

ON TOPIC | EYE ON

MASKED AVENGER

Discover why face masks are a rage today in helping to reveal healthier skin. BY NICOLE ALTAVILLA

IT'S NO SECRET THAT FACE MASKS ARE AMONG THE HOTTEST trends in skincare. Even though they've been around for decades, they've become especially popular thanks to social media. In fact, according to Statista, the market value for face masks worldwide is expected to grow from about \$29 billion in 2016 to more than \$37 billion in 2020. And in the U.S., the market value of face masks doubled in value between 2002 and 2017, from \$100 million to about \$200 million. "Face masks have a long history in skincare and have remained a popular choice over the years because they are so versatile and highly effective in supporting specific skin health goals," says Shannon Esau, CEO and national educator at Rhonda Allison Cosmeceuticals. "Throughout the years, we've seen different types of masks rise and fall in popularity, but the fact of the matter is quality masks support in creating results in the skin whether

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and masks deliver. Mask selfies from celebrities and influencers have made them aspirational, and masks have definitely been seen on trendsetting millennials." —Lejla Cas, founder and president, Knesko Skin

"Today's face masks have not only become more innovative in terms of ingredients but the most popular ones also have a vibrant color or unique base that make them perfect for social media photo ops."—Ashleigh Kehrt, licensed esthetician and corporate educator, Image Skincare

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"The selfie has become the #lookatme for all age groups, and sheet masks make selfies even more fun."—Pamela Murphy, senior account executive professional channel, Patchology ●

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