SKINCARE

# I'm a beauty editor and these are the 19 new skincare buys I'm excited about in 2025

From Sol de Janeiro to Fenty and Mac.

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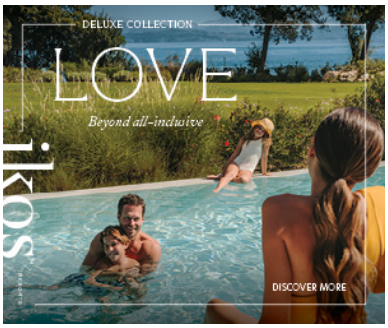


**The latest 2025 skincare buys are landing by the minute – and they're seriously impressive.**

For me, the new year brings with it an appetite for change – especially when it comes to my skincare routine. It's out with the old and in with shiny new innovations – plus a swarm of trending ingredients.

The latest drops for 2025 don't disappoint, with cleansers that replenish rather than strip; moisturisers so silky, your skin feels like it's wrapped in cashmere and some seriously science-backed serums.