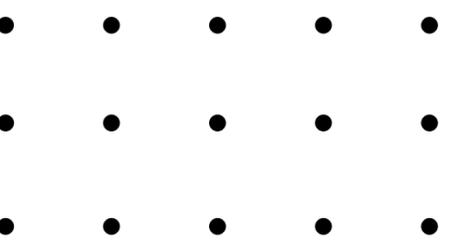
BOLD AND PROUD

Before the pandemic...



FROM WHEN COLORFUL LOOKS WERE POPULAR...

44.1% of people admired bold make up (e.g., animal prints), and 47.1% were so proud of their make up that they did not want to remove it before bed. Interestingly, 8.8% of people would reply to those complaining about "too much make up" by supporting makeup and people's confidence.



BOLD AND PROUD

What are people saying?

BOLD MAKEUP LOOKS

"Done some animal crossing makeup to match my earrings and it's almost 3am lol"

"#BeautyInspo: Nothing says fierce more than animal print-inspired makeup."

"Colour POP to brighten up your Monday! How stunning is this makeup look? It's giving us all the summer festival vibes 🌈"

PROUD MAKEUP LOOKS

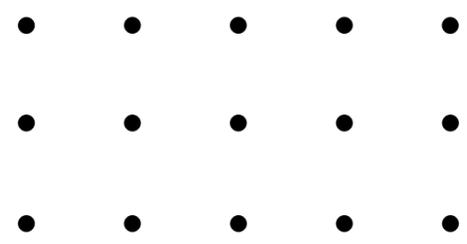
"When you're ready to turn in for the night but your hair and makeup are still on point. 🤩
#ssbbw #bbw #goth #halloween #fat #sleepy"

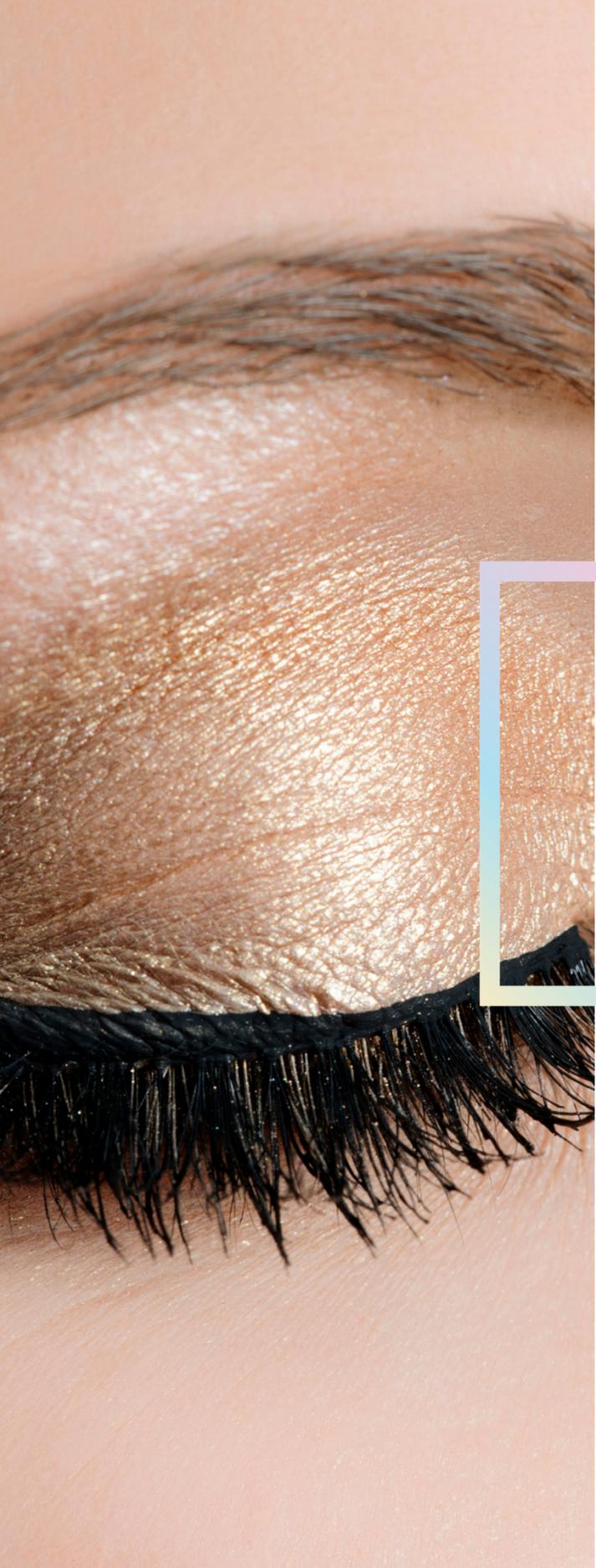
"I look so good, damn:) I don't want to remove the makeup uh👀👀👀"

BASHING HATERS

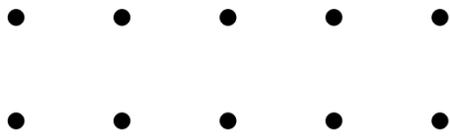
"I hate I [redacted] like this,,,, it's so fr [redacted] ude what makes you think this person doesn't already do that??? If she wants to feel cute and wear makeup she's most definitely not doing herself a "disservice" if it's not u keep it moving and stfu [redacted]"

" i don't know why people shame others for covering up their "flaws" with makeup. if it makes them feel more confident, let them be. and as for people who comment on how different people look without makeup, they didn't pay to look the same"



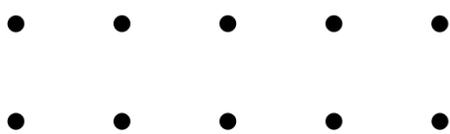


FROM COLORFUL TO NATURAL

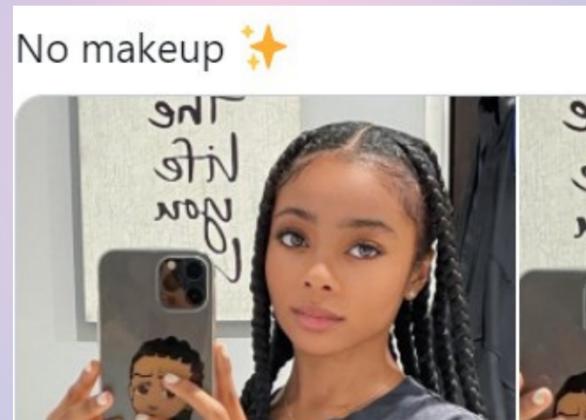


- Natural Looks
- Colorful Looks

While the conversation of colorful looks did decline and people were expressing less interest in looking proud, the conversation has shifted. By March 2021, people have substituted their interest in color with natural and healthier looks.



HEALTHIER SKIN AND NATURAL LOOKS



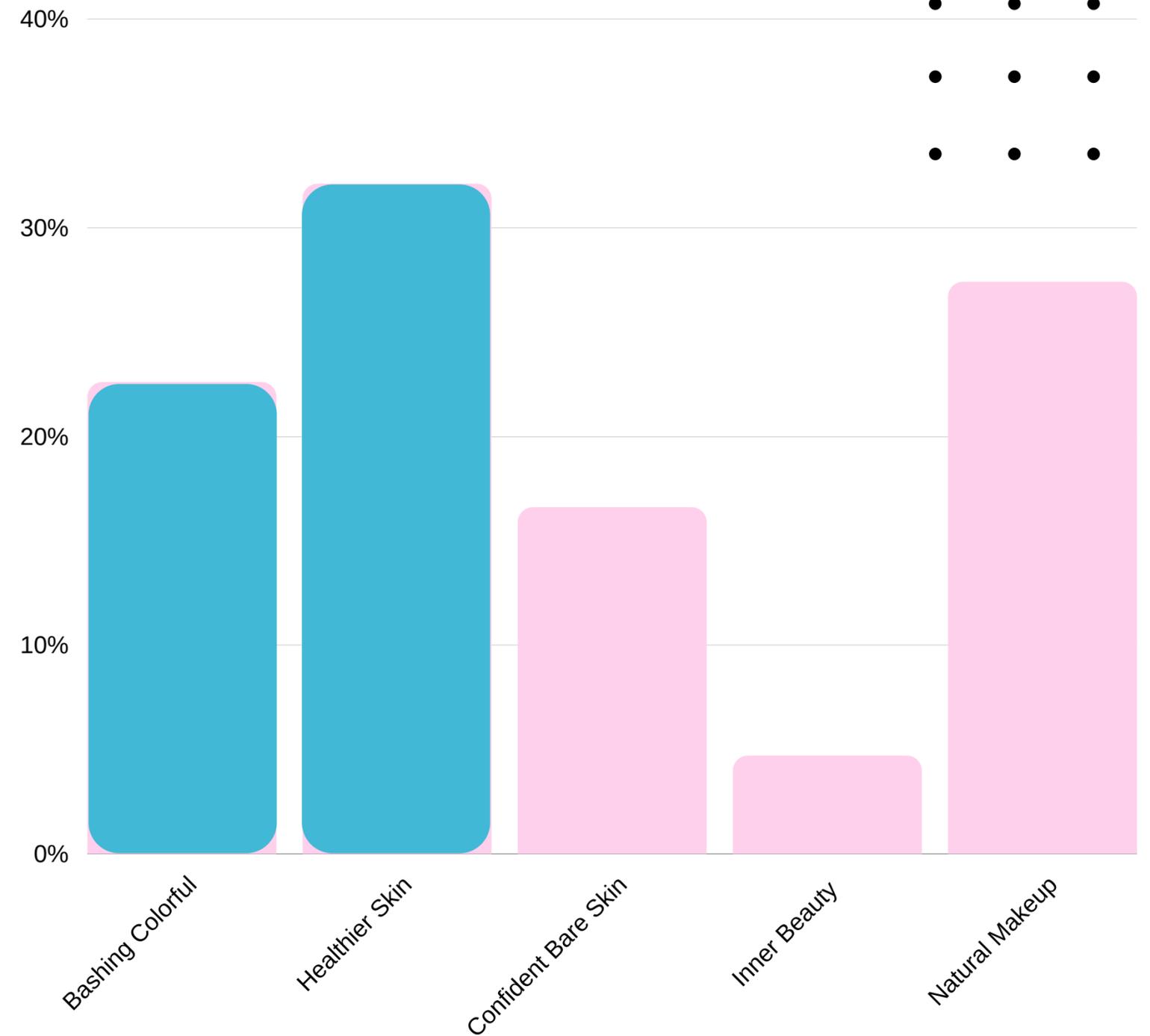
The shift in conversation from January 2020 to March 2021 has shown that people have become more interesting in opting more natural looks and healthier skin. The conversation falls as follows:

Bashing Colorful: 22.6% of people have posted comments or posts entirely bashing the "too much makeup" look.

- "انا بشوف كده وخصوصا لو هي حلوه من غير ميك اب بحسها مابتتنعش وراضيه بشكلها وحباه مش "زى الباقي لازم يحطو ٣ كيلو مكياج علشان يغيرو ملامحهم"
- "Just normalize bare face with no make up we don't have the energy or the mood to put make up everyday plus it's a choice. We're all beautiful regardless so stop judging anyone that has scars or acne or just pale, it's normal to look like that without makeup."

Healthier Skin: 32.1% are working on getting healthier skin after reducing the amount of makeup.

- "Banana is a very good natural moisturizer and has antioxidant and antimicrobial properties. Also, it is rich in dietary fiber, vitamins A, C, K, E, and folate due to which it has exceptional skin healing properties. #boudoirbeautyloungedxb #skincare #banana #hairgrowthtips #hairgrowth #naturalhair #apple #beautylounge #instabeauty #style #skincare #hair #hairstyle #pedi #makeup #downtowndubai #mydubai #instabeauty #bestbeautysalondubai #hair #hairart #hairtransformation #boutikmall #nails #uae"
- "Hands up if you've decided to give your skin a breather during social distancing"
- "👉 goal is healthy skin Love yourself & don't compare ✖ with the social media perfection ~ Pamper your skin ☺ show it some real love 🌸 & manifest positivity ✓ You'll be a goddess with ◦ Healthy Glowing Skin"



The shift in conversation from January 2020 to March 2021 has shown that people have become more interesting in opting more natural looks and healthier skin. The conversation falls as follows:

Confident Bare Skin: 16.6% are promoting natural beauty and confidence over "covering up your flaws."

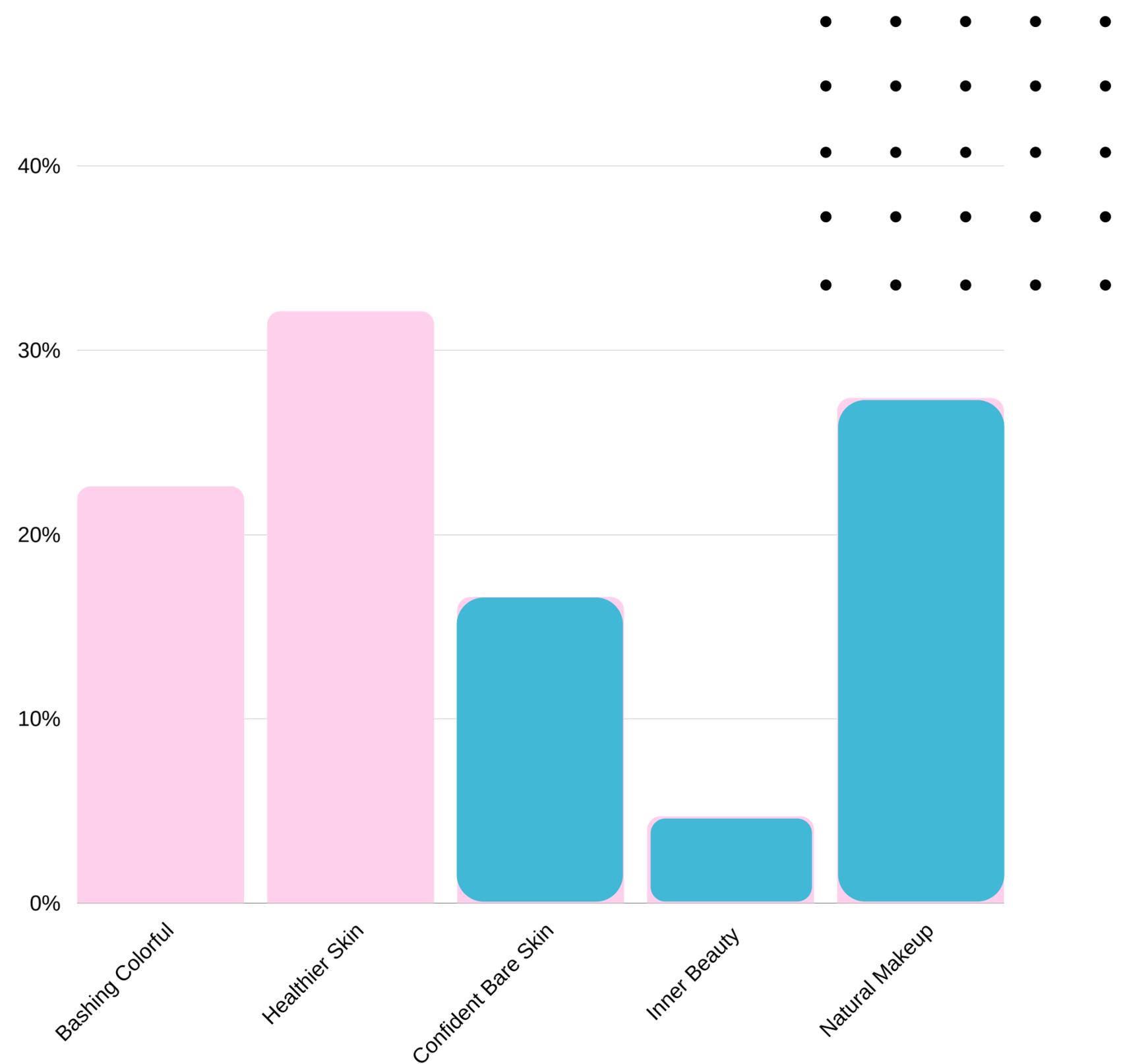
- "There is No better makeup than Self confidence There is No better Beauty than being Graceful There is No better characteristics in ur personality than Being trustworthy,Humble and being compassionate #LifeLessons"
- "No need to mess with God design You're so simple and sweet وشرح البيت هو انو بدون ميك اب احلى مهما كان الميك اب"

Inner Beauty: 4.7%% are promoting the idea that beauty is not from the outside, but rather from within.

- "ولا لَبَس ولا أي حابه ممكن تحلي شكلك وتخلي وشك ينور اكثر من ان حالتك النفسية makeup لا تكون كويسة"
- "Being naturally beautiful , simply means that mind, body & spirit are connected ☺ The dewy ☺bare-faced look is still dominating the beauty scene in 2020✓ Do you know guys how to keep your natural beauty better with a small touch of makeup ?"

Simple Natural Looks: 27.4% prefer to use makeup to present natural looks rather than over-the-top beauty.

- "Getting that soft glow makeup on point..Thankyou for all compliments on this look of mine"
- "Found out I look better with minimal makeup and now I'm mad. I love playing with eyeshadows ☺☺☺"
- "Don't you just love pandemic era makeup? You just need brows and that's about it. Some Mascara and eyeliner if you're feeling like it maybe."

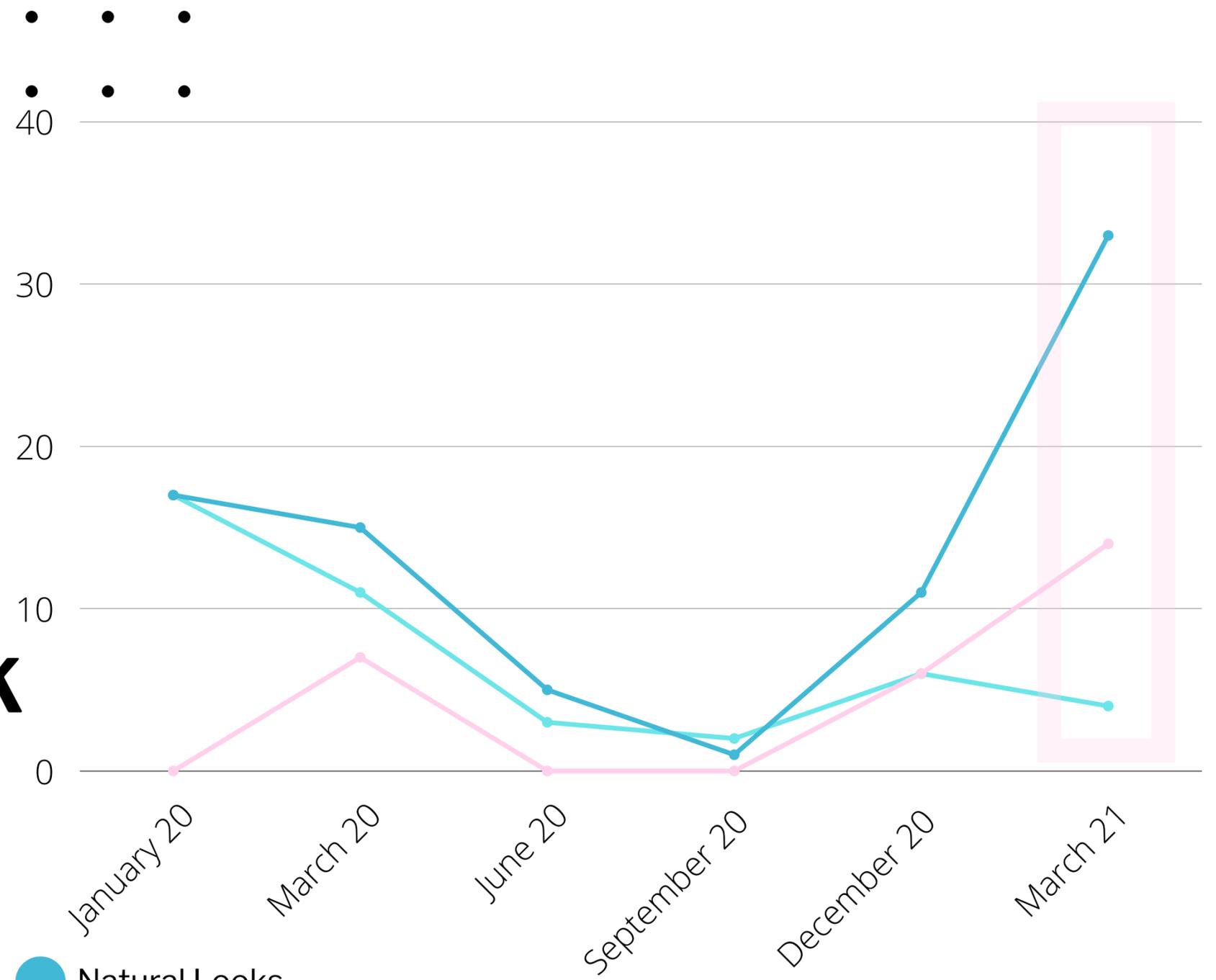


NATURAL AND VEGAN PRODUCTS



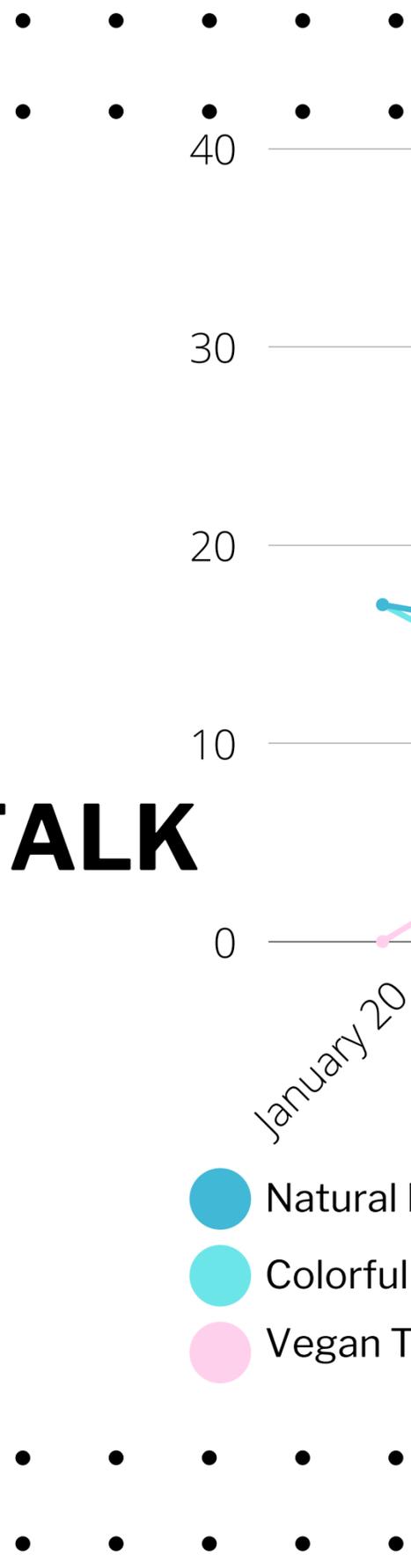


RISE OF VEGAN TALK

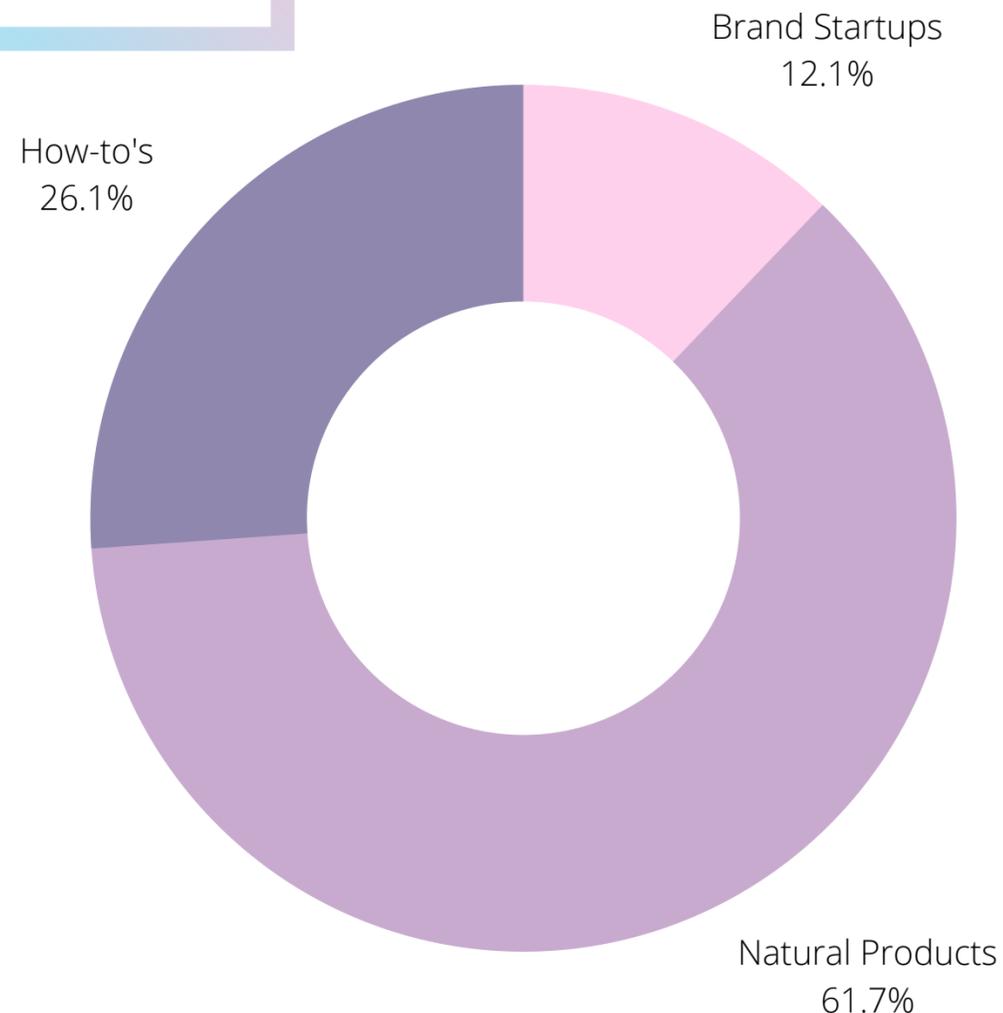


- Natural Looks
- Colorful Looks
- Vegan Talk

As natural look conversation increased, people also started becoming more interested in more natural, and more specifically, vegan products.



VEGAN TRENDS



BRAND STARTUPS

12% have started new businesses offering only vegan and natural products.

- "The star launched her #vegan brand Happy Dance last year 🌱"
- "These 4 companies are turning food waste into cosmetics, clothing and more"

NATURAL PRODUCTS

61% offer advice on the best skincare products to use with natural ingredients. These include articles in addition to promotions and friendly advice.

- "Hi friends, Loving the new sephora BEST SKIN EVER Foundation. Anti pollution and enriched with algae extracts & hyaluronic acid Shade 31Y Xoxo #sephorafoundation #bestskinever #makeup"
- "The ingredients to look out for in skincare and make-up"

HOW-TO STAY NATURAL AND VEGAN

25.8% offer advice on how to use at-home products (e.g., banana, honey) to achieve the best glow and health skin.

- "How To Use Coffee For Skincare: From A Scrub To A Skin Brightening Mask <https://swirlster.ndtv.com/beauty/how-to-use-coffee-for-skincare-from-a-scrub-to-a-skin-brightening-mask-2386414>"
- "DIY NATURAL FACEMASK || YOUNGER LOOKING SKIN BEAUTY TIPS SKIN CARE TSV 127 <https://www.youtube.com/watch?v=z4pMfbnvfEU&feature=youtu.be> via @YouTube"

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"MASKNE" AND
ABOVE-THE-MASK
BEAUTY

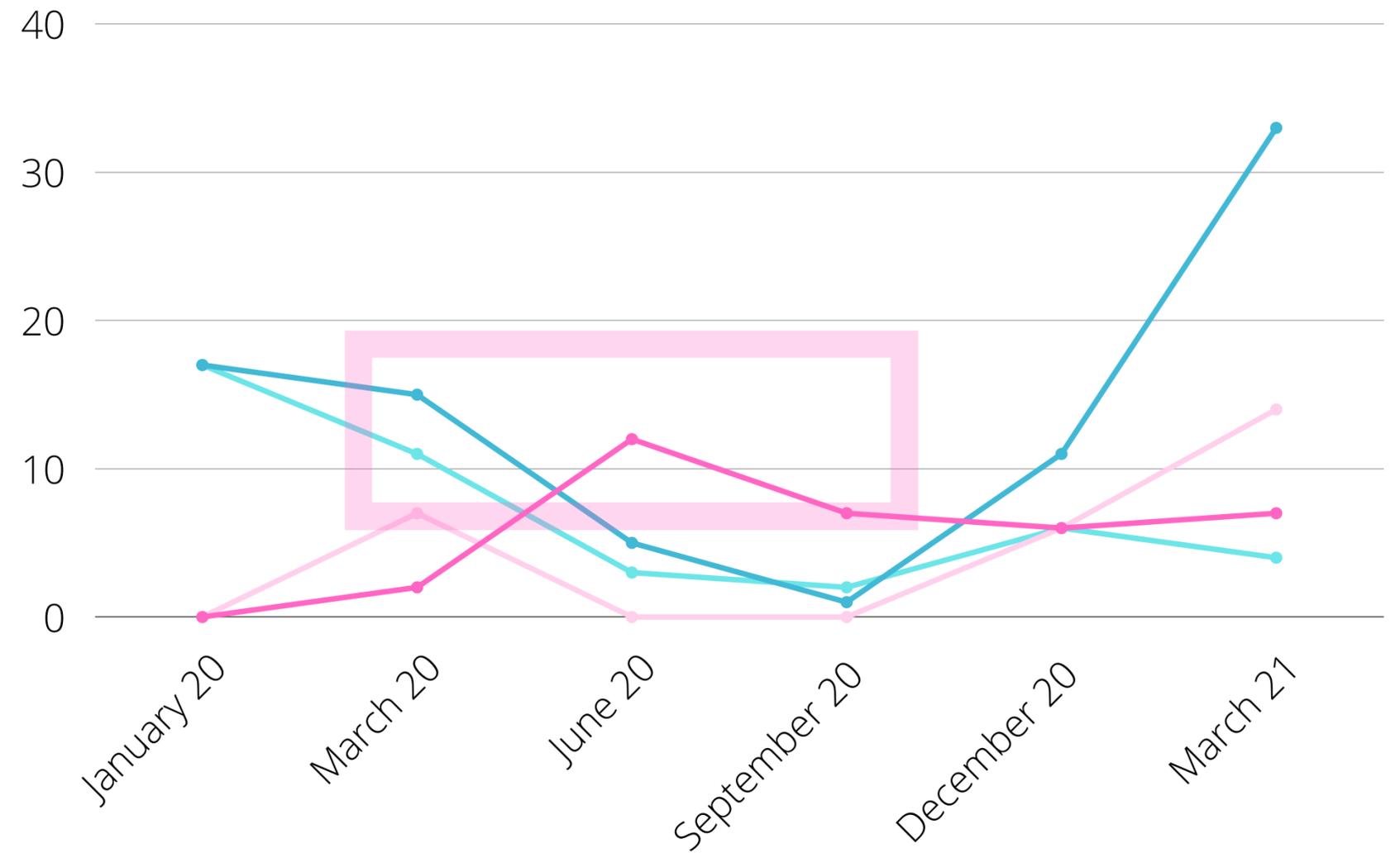


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COVID-19 STYLE

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- Natural Looks
- Colorful Looks
- Vegan Talk
- Mask Talk

To cope with the "new normal" people have developed different "Covid-19 styles," whether it's above-the-mask beauty, acne treatment, or new make up. There is a spike in mask conversation in June due to the time it took for people to realize the new issues they are going to face.

COVID-19 STYLE TRENDS

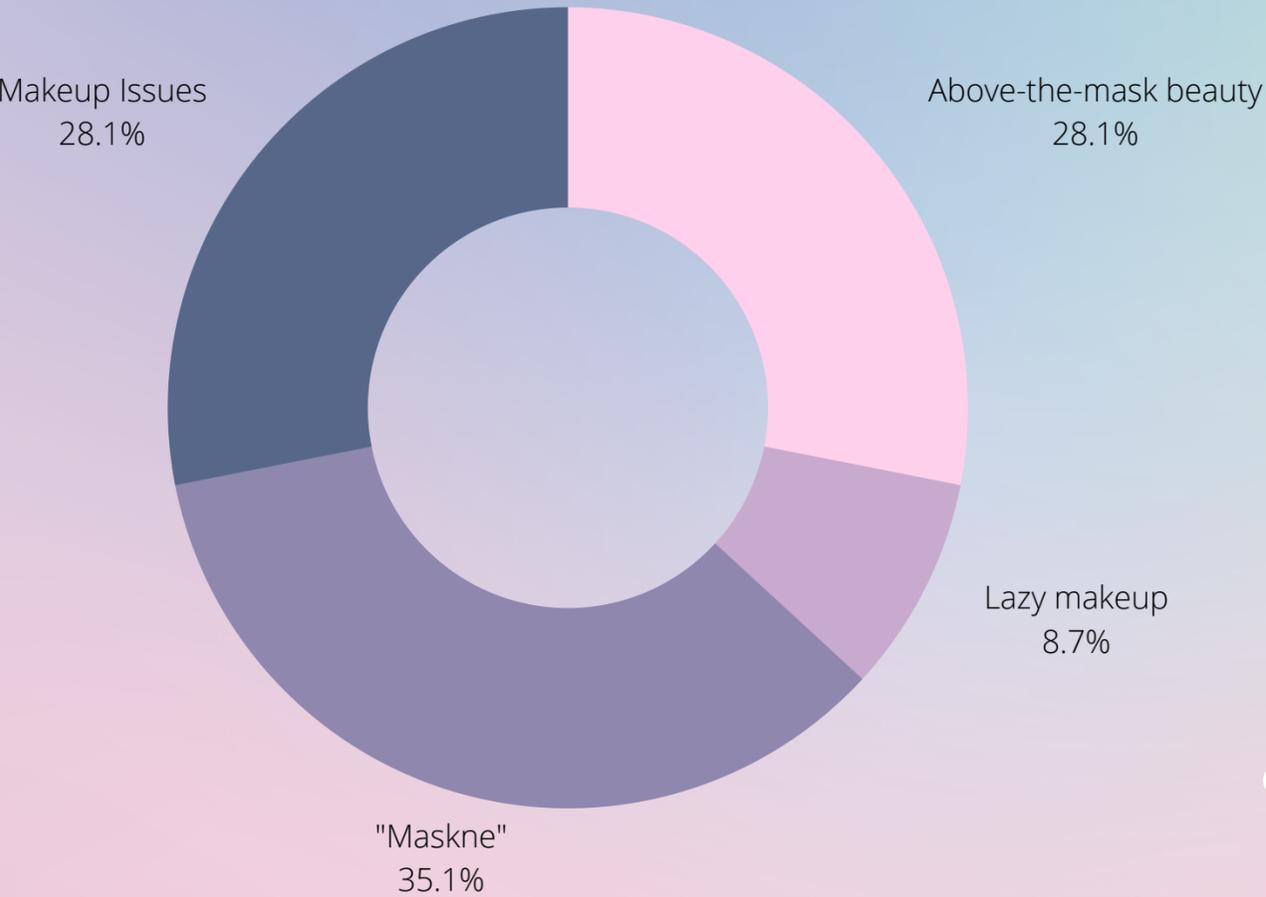
- **Makeup Issues**

28.1% of the conversation is focused on complaining about smudging makeup beneath the mask OR providing smudge-proof products.



- **"Maskne"**

35.1% of people are either complaining about developing mask acne - "maskne" - or providing tips and tricks on how to prevent and minimize irritation.



- **Above-The-Mask Beauty**

28.1% of people have stated that eyes are now the center of stage, so there is no point in wasting time on lipstick and they are keeping it even more natural (e.g., applying only eye shadow).



- **Lazy Makeup**

8.7% have found no use any longer in applying makeup since half their face is covered, or they do not need any more skin irritation.

01

DECLINE IN COLOR

People become less interested in bold looks due to quarantine, wearing masks, wtc. which leads to...

02

INTEREST IN NATURAL

People care more about looking natural due to bashing, laziness, and increased interest in skin care. Thus...

03

NATURAL PRODUCTS

During stressful times, people are more interested in using products that include stress-relieving properties, or cheaper at-home products (e.g., coffee). Therefore...

Side note: mask creativity or the "Cover-19" style has developed due to multiple factors including skin irritation, smudged make-up, loss of confidence etc. Brands are quickly diving into producing new products that meet people's needs (e.g., smudge proof makeup, fast acne treatments, and even masks that support the environment and the skin. Moreover, people have become more creative by taking advantage of what's visible (above-the-mask features).

MASK CREATIVITY

People can develop acne, skin irritation, or even boredom due to "too natural" or over-wearing a mask. Brands are creating "maskne" relief products and "smudge-proof" makeup.

WHERE IS THE REST OF THE CREATIVITY?

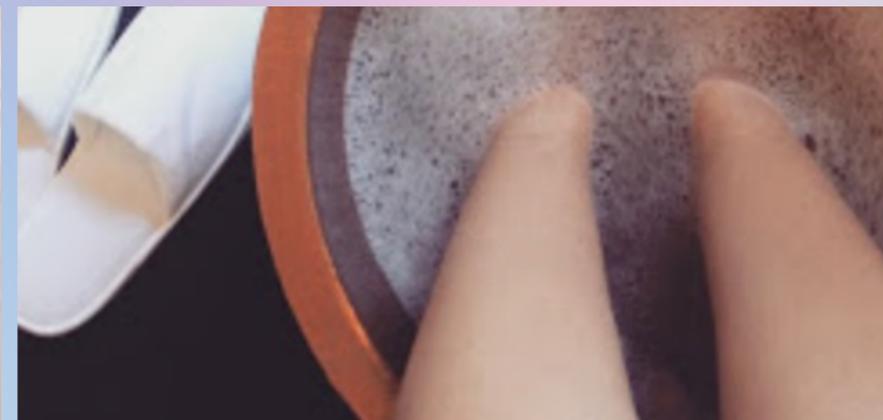
It doesn't end here. People who are bored, in quarantine, or still supporting bold looks have found a new way.

04

05

HOW IS IT ALL CONNECTED?

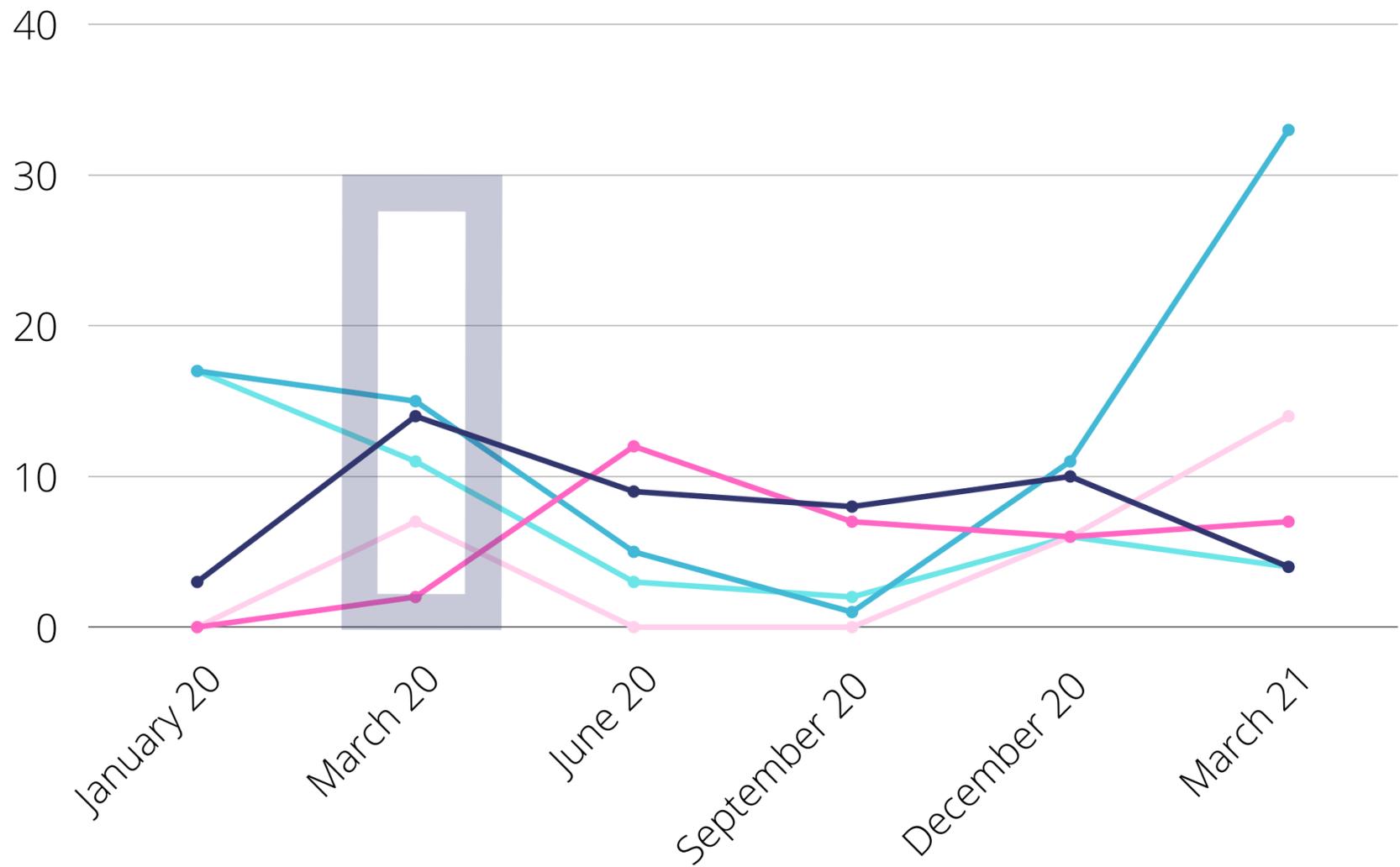
DIY





DIY

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- Natural Looks
- Colorful Looks
- Vegan Talk
- Mask Talk
- DIY Conversation

Creativity during quarantine and social distancing has reached a new level. People are supporting #stayhome and #staysafe by offering cheap and easy-to-do at-home skin care tips (either by brand product or natural ingredients).

DIY TRENDS

There are three overall trends apparent in the DIY category, all of which arose from increased conversation of natural looks, natural products, as well as quarantine and social isolation.

DIY Brand's Products: 25% of brands are recommending their products to use at home to create DIY skin care products.

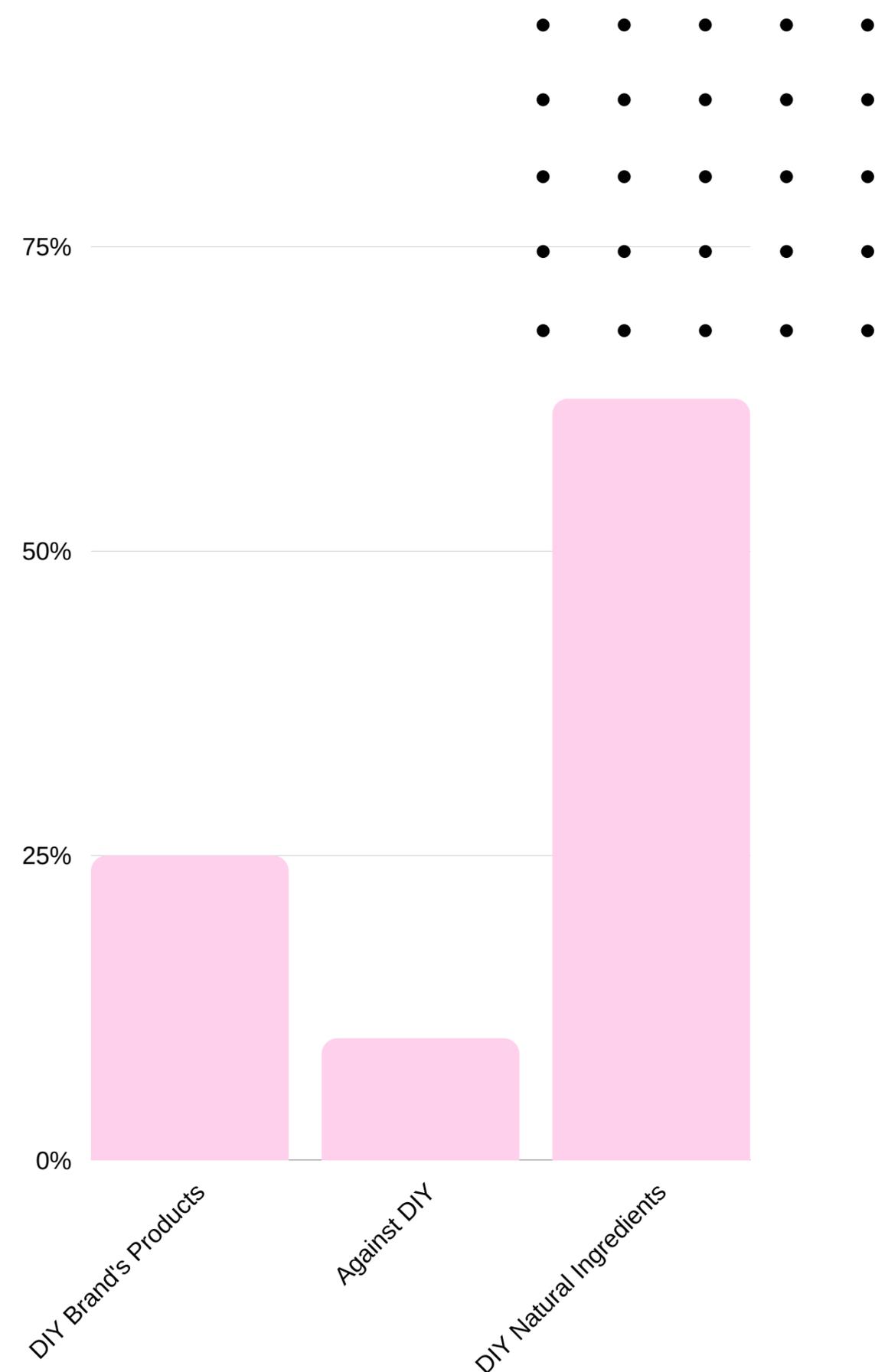
- "DIY cotton mask to treat dehydrated skin caused by the dry and stale air circulating, using our #belif Peat Miracle Revital Serum Concentrate might be the perfect fix!"

Against DIY: 10% of people have shown attitudes that go against DIY products (due to harmful factors to the skin)

- "DIY skin care is a big NO NO - if you do wear makeup, use a double cleanse system. (Oil cleanser & foam) - sunscreen EVERY SINGLE DAY."

DIY Natural Ingredients: 62.5% are encouraging people to #stayhome by using at-home ingredients to create skin care products (e.g., coffee, honey, turmeric).

- "Stuck at home and want to get creative? Here are three simple #skincare #Masks using ingredients from your kitchen cabinet that can be whipped up in no time."



THE WHY OF EVOLVING TRENDS

01. Decline in Color

Due to the face mask regulations, people are less interested in wearing bold makeup that would normally look different otherwise.

Due to quarantine and social isolation, people are not finding the same motivation as before to wear colorful make up (unless it's getting creative out of boredom.)

02. Increase in Natural Looks

Because of the face mask, people only care about applying make up to the top half of their face.

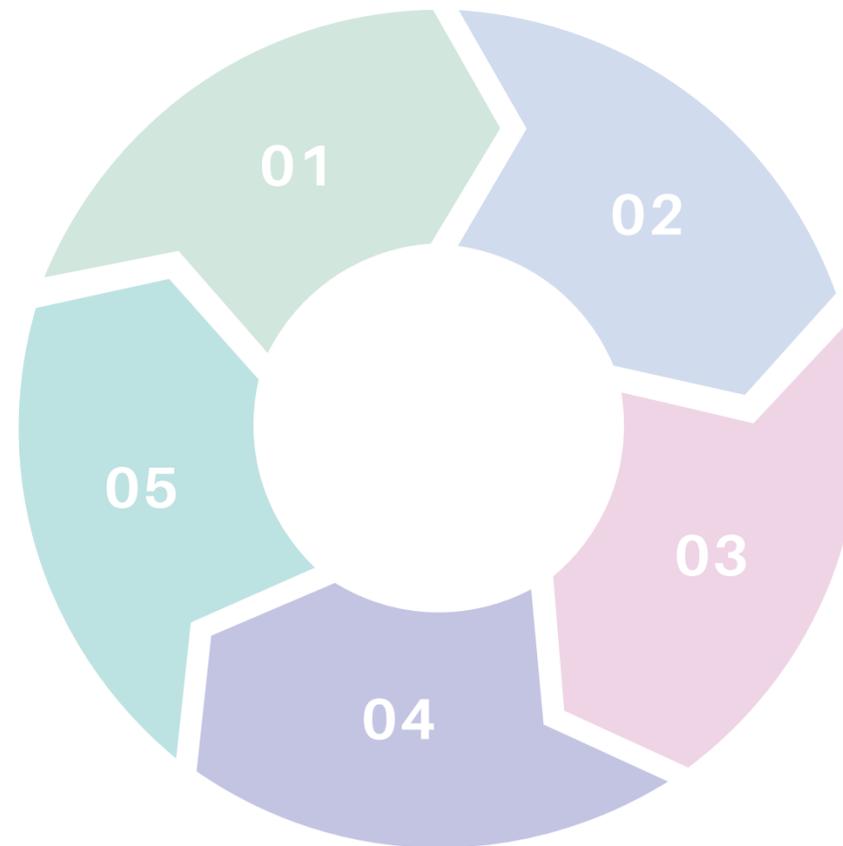
After the rising trend of natural looks, people have started to appreciate their bare looks, inner beauty, and healthier skin.

Quarantine has given them the opportunity to discover their faces without make up, and learn how to take care of them.

03. Interest in Natural and Vegan Products

Staying home has prompted people to opt for expensive, natural, and cruelty free products. This is also due to the realization that skin feels better without the use of make up.

Healthier skin and glow are becoming more popular without makeup, which is also encouraging brands and people to develop skin-friendly products and promote skin care.



04. Above-the-Mask Beauty

With people trying to develop healthier skin, focusing on the top half of the face has become really popular. Moreover, due to regulation of the face mask, people are learning to get creative with eye makeup, especially those who are still interested in colorful and bold looks.

With the excessive use of face masks, complaints about mask acne, or "maskne" are increasing, which has led brands to develop fast-acting acne products and promoting at-home tips to avoid maskne.

Finally, people have also been complaining about smudged makeup beneath the face mask, which has led brands to create either smudge-proof make up or smudge-proof masks. Otherwise, people do not bother to apply makeup to the bottom half of the face.

05. DIY

All of the evolving trends suggest one final way to combine all: DIY or "do-it-yourself." With people leaning towards natural looks, products, creativity, and skin care, brands and people have been sharing advice on how to create your own products at home to #stayhome and #staysafe.

These tips and tricks are all provided for the sole reason of protecting the community from Covid-19, while at the same time helping people spend less money and waste more time during quarantine and social isolation. t



Thank you!

LET US KNOW IF YOU HAVE
QUESTIONS OR CLARIFICATIONS.

