

#BEAUTY

MINIMALISM MEETS MAKEUP

A healthy shift in makeup trends



The world of beauty is constantly on the move. A lipstick shade trending five months ago has become history already. However, there are certain shifts, the more subtle ones, that slowly but surely made their way into mainstream makeup routines and made a revolutionary change. The post-Covid world, as we call it now, is where we have rediscovered the true importance of minimalism in everything, including our makeup routine.

The layering of different types of beauty products on our skin is no longer making it to our daily schedule. Rather, a little sunscreen, some translucent powder, a coat of mascara for the eyes and some lip gloss and we are all set. This 'no makeup' makeup look, which has only been rising in popularity everywhere, basically bids goodbye to cakey makeup fails and tells you it is okay to have a few spots on your face. Rather than simply masking unique features as 'imperfections' with correctors and concealers, it celebrates individuality and natural beauty.

What makes this an amazing transformation is the fact that it is actually the perfect blend of skincare and makeup. Since it became clear that the journey of true radiance begins with well-nurtured skin, the importance of skincare has become evident to everyone.

