



Photographer: Ellyse Anderson/Stylist: Alice Dench

SKINCARE

The biggest cosmetic treatment trends of 2025 are giving *seriously* snatched skin (but filler is out, apparently)

Skin boosting is in.



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While cosmetic treatments should never be a trend per se, there are some new procedures that promise to change the non-surgical landscape in 2025. Among these cosmetic treatment trends are a Botox facial, a face-firming alternative to injections and a raft of procedures that intuit what your skin needs and dial up its glow. Pretty clever, right?

Right now, it's an interesting time for the aesthetics industry. The past few years have seen several pivotal changes in people's perceptions of cosmetic treatments. In 2023, the UK government took the first steps to regulate the non-surgical cosmetic industry in order to make it safer. There's also been a noticeable uptick in the number of celebrities and social media influencers being transparent about the work they have had done, removing the stigma around treatments such as Botox.

But perhaps the biggest shift was the 'make-under' movement, as more people than ever before reclaimed their look by having their facial fillers removed.

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