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SKINCARE

9 skincare trends that promise to give you the best skin of your life in 2025

Seriously worth the hype.



BY FIONA EMBLETON

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Skincare has always chased two goals – gravity-defying lift and ice-rink smoothness. But the 2025 skincare trends feel like they are more focused on intuiting what your skin actually *needs*. They lean on science – even more on ‘unsexy’ ingredients – while pulling off a brilliant vanishing act on dullness, sensitivity and snowflake-like dry skin.

Most are also linked via a common thread: longevity. Having moved from the wellness sphere into beauty, the longevity movement is anchored in the idea of living better — and looking younger — for longer.

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