



matejanova / Instagram

MAKEUP

BB cream nails are summer 2025's next big manicure craze for glowy tips

Makeup for nails.



BY FIONA EMBLETON

30 May 2025

Our editors work with affiliates when we select some or all of the products featured. We will receive compensation from retailers and/or from purchases through these links.

Makeup has already infiltrated the skincare sphere with hybrid skin tints. But now it seems our nails are keen to get in on the act, too, with BB cream nails gaining steam on TikTok and Instagram.

Canadian nail brand Gelcare coined the phrase BB cream nails to describe its Rose BB Cream and Lavender BB cream polishes last year, and, since then, this new riff on milky manicures has exploded.

You can expect to see it everywhere this summer as we lean into what we've dubbed the "Brit-girl manicure" – the mani equivalent of glossy, no-makeup makeup.

So what exactly are BB cream nails?

As the moniker implies, this manicure takes its inspiration from a BB cream (a.k.a. blemish balm cream), a two-in-one makeup and skincare product.



Most Popular



ENTERTAINMENT

'Football was a no-go area for us as Brown people, but also as women': Gurinder Chadha on

BY MIRIAM WALKER-KHAN



EMPOWERMENT