

JOHN LEWIS  
& PARTNERS



BEAUTY BETS

2022



Welcome to the 2022 John Lewis Beauty Bets, our annual report outlining our 10 key trend predictions across skincare, make-up, haircare, fragrance and wellness for the next 12 months that we believe our customers will be celebrating and buying into. As we bid adieu to another unprecedented year, we have looked at our detailed customer insights, and combined those with expert opinions from our team of beauty buyers to formulate the themes we believe will shape the beauty landscape over the next year, and be uppermost in customers' minds.

## But first, a look at the present...

2021 has been a year like no other. As we entered the new year in a national lockdown, and the global pandemic continued to dominate lifestyles, we saw a continuation of the beauty habits that revolved around at-home routines. However, as restrictions eased in spring, and a sense of normality returned to our everyday, behaviours shifted once more.

Committed to catering to contemporary needs, we have adapted to changing customer requirements, providing innovations and developments that cater to the 'new normal'. With over 30 stores and an ever-growing online business stocking more than 190 brands – from well loved powerhouse to niche and emerging – we continue to be a leading and trusted destination for all things beauty. This year we added 13 new brands to our roster including science-based

skincare brand Augustinus Bader, menopause wellness supplement MPowder and cult make-up brand IT Cosmetics.

As retail re-opened in April, we were delighted to welcome customers back into stores, which they did so in droves. Over the past eight months, we have seen a high footfall in our beauty counters across the nation, as customers regain confidence to go outside and seek the social interaction, and expert services of the beauty hall. In the week stores reopened, we saw a whopping 3000 brow treatments booked.

We have refurbished and expanded our Edinburgh beauty hall, doubling it in size. We are also adding the leading medical aesthetic and luxury treatment centre, Cavendish Clinic, to our services offering in five key locations before Christmas,

with more to come in 2022. And with expert advice never more in demand, we are betting big on The Beauty Society, our one-to-one consultations offering impartial advice across all beauty categories. Currently available online, where we have hosted over 450 appointments since launching this year, and in five stores - Cardiff, Cambridge, Edinburgh, Leeds and Southampton - we will be expanding this service across the estate next year.

With a hybrid lifestyle increasingly becoming the norm, both off-line and online services and eventing take equal focus. This year our virtual Beauty Weekends have gone from strength-to-strength; our latest - and first out of Covid restrictions - was the fastest selling to date. Featuring 16 events across skincare, make-up and wellness, 6,000 tickets sold out within a record one hour. We are excited to continue our programme

of virtual events next year and will be hosting our first festive follow along series over the Christmas period.

Dedicated to furthering our sustainability efforts, we launched our Playground Commitment earlier this year. In partnership with a global recycling expert, we'll be using the beauty products customers have recycled through our BeautyCycle scheme (600,000 empties to date) to build and donate playgrounds to communities across the UK. In April we were proud to have supported the construction of our first playground at the NHS Becton Centre for Children and Young People, and will have two more finished by Christmas. We are aiming to have recycled one million empties by World Earth Day 2022.

With our sights now turned to the new and next, here are our 10 beauty bets for the year ahead as predicted

by the John Lewis team of expert buyers: Megan Mosley lead for Make-up and Fragrance; Tomas Warwick, lead for Skincare, Wellness and Holistic Beauty; Chelsey Bell, buyer for Skincare and Niche Brands; Laurie Cilberto, buyer for Make-up; Lily Starling, buyer for Fragrance and Lydia Nowosad, buyer for Wellness and Holistic Beauty.

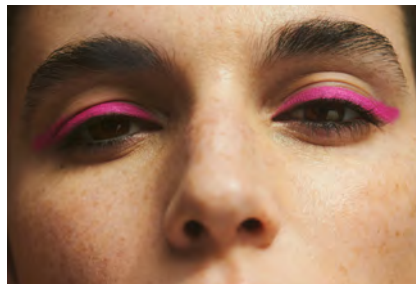
We hope you find the report insightful and useful for both yourself and your readers.

Thank you for all of your support this year and wishing you all a happy and healthy 2022.

**JASON WILLARY-ATTEW**

Head of Beauty, John Lewis

## 1 MAKE-UP MAXIMALISM



## 2 HEALTHY MIND, HEALTHY SKIN



## 3 THE BIG PERFUME RETURN



## 4 ALL ABOUT ACTIVES



## 5 BEAUTY WITH PURPOSE



## 6 THE 90S POUT RETURNS



## 7 MINI ADVENTURE 2022



## 8 THE 24 HOUR WELLNESS KIT



## 9 BEAUTY TECH TAKE OFF



## 10 THE NEW 2 IN 1







# MAKE-UP MAXIMALISM

2022 will see make-up boom as customers rediscover the joy of putting on their favourite products – and finding new ones. While the last 18 months have seen minimalist kits and a pared back make-up look dominate, customers are falling back in love with their beauty bags as we return to outside living and socialising, and a mood to experiment with colour and textures takes hold

Since the end of the third national lockdown, sales across every make-up category have seen a considerable uptick. In the three weeks following John Lewis stores reopening on 12th April, sales of blusher increased by 181%, eyeshadow by 145% and lipstick by 178%. Mascara sales rocketed by 113% with Charlotte Tilbury Pillowtalk Push Up Lashes Mascara proving the best selling product across all departments - fashion, beauty and home. We expect this trajectory to gain momentum over the next 12 months as we do more face-to-face interaction during the working week, and events, parties and celebrations give us a reason to dress up again.

A key driver in this trend is the reopening of our beauty halls. We have seen customers enthusiastically return to make-up counters to discover, experiment and utilise our team of in-store Partners to seek expert advice. This has been particularly prevalent in the foundation category where in-store colour matching has been so popular, it has led to a 14% rise in sales.

As well as returning to firm favourites such as Bobbi Brown Pot Rouge and Charlotte Tilbury Lip & Cheek Tint – both of which continue to be best sellers – we have seen customers step out of their comfort zones and become more playful in their make-up approach. Over the summer, blue eyeshadow sales increased with MAC Frost eyeshadow in Tilt +260% and Clinique All About Shadow

Eyeshadow in Lagoon +300% year on year. Taking a cue from the 2022 catwalks, we will see fun touches that push the boundaries of a natural look become popular: winged eyeliner, coloured mascara, tasteful glitter.

Customers will also expand their make-up bags to include new innovations to bolster their existing routines and maximise glamour-factor, we've already seen cosmetic brush sales increase by 19% year on year as we reach for the right tools to execute these elevated looks. We are backing Nars Light Reflecting Foundation, Cream Blushers from Laura Mercier and Wild Lash Mascara from Urban Decay that combines a vegan and sustainable formula, all of which are due to launch with us in 2022.

We are also excited to be launching UOMA into our roster in January; with the ethos: 'beauty starts the moment you decide to be yourself', UOMA embodies a contemporary beauty attitude. Founded by Sharon Chuter in response to the lack of inclusivity within the beauty space, the ground-breaking range has been developed to suit a vast array of skin tones, and uses the Fitzpatrick scale, which measures the skin's reaction to the sun, to identify specific skin types and concerns. Non-gendered marketing reinforces the brand's accessible-for-all messaging, while cruelty-free formulas cement it as a true industry leader.



## 260%+

Blue eyeshadow sales increased over the summer with MAC Frost eyeshadow in Tilt

## 181%+

Blusher saw a large increase in sales

## 178%+

Lipstick saw a large increase in sales





In the aftermath of the global pandemic, mental wellbeing has never been more of a focus. According to mental health organisation Mind, 1 in 6 people report experiencing a common mental health problem, such as anxiety and depression, in any given week in England. Over the past few years beauty has shown it has a role beyond just the aesthetic

# HEALTHY MIND, HEALTHY SKIN

As we emerge from the trauma of the last 18 months, using beauty routines to boost mental wellbeing will become increasingly important – and products that make you feel good, as well as look good, are desired.

This is particularly prominent in skincare as the link between skin health and emotional wellbeing is explored. Microbiome is the new buzz word; products that balance, support and strengthen the skin's natural ecosystem (microbiome) with prebiotics, probiotics and postbiotic ingredients will take centre stage in our beauty cabinets. Brands such as Dr.Jart+ are innovating in this space – we predict the Microbiome Hydrating Duo Skincare set will be popular over the next few months. REN's upcoming barrier repair oil launch will make a splash, and we are excited for microbiome-dedicated newness from Pai early next year.

LED light therapy will become increasingly popular, not just to strengthen and rejuvenate the look of skin but to boost serotonin (the happy hormone). We expect great things from The Light Salon which was introduced into our beauty

roster this autumn. The Boost LED Face Mask has already been a hit with customers, despite the £395 price point.

With links to increased skin health, Collagen supplements are set to be a key focus in the ingestibles sector. Already our number one bestseller from the brand up 230% on the year, The Beauty Chef Collagen Inner Boost will continue in popularity. And while liquid and powder formats will remain strong, as we return to the daily commute, we will see capsules and tablets rise in popularity, as customers reach for a supplement that can be taken on-the-go. Anatomē will dominate in this space for us next year.

We will also see fragrance play a key part in this movement with customers looking towards scents that uplift and energise. Citrus and spicy notes such as orange, pepper and bergamot will become increasingly in demand. With notes of mandarin, Aesop Resurrection Aromatique hand wash is one of our best sellers, and we expect Givenchy L'Interdit Rouge – a floral spicy fragrance which contains sicilian blood orange, fiery pimento leaf and zingy ginger – to be equally well-loved.



"Microbiome is the new buzz word; products that balance, support and strengthen the skin's natural ecosystem (microbiome) with prebiotics, probiotics and postbiotic ingredients will take centre stage in our beauty cabinets"

**TOMAS WARWICK**

Lead for Skincare, Wellness and Holistic Beauty



## 230%+

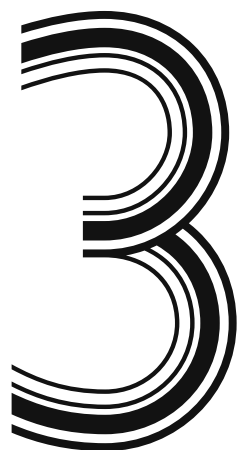
The Beauty Chef Collagen Inner Boost will continue in popularity





# THE BIG PERFUME RETURN

While last year was dominated by scented candles and diffusers as we prioritised fragrancing our living spaces, the lifting of lockdown restrictions has seen personal perfume explode, as customers' mark their reentry into society with a spritz of scent



Historically a strong category for John Lewis (perfume is the most searched for category ever on johnlewis.com) 2021 has seen sales of perfume rise by 24% compared to the previous year. Over the summer, we saw a renaissance of luxe fragranced body sprays as customers' began the shift back into fragrance with nostalgic scents. Sales of Tom Ford Private Blend Fabulous Body Spray grew by 99% YOY, while Dior J'adore Deodorant Spray shot up by a huge 275% YOY. We've also been pleased to see high footfall at our national fragrance counters as customers return to cult classics from brands including Jo Malone London, with Lime Basil & Mandarin, Pomegranate Noir and Peony & Blush Suede proving the most popular. Across these 3 fragrances, we've sold enough to fill 8067 champagne flutes!

Tapping into the mood for roaring twenties glamour, we expect strong and intense fragrances to be on our customers' 2022 wish lists, with long-lasting Eau de Parfum reached for over Eau de Toilette. We have already seen triple-digit growth of Maison Francis Kurkdjian Baccarat Rouge 540 EDP, a heady floral woody scent with notes of jasmine, saffron and cedar. Givenchy L'Interdit EDP Rouge, Gucci Flora Gorgeous Gardenia EDP and Acqua



"Lime Basil & Mandarin, Pomegranate Noir and Peony & Blush Suede proving the most popular. Across these 3 fragrances, we've sold enough to fill 8067 champagne flutes!"

**MEGAN MOSLEY**

Lead for Make-up and Fragrance

Di Parma's opulent Oud & Spice EDP will also do very well over the festive period and into the new year.

But why stop at one signature scent when you can have several? The idea of a fragrance wardrobe will boom next year with customers curating their personal collection of scents to match their moods, or even layer on top of each other to create a bespoke fragrance. This will span the entire beauty routine starting with a scented shower oil, followed by a body lotion and then a hair mist. With notes of fresh tuberose and enriched with nourishing camellia oil, Diptyque Do Son Hair Mist is currently performing very well.

We will also see luxe scented hand care become a way to both incorporate more fragrance into routines, and elevate the hand washing experience, which has become a daily essential. This year we've sold enough egg-shaped Chanel hand care products including Creme La Main, Creme Riche, Le Lift Creme and No5. Creme, to fill 274 egg boxes. Just launched, we expect Hermes' hand cream to become a bestseller in 2022, reached for not only as an indulgent self purchase, but also as a luxurious gift.



## Bitesize fragrance

Speaking to this renewed interest in perfume, this autumn we launched our exclusive Scent Series Discovery Box - a new way of shopping for fragrance and our first ever cross brand set which features best-selling powerhouses, Creed and Maison Francis Kurkdjian, as well as niche brands Juliette has a Gun, Maison Crivelli and Parle Moi de Parfum. During the past year, we have found that 'bitesize' beauty is becoming an increasingly popular option, allowing customers to trial a new product before committing to the full size. Our customers have told us they have had more time to educate, experiment and discover new beauty and fragrance brands. In particular they've enjoyed sampling new scents to find their next beauty favourite and expand their perfume wardrobe. Housed in a full recyclable box designed to be reused for jewellery or desktop nic-nacks, the £50 set has been flying off the shelves.





Not all beauty habits formed in lockdown will be left behind, and investing in high-performing skincare routines continues to be uppermost in customers' minds. This year skincare accounted for over a third of all beauty sales

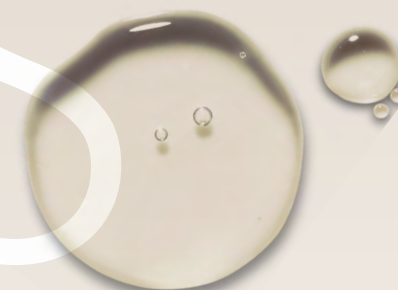
# ALL ABOUT ACTIVES



"This year skincare accounted for over a third of all beauty sales"

**CHELSEY BELL**

Buyer for Skincare and Niche Brands



In the three weeks following stores reopening on 12th April, sales of facial cleansers grew by 82%, moisturisers by 80% and exfoliators by 79%.

Efficacy is paramount and powerful active ingredients are no longer just for industry insiders and beauty buffs. Increased online education has caused a spike in customers researching and understanding key ingredients within their skincare. Retinol, Vitamin C, AHAs, BHAs and Hyaluronic Acid are at the top of the agenda, as customers look to bridge the gap between cosmetic and pharmaceutical skincare in a bid to target specific concerns and achieve salon-level results.

We have seen huge growth in brands that lead in this space including Murad, Sunday Riley and Kate Somerville, the latter having seen a 200% growth since it was introduced into our skincare offering last autumn. We are also excited to be adding active-focused brand, The Ordinary, to the John Lewis offering before Christmas.

Moving into 2022, active-based products that target post-pandemic lifestyle-related skin concerns will dominate. Launching early in the new year, Murad's retinol eye masks are designed to treat fine lines accelerated by increased screen time. We're also backing Kate Somerville's BHA-rich Eradikate skincare set which addresses maskne.

Not just reserved for skincare, we will also see actives become increasingly sought after in the make-up space, via innovative complexion products designed to improve skin over time. Expect primers packed with active ingredients such as salicylic acid to reduce sebum production and pore size, foundations with brightening boosters such as vitamin C to improve skin over time and setting sprays with in built pollution protection. We are looking forward to exciting launches from Charlotte Tilbury, Gucci, Nars and Laura Mercier which speak to this trend.



## 200%+

Kate Somerville, saw a huge uplift in sales this year

## 82%+

In the three weeks following stores reopening on 12th April, sales of facial cleansers grew



# BEAUTY WITH PURPOSE



No longer just buzz words or niche concerns, 2022 is the year we will see sustainability and ethics take centre stage and become key driving factors in customers' decision making. The global pandemic and escalating environmental issues are leading customers to adopt a post-aspirational mindset, where ethics are as important as aesthetics, and purposeful brands are prioritised. Sustainably-sourced ingredients, cruelty-free formulas and planet-first packaging are not just preferable, they're essential

## 5

Since 2019, over 71,000 customers have used our BeautyCycle take-back scheme, diverting over 600,000 hard-to-recycle beauty packaging empties from going to landfill, and turning them into playgrounds.

One of the biggest step changes we will see next year are waste-reducing refillable products becoming the norm. Many of our best-selling brands are leading the way in this area. Ouai and Rituals are exemplar, and we are excited for Molton Brown to launch refillables next year at John Lewis. Already offering a refillable format of Magic Cream and Magic Night Cream, Charlotte Tilbury continues to lead the way. We are backing Hourglass' Curator Eyeshadow Pan Palette – a tin and post-consumer recycled (PCR) plastic palette, which uses five plastic bottles worth of recycled materials – to be a customer favourite. Each palette can be refilled with individual vegan pigments, and since launching in Autumn, we've sold 287 pigments. Air and Fox, both versatile base shades, are the most popular.

Boasting 360° conscious credentials – from recycled and recyclable packaging to fair-trade ingredients and 100% vegan and cruelty-free formulas – Evolve will be an important brand for us next year. We have already seen sales rocket by 115% since 2019, and expect the newly-launched reusable bamboo make-up pads, as well as the upcoming water-free deodorant bar to perform well.

Introduced to our beauty hall this year, we have seen customers' gravitate towards Votary's plant-based, natural and vegan high-performing skincare oils. Our current best seller is the Blemish Rescue Oil which combines 2% salicylic acid with nourishing tamanu, to effectively unclog pores, reduce redness and inflammation, and minimise scarring.

Floral Street's fully traceable, cruelty-free fragrances will also resonate, and we predict strong sales of Chloé Eau de Parfum Naturelle, which utilises ethically-sourced, vegan ingredients and recycled packaging.



Votary's plant-based, natural and vegan high-performing Blemish Rescue Oil is a best seller



## 115%+

Evolve will be an important brand for us next year. We have already seen sales rocket by 115% since 2019



# THE 90s

# POUT

# RETURNS

Bold lips will be the focus of make-up looks next year as customers rediscover the joy of lipstick after the mask-induced hiatus. We've already seen sales of lipstick rise by 30% YOY, and expect this to continue to grow, with strong lips used as a quick way to take a beauty look from day-to-evening, and dial up wow-factor as social calendars fill up again

# 6

Tapping into the trend for nineties nostalgia, power nudes will dominate with a move towards warm sunset tones as seen on the S/S 22 catwalks: burnt oranges, deep peaches, terracotta reds. Brands recognise that there isn't just one 'nude' for all and John Lewis now houses 1274 lipsticks that fall in this category; we predict Charlotte Tilbury's The Super Nudes collection will lead the way in 2022, the peach-toned Catwalking set to replace Pillow Talk as the best-selling shade.

Sheer textures are replaced by highly-pigmented, matte finishes that not only give a more dramatic look, but have lasting power even when worn underneath a mask. With this in mind, Giorgio Armani Lip Power and MAC Powder Kiss collections will also prove popular.

But our focus on lips doesn't just revolve around lipstick. Sales of lipliner enjoyed a massive 386% hike in the weeks following stores reopening on 12th April. We expect that category to remain strong as liner is used to compliment a nineties lip look.

As for the rest of the face? One word: glowy. Fresh, dewey skin will be created by luminous bases such as Giorgio Armani Luminous Silk Foundation, and highlighters - such as Laura Mercier Translucent Setting Powder Light Catcher - will be applied to high points for extra luminosity. Fortunately the nineties skinny eyebrow won't make a comeback, instead brows will be fluffy yet defined by tinted gels such as Benefit Gimme Brow+ Volumising Brow Gel, which continues to be best-seller.



"Brands recognise that there isn't just one 'nude' for all and John Lewis now houses 1274 lipsticks that fall in this category; we predict Charlotte Tilbury's The Super Nudes collection will lead the way in 2022"

**LAURIE CILBERTO**

Buyer for Make-up

# 386%+

Sales of lipliner enjoyed a massive 386% hike in the weeks following stores reopening on 12th April







# MINI ADVENTURE



As we switch WFH for the office, Zoom cocktails for IRL dinners, and balcony sunbathing for destination holidays, downsized beauty products that can be stashed in handbags and travel cases will boom. Miniatures are up 35% YOY, something that is only set to continue as customers' are increasingly on-the-go

Think a slimline 10ml bottle of Floral Street fragrance, plus a pocket-sized Hourglass Caution Mascara that can be used to freshen up a beauty look when heading from work to drinks. Or, Aromatherapy Associates' mini shower oil set that easily slips into a suitcase and transforms your hotel bath routine. So big is the appetite for bite-sized beauty, we have installed a floor-to-ceiling miniatures wall in our Edinburgh beauty hall, stocking small-scale iterations from hero brands including Dermalogica and Benefit. This will be rolled out to 12 further stores in the coming months as choice, experimentation and 'try-before-you-buy' continues to prove popular.

Sales of gift boxes and discovery sets will continue to soar, as customers use these to trial niche brands and new products - especially those with a high price point - before committing to full size. Maison Margiela Replica Miniature Fragrance Gift Set allows customers to experience five mini 7ml signature scents for half the price of one 100ml bottle. Over the Christmas period and into the new year, Olaplex's Healthy Hair Essentials gift set will do particularly well, as well as perfume sets from Armani, skincare miniatures from Kate Somerville, and Molton Brown's bath and body boxes.



"Miniatures are up 35% YOY, something that is only set to continue as customers' are increasingly on-the-go"

**LILY STARLING**

Buyer for Fragrance

Harnessing the minis movement, this year we offered our biggest John Lewis Beauty advent calendar to date, filled with 26 products from much-loved brands including Clinique, This Works, Neom and Estee Lauder. Worth a huge £600 and retailing for £159, it offered customers a full discovery experience across skincare, make-up, haircare, fragrance and body, for impressive value for money. We experienced record-breaking sales, with 4,200 units sold in the first 24 hours – 3,000 of which within the first hour.

## 4,200

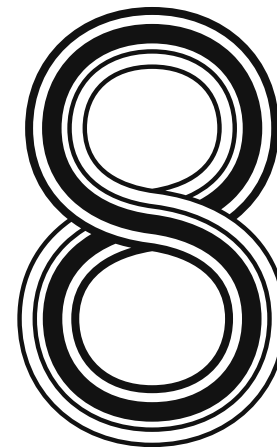
UNITS OF OUR ADVENT  
BEAUTY CALENDAR SOLD  
IN FIRST 24HRS





# THE 24 HOUR WELLNESS KIT

With a return to commuting, office-based working and face-to-face interaction, we will see beauty and wellness products that calm, relax and promote balance move into the spotlight. As the beauty wellness boom continues, it will no longer solely be about 'Self-Care Sunday', 24 hour wellness, will be on the rise 7 days a week



Calming essential oils will play a starring role - sales of Aveda Chakra™ 4 Balancing Mist have increased by 350% year on year, and thanks to online education, customers will become increasingly confident to mix their own calming blends using pure forms. London-based wellbeing brand Anatomē will be a customer favourite, especially the Balance + Stability Essential Oils Elixir, a potent blend of 25 essential oils that can be applied topically to pulse points, used in a diffuser or added to a bath. We are also betting big on Tisserand Aromatherapy and will see Aromatherapy Associates The Atomiser Pure Essential Oil Ceramic Diffuser become a must-have addition to living spaces.

As social plans start to fill up the diary again, sleep continues to remain high on everyone's wellbeing agenda, with sleep hygiene products and practices being integral to this movement. We predict that customers will continue to invest in products that aid with a restful night and help to secure those precious 8 hours. In the weeks following stores reopening on 12th April, sales of sleepscape components soared with sleep sprays and oils up by 140%, weighted blankets up by 250% and silk pillowcases up by a tremendous 533%.

Finally, beauty tools that mimic therapist touch will be more desirable than ever as we come out of the pandemic-induced 'touch famine' and seek the calming effects of skin-to-skin contact. Introduced into our roster this year via our Standard Dose partnership, Hayo'u is rooted in the healing rituals of Chinese medicine and offers specialist tools for self massage, from quartz facial rollers to sustainably-sourced bamboo body tappers.



## 350%+

Sales of Aveda Chakra™ 4 Balancing Mist have increased year on year

## 533%+

Sales of silk pillowcases are up by a tremendous amount





2020/21 saw beauty tech products boom as we were left to create our own at-home beauty salons, so much so, that we launched our first ever beauty tech department with LED light masks, facial toning devices and clever cleansers that have proved hugely popular over the last year; Foreo proving the most popular with a whopping 361% uplift on the year. We predict this to accelerate in 2022, with innovations in the space moving from DIY tools to high-tech HydraFacials, Micropeels and Cryotherapy

This year we introduced Cavendish Clinic into our beauty services offering in Edinburgh, Peter Jones, Kingston, Milton Keynes and Southampton stores, the latter hosting the World's first on-the-shop floor HydraFacial bar. Hot on the heels of the 'skinalism' trend, customers are able to book a medical-grade facial, consult an aesthetic practitioner and create bespoke treatment plans that use cutting edge technology more commonly found in private dermatology clinics as customers are demanding that beauty products cater to their individual needs. Our most popular treatment is the HydraFacial and when we launched the clinic earlier this year in Edinburgh, we saw a 333% uplift week on week in customer bookings.

Next year, we plan to expand the service, opening more clinics and offering further treatments to customers.



# 361%+

Foreo's facial toning device proved the most popular with a whopping 361% uplift on the year

# 333%+

Our most popular treatment is the HydraFacial in our Edinburgh clinic saw a huge uplift week on week in customer bookings



# BEAUTY TECH TAKE OFF



# 10

Although a mood of extravagance permeates the beauty landscape as society embraces post-pandemic living, customers' core beliefs in quality over quantity and value for money remain strong. A mindset of considered frugality will see customers' leave behind superfluous products and focus on those that fulfill not just one, but multiple functions excellently. However, this doesn't mean spending less. Within make-up and fragrance, the average item spend has increased by almost 6% in the last 12 months, as customers' invest in hardworking products that deliver



# THE NEW TWO IN ONE



"Forget what you thought you knew about 2-in-1 shampoos, innovations in the haircare space are revolutionising multi-use formulations"

**LYDIA NOWOSAD**

Buyer for Wellness and Holistic Beauty

Several-step skincare routines will be replaced by a 'skiminalism' regime consisting of highly concentrated products that address multiple concerns in one. Kate Somerville +Retinol Vitamin C Moisturiser harnesses two potent actives to firm, brighten and nourish skin overnight, while improving texture, tone, and the look of fine lines and wrinkles. Sunday Riley newly launched 5 Stars Retinoid + Niacinamide Eye Serum offers a full anti-ageing treatment, targeting fine lines, supporting collagen production and rehydration.

With sales up by 8% YOY, setting sprays are set to become the new beauty bag essential. However, they won't just be used to keep make-up in place underneath masks; amped-up formulations mean they perform multiple skincare benefits, too. Urban Decay leads the way with the hydrating and radiance-boosting hyaluronic-infused All Nighter Setting Spray Ultra Glow. We expect Givenchy's 4-in-1 Glow Mist with UV protection to perform very well, as well as new launches from Laura Mercier and Charlotte Tilbury.

Forget what you thought you knew about 2-in-1 shampoos, innovations in the haircare space are revolutionising multi-use formulations. Susanne Kaufmann's Shower/Shampoo contains actives including sage, St John's Wort and marshmallow to cleanse, nourish and protect skin and hair, meaning it can be used as a shampoo, conditioner, shower gel and face wash. Ouai's sugar and coconut oil Scalp & Body scrub removes oil, exfoliates and hydrates head-to-toe, while the best-selling Olaplex No.3 Hair Perfector treatment, which is currently the number one product in our entire hair care category up 94% YOY, repairs damaged hair and reduces breakages, as well as strengthens, protects and boosts shine. Maximising efficacy, as well as cutting down on packaging, we are backing this trend to be a huge focus for hair care in 2022, so watch this space.



# CONTACT

For more information and  
imagery please contact:

**Leah White**

Senior Communications Officer - Brand & Lifestyle  
[leah.white@johnlewis.co.uk](mailto:leah.white@johnlewis.co.uk)

Follow us on Instagram:  
[@johnlewispr](https://www.instagram.com/johnlewispr)