

The Choice

[NOW TRENDING:] MASKS

EXPERT ADVICE ON WHAT IS TRENDING
NOW IN THE SPA INDUSTRY

Masks are extremely versatile and can be a nice addition to any home-care regimen. Antioxidant infused, firming and hydrating options are perfect to promote youthful skin, while redness reducing and healing masks are available for rosacea. Of course, masks can be essential for acne to rid bacteria and draw toxins out of skin. Masks do come in many forms, and as much as sheet masks are gaining popularity, I don't feel they are as impactful as cream, gel or powder masks.

Shannon Esau, Rhonda Allison

TOP MASK TECH

...t yet, but cryomasks are going ...ng out. The mask is cold when ...em on. LED masks have also ...and for a long time, but now ...leaping more efficacious LED ...erate 600-800 nm of red light. ...o seeing reusable masks being ...nched on the market.

Bob Trow, DermaConcepts

NECK MASKS

...and lip masks are still on trend ...sk sales are growing as well, as ...customers, "your skin doesn't ...hin." Consumers are becoming ...ingredient savvy and are looking ...results and clean ingredients.

Van Van Meter, ToGoSpa

VERSATILITY

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Hydrojelly masks are hot. Sheet masks are still popular, especially among the Gen Z demographic. Peel off masks featuring gold and algae that lower the temperature of the skin to reduce inflammation and firm are also popular. Lastly, CBD masks are making their way onto the beauty scene to treat inflammation, acne and help refine pores.

Tiffany Foreman, Mario Tricoci