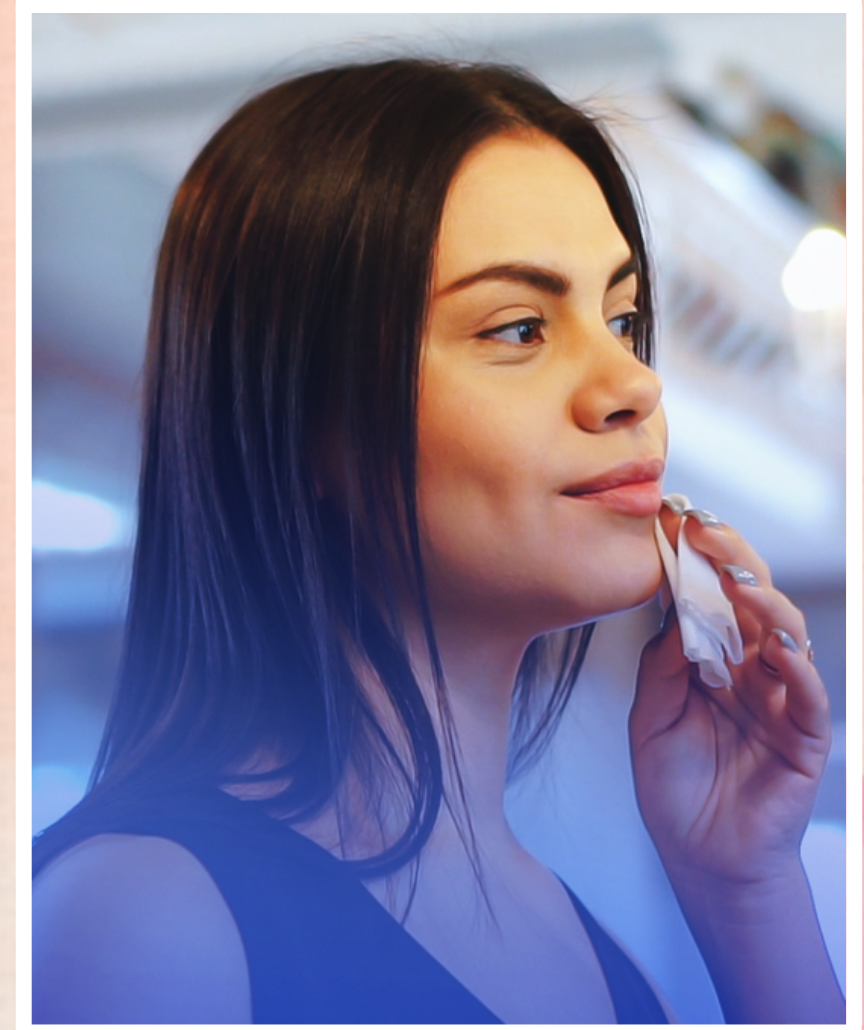


# 4 Makeup & Skin Care Trends Happening Now

Top trends to look out for.

While our world has changed, one thing's remained the same: We all want to look and feel our best, no matter what challenges come our way.

We're diving into what's trending in the beauty world, so you can continue to keep your look fresh and fun all year round!



## Makeup and Skin Care are BFFs

Now, more than ever, we're seeing the importance of makeup and skin care working in partnership to give you that flawless look. A good-looking appearance has always been the goal, but your skin needs to feel good too.

This season, opt for a facial product that helps moisturise and nourish your skin, like SeneGence MakeSense Color Correcting Tinted Moisturizer. It not only covers imperfections, but it also helps improve the appearance of skin, for that feel-good glow inside and out!

## Targeted Skin Care is Queen

Hello, functional skin care! Consumers are more educated than ever and looking for targeted and specific skin care products that work exceptionally well. Check out the top trends in skin care below.

### Top skin care concerns

- Fine lines and wrinkles
- Hyperpigmentation
- Melasma
- Dark Spots

Advanced SenePlex+ Renewal Serum with Retinol supercharges your night-time skincare regime for quick, visible and sustained results. This potent skin renewal serum minimises the appearance of fine lines and wrinkles while imparting a more youthful, radiant complexion. You can look forward to brighter, rejuvenated and firmer-looking skin over time.

Sheer Sense®



## Top growing skin care concerns

- Maskne (Mask + Acne)
- Skin Barrier Repair
- Comedonal Acne

Who would've thought we would be discussing Maskne, as a trending skin care concern a year ago? Well, pesky mask acne is here and causing havoc on our complexions. With regular, gentle face washing, you can help minimize those dreaded acne breakouts. Our 3 in 1 Cleanser cleanses, tones, and hydrates in one easy step, leaving your skin feeling fresh and moisturised, all day, every day.

## Be Bold or Go Natural

Brush up on your contouring skills, ladies! The days of contouring and highlighting are back (did they ever leave?).

Go daring and bold with your routine or stick to a more natural-focused makeup look. Depending on your mood, you can get creative with your makeup as much (or as little) as you want.

Another trend that's back and bolder than ever: The perfect pout!



## Top trending lip searches

- Lip Plumper
- Matte Lipstick
- Lip Gloss

LipVolumizer creates fuller-looking, noticeably smoother-appearing lips without the use of irritants, for the ultimate plump lip. And don't forget to show off those bold lips with a glossy boost our go-to is LipSense Liquid Lip Colour. Long-wearing colour that moisturises and lasts for hours is essential for those on-the-go days!

Don't forget about those beautiful, standout eyes! A trend that never goes out of style.

## Top trending eye makeup searches

- Eyeliner
- Eyelash Serum
- Waterproof Mascara

For a waterproof liner that glides on with a velvet smoothness, we're eyeing EyeSense Long Lasting Eye Liner Pencil. It's budge-proof and highly pigmented perfect for that eye-catching look! Finish with VolumeIntense Waterproof Mascara, a mascara designed to define and extend lashes for intense fullness, making every blink a memorable one.

Now that you're in-the-know with current trends, it's time to make your own!

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