

The 'skinification' of makeup is beauty's most flattering new trend

By Fiona Embleton
July 20, 2022

Photo: Benjamin Vnuk

Makeup that acts as skincare promises to leave your complexion with a next-level, ethereal glow



All products featured on Vogue are independently selected by our editors. However, when you buy something through our retail links, we may earn an affiliate commission.

At one point in time, the sole purpose of foundation was to mask the skin, while playful pops of colour served only as embellishment. However, as skincare has increasingly become the focus of our post-pandemic beauty routines, makeup has been forced to evolve. Instead of defaulting to heavy, opaque textures, our bases and blushers are becoming increasingly 'skinified' to suit our increasingly streamlined routines.

This is a movement that [Newby Hands](#), global beauty director for Net-A-Porter, sums up as the trend for 'status skin' that shows no signs of slowing down. "Perhaps the biggest shift we've seen, and are continuing to see develop, is how for many people skincare has now become their new makeup," says Hands, adding that this has translated to an increase in customers purchasing lighter bases and tinted foundations as opposed to full coverage foundations. "It's refreshing to see, in particular, Gen Z and younger millennial consumers as leaders of this movement, owning their natural skin and true selves. Customers are no longer wishing to cover up their complexions."

Also read: [Get to know the futuristic skincare ingredients changing the face of beauty](#)

Enter hybrid, multi-tasking products where skincare benefits are added to makeup formulas to elevate the experience and visibly improve the quality of your skin with each wear. The idea isn't exactly new. In fact, it was the premise for [Gucci Westman](#), makeup artist to Jennifer Anniston, to launch her own brand Westman Atelier with good-for-skin, clean ingredients and the tag line 'Consciously Crafted Beauty' in 2019. These include antioxidants and skin plumping hyaluronic acid in the [Super Loaded Tinted Highlight](#), which also delivers an enviable glow to cheekbones and eyelids. Westman calls her [Vital Skin Foundation Stick](#) as "true skincare formulation" on account of the vegetable-derived squalane, phytosphingosine and raspberry cell extract in the formula that preserves skin's moisture and elasticity. "They really work on calming and soothing," Westman explains, which was important to her as a rosacea sufferer.



Photo: Benjamin Vnuk