

# ESL Brains

## Skincare trends

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### 1. Discuss the questions below.

- What does a skincare routine mean to you?
- Are you into skincare trends? Why/Why not?
- Why do you think some skincare trends are so popular?

### 2. Read the information about skincare trends (A–H) and match the phrases in bold with their definitions (1–8).

- A. By encouraging the use of fewer skincare products, 'skinalism' helps people **take advantage of** a simpler and more affordable beauty routine.
- B. A trend called 'glass skin' is part of a **booming** Korean beauty **business** and encourages people to focus on deep hydration to achieve smooth, glowing, almost reflective skin.
- C. Proactive aging is a trend that **promotes** healthy **standards** by helping people to protect their skin early instead of waiting for signs of aging.
- D. Hybrid cosmetics **keep** beauty routines **affordable** by combining skincare and makeup in one product.
- E. Cosmetics companies don't only **launch** traditional **products** like creams, but they also design devices for skincare like LED face masks, facial cleansing brushes or ice globes.
- F. Neuro-cosmetics is an **emerging trend** that claims to go beyond visible beauty results and influence the nervous system.
- G. AI-driven personalization **is on the rise** in the beauty industry, using technology to analyze a person's skin and recommend products and routines specifically for them.
- H. Invisible sunscreens and lightweight sun care products have become highly **sought after** because consumers want sun protection that doesn't leave a sticky feeling or a white cast on the skin.

1. company or industry that is growing very quickly and making a lot of money
2. become more popular or increase over time
3. encourage certain ideas about what is acceptable or ideal
4. introduce new items to the market
5. make sure something is not too expensive
6. something new that is starting to become popular
7. wanted by many people, because it is of very good quality or difficult to get
8. use a situation or an opportunity to get a benefit

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#### 3. Look at the trends in ex. 2 again and do the tasks.

- A. Say which of the trends you've heard of or tried yourself.
- B. Say whether you would like to try any of the trends and why.
- C. Decide which trends are short-lived and which are here to stay. Explain.
- D. Say if you know of any other skincare trends. Provide more details.

#### 4. Complete the sentences with the words in ex. 2. Then, choose three ideas to comment on.

- A. Some beauty influencers \_\_\_\_\_ unhealthy standards by convincing people that using fewer than ten skincare products means they are neglecting themselves.
- B. Cosmetics for children and teenagers are an \_\_\_\_\_ trend, and many brands \_\_\_\_\_ products that make skincare look more like entertainment than self-care.
- C. Many companies take \_\_\_\_\_ of consumers' fear of missing out by replacing familiar creams with more expensive, 'advanced' formulas.
- D. Off-the-shelf beauty brands help keep skincare \_\_\_\_\_, but some still believe that cheaper products can't be as effective as luxury ones.
- E. Vegan beauty products have become a \_\_\_\_\_ business, partly because social media has made ethical shopping more fashionable and visible.
- F. France used to produce the most sought-\_\_\_\_\_ cosmetics, but Korean beauty brands are now on the \_\_\_\_\_ and are becoming the new global standard in skincare innovation.



#### 5. Watch a video [<https://youtu.be/s6yhQhFrZlc>] about the Korean beauty (also referred to as K-beauty) industry and choose the purpose of this video.

- A. The video explains how K-beauty has grown into a global industry and why South Korea has become a leading exporter of cosmetics.
- B. The video shows how K-beauty uses social media, influencers and global trends to attract customers and shape the way people choose skincare products.
- C. The video evaluates K-beauty by discussing its advantages and disadvantages and comparing it with other beauty industries around the world.

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6. Say what you think these points refer to in the video. Then, watch a part of the [video \(01:05–03:11\)](#) again and check your ideas.

- A. 10 billion dollars
- B. 30,000 brands
- C. 13 seconds
- D. under six months

7. Discuss the questions.

- Was the video surprising for you? What was or wasn't surprising about it?
- Do you have any experience of using Korean beauty products? If yes, what are they like? If not, would you like to try them?
- One of the speakers in the video said about K-beauty industry: "We believe it's not a trend but a mainstream movement that will last for a long time." Do you agree?
- In the video, it's stated that the South Korean government officially recognized K-beauty as a strategic national asset. How important is it for the government to recognize 'national' industries?
- What direction might K-beauty brands take in the future?
- What consequences might the popularity of Korean brands have on other brands and on the cosmetics industry in general?
- According to the video, K-beauty became popular because of K-pop and social media influencers. What else might have contributed to its popularity?

***K-pop:***

a style of popular music from South Korea that combines Korean and Western musical influences, stylish visuals and impressive choreography

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8. Decide which marketing practices in the boxes are exemplified in the points A–F below.



- A. A beauty brand launches a campaign promising to donate part of every purchase to ocean conservation projects.
  - B. A sunscreen campaign focuses on skin cancer risks and shows long-term damage caused by sun exposure.
  - C. A beauty brand features people of different ages, skin tones and genders in the same campaign.
  - D. An ad focuses on acne or wrinkles and suggests that not addressing these skin issues may affect how others see you.
  - E. An ad delivers a message that you can define success and self-care on your own terms by featuring busy professionals who use quick, simple routines.
  - F. A social media creator with a large following creates a GRWM (Get Ready With Me) video in which they film their morning routine using a new skincare product, mentioning how it has changed their skin.
9. Look at the types of marketing in ex. 8 and do the tasks.
- A. Say which marketing practices you see most often for beauty products.
  - B. Say which of the practices are the most and least effective.
  - C. Discuss if the same marketing practices are used to advertise beauty products for men and women.
  - D. Provide more examples for some of the marketing practices.

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#### 10. Read about two examples of skincare product marketing and discuss the questions.

At the age of 56, famous actor Gillian Anderson joined L'Oréal as the new face of its Age Perfect line. She is part of a group that includes Helen Mirren, Jane Fonda and Viola Davis. The campaign focuses on women over 50, and Anderson is known for her work in film and television as well as her public activities.

- What marketing practices is L'Oréal using in this campaign?
- What kind of image does L'Oréal try to create with this campaign?
- How do you think campaigns for women over 50 are different from those for younger audiences?

A skincare company, The Ordinary, created the 'Truth Should Be Ordinary' campaign without using celebrities or traditional advertising. Instead, the brand launched a website with free access to scientific articles to help people learn about skincare and dispel common beauty myths.

- Is it the role of cosmetics companies to educate the public?
- Do you think there is a demand for information, such as the articles on The Ordinary company's website, among the general public?
- Do you think the beauty industry needs stricter rules and regulations? Why/Why not?