

Beauty and beyond: 12 trends for beauty & skincare in 2012

By [Nicola Gross](#)

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Skincare has been an integral part of our daily routine for many years. In 2012 I believe that it will hold a greater priority than before as more people realise the necessity for healthy skin, not just beautiful skin. We will look for high-end natural-based products that deliver on their promises and that suit our lifestyles.



1. Natural/Green products were hugely popular last year as they were seen as good for the environment. This year, they not only need to be "natural", but must also be effective and make a clear and obvious difference to the skin.
2. Natural skincare products were once seen as middle of the range - in 2012 there will be a bigger demand for luxurious high-end natural-based products.
3. Skincare will focus on lifestyle aging not just the appearance of wrinkles. In the past there has been a drive towards 'anti-aging' products that assist with the reduction in the appearance of wrinkles and lines. Now the products we purchase will need to take into account our lifestyle and in what ways it leads to aging - for example, activities, health habits and the environment.
4. Total skin health, not just cosmetic appearance: in the past skincare was often seen as part of a beauty regime; in 2012, more so than ever, it will be part of our physical health. A product cannot just be about beauty, it must truly address the skin's wellness and needs.
5. Moisturisers can no longer simply hydrate the skin they must also nourish the skin.

6. Skincare is a way to help put the body back into balance. In 2012 women will focus on the whole body and not just the face.
7. Customised skincare: financial restraints due to the hard economic times of the past few years will mean that we look for the right options to suit not only our lifestyle but also our pocket. Value for money high-end skincare lines will sell well.
8. Skincare for the whole family to include now more than ever - children. There is a need for products which can safely be used on and are effective for children.
9. Men are an important segment of the market that has often been overlooked. No longer is it as acceptable or sexy for a man to have the very rugged look. While women have been trying to stave off the signs of aging for years many men haven't given a thought to looking old. This year gender neutral and male-orientated products will do well.
10. The wow factor - products which start working from the first day and truly make a positive difference to our skin. We want people to notice an improvement in our skin!
11. We are sick of the marketing hype - especially around anti-aging products. If it says it on the label we need to see it! Skincare products need to deliver on their promises and exceed our expectations.
12. In 2012 we want to look and feel better than before. Being beautiful and feeling beautiful will be so important. Times are hard and we are juggling more and more things - dressing up, looking good, and getting out of one's routine will have greater priority.

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