

VOGUE

ARABIA

JANUARY 2024



**A BOLD
NEW YEAR
THE BEST OF 2024**



THE 2024 SKINCARE GUIDE

Discover the new face of the year, with industry experts sharing their predictions for the most impactful skincare trends

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SMART COMPLEXIONS

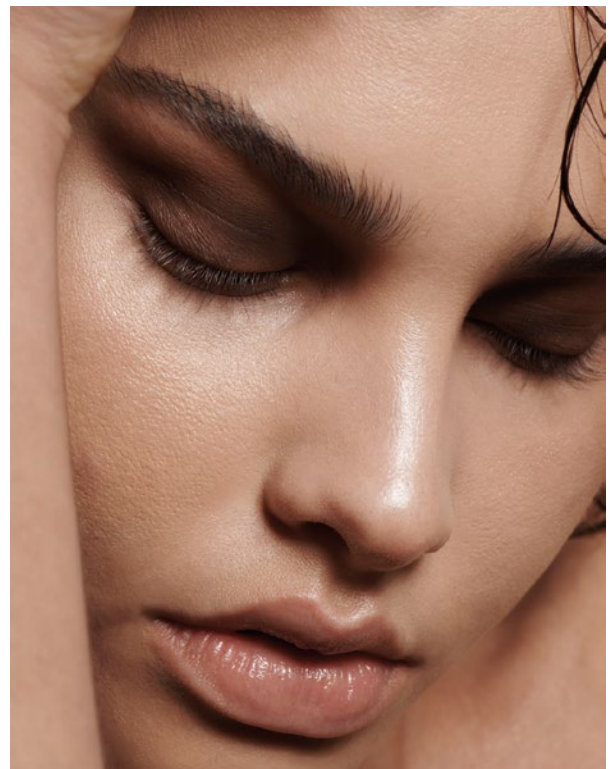
"I think we'll see more personalized skincare routines, as apps using AI expand in the upcoming years and become more sophisticated and accurate," predicts Bonnie Garner, beauty editor of BTY ALY (btyaly.com). "AI can help provide more accurate skincare analysis; it could track changes in skin conditions over time, and help to adapt routines accordingly, all through a smartphone camera. In a world full of polarized opinions about skincare, people are definitely interested in personalization and accuracy." Sephora has already announced its upcoming Smart Skin Scan diagnostic tool as a bridge between online shopping and the in-store experience.

BANKABLE BEAUTY

GET USED TO HEARING "COLLAGEN-BANKING" IN 2024. "IT WORKS BY CHALLENGING THE SKIN WITH DIFFERENT REGENERATIVE TREATMENTS RESULTING IN AN IMMEDIATE LIFT AND GLOW AND IN THE LONG-TERM AIMING TOWARDS SKIN-TIGHTENING AND REGENERATIVE COLLAGEN TURNOVER," EXPLAINS DR SUHA KERSH, WHO TREATS PATIENTS AT DUBAI'S 23MD. SHE RECOMMENDS ULTRASOUND AND RADIOFREQUENCY TREATMENTS TO TIGHTEN THE SKIN, FOLLOWED BY MESOTHERAPY AND LED LIGHT THERAPY, WITH THE COMBINATION DELIVERING BOTH IMMEDIATE AND MID-TERM EFFECTS. HORMONE THERAPY CAN ALSO BE EXPLORED, WITH BALANCED LEVELS IMPROVING THE BODY'S NATURAL COLLAGEN PRODUCTION ABILITIES.

TAUTEN UP

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INJECTABLE FACIALS

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TEXTURAL HEALING

TRANSFORMATIVE
BI-PHASE FORMULAS
WORK BOTH SMARTER
AND HARDER.

SKIN BY NUMBERS

0.73

nanograms, the amount
of botulinum neurotoxin
per vial of Botox

3

months,
the average
length of
time women
will try a new
product for

10%

the minimum
concentration of vitamin C
to be effective in skincare

22.4

minutes spent daily
by the average
woman on her
skincare routine

72.2

billion views of TikTok videos
tagged with #skincareroutine



HAIR Colin
Gold MODEL
Lala Olsson at
Next London

VOGUE

العربية

يناير ٢٠٢٤



A BOLD
NEW YEAR

الأفضل لعام ٢٠٢٤