

Top 3 skincare trends that are defining the industry in 2026

As the beauty industry keeps evolving, skincare remains at the forefront of the evolution. From different kinds of technology to science-backed formulas and innovative ingredients, let's take a look at the top three skincare trends that can shape your skincare routine.

"Skinimalism" aka skin minimalism

Gone are the days of 10-step skincare routines, overdosed with all different actives. Even the Koreans, who were the master of 10-step routines are stripping off steps from their routines. Consumers are now looking for efficiency and efficacy and are paring back on the number of products they layer on their skin. With more skincare knowledge out there than ever before, they are realizing that less is more when it comes to skin health. Too many steps in the regimen can actually do more harm than good. Hence, there will be an



uptick of affordable efficacious products that target skin concerns, hydrate and protect the facial skin.

Enhancing the barrier

2026 is seeing a shift of focus on the health of the skin barrier. Consumers are seeking out gentle ingredients and formulations that will nourish and protect the skin barrier and the microbiome of

our skin. Products with barrier-strengthening ingredients such as ceramides, hyaluronic acid, niacinamide, panthenol etc. are just what you are looking for.

Hybrid multi-ingredient products

As our society tries to grapple with the realities of the cost-of-living crisis, along with rising environmental concerns and a general move toward minimalistic

skincare, consumers

are now looking for formulas that have more than one hero ingredient. Skincare enthusiasts and junkies are coming off the trend of using single-ingredient

products as they can lead to more waste and excessive layering can lead to skin irritation. Instead, they are now opting for products combining synergistic and efficacious ingredients in one bottle, making the whole regimen more affordable.

By LS Desk

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Aloe vera



Cocoa butter

সমৃদ্ধ

বিউটিনা®

স্কিন লোশন

সারা বছর
সব Season-এই



75g







300g

1টি স্যান্ডালিনা সোপ ফ্রী*





*বিউটিনা স্কিন লোশন ২০০মি.লি. এর সাথে স্যান্ডালিনা সোপ ৭৫ গ্রাম এবং বিউটিনা স্কিন লোশন ১০০মি.লি. এর সাথে স্যান্ডালিনা সোপ ৫০ গ্রাম ফ্রী।