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‘Skindations’ are the buzziest new makeup movement for spring 2022

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Photo: Getty

Blurring the lines between makeup and skincare, the latest raft of skin tints add warmth and soften the look of fine lines yet feel like nothing on your skin

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There’s a new word to add to your beauty lexicon: ‘skindation’. This hybrid of skincare and foundation answers a collective call from those who like their base to offer a little more pigment and coverage than a tinted moisturiser while still letting freckles have their day.

The pandemic impacted our relationship with traditional foundation in two crucial ways. After so much time spent hiding behind face masks, many of us now forgo a full face of base out of habit. We also got to grips with an efficient skincare regime so feel more self-assured about boosting the clarity and radiance of our skin without resorting to a heavy layer of makeup. In fact, a recent Mintel report revealed that 50 per cent of consumers now prefer to purchase hybrid cosmetics with skin benefits. So it’s little wonder that a ‘skindation’ feels like a more natural choice over foundation.

