



HOW TO MARKET SEVEN TOP SKINCARE TRENDS FOR 2022



Grow your practice with digital strategies centered on top trends.

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The new year always holds the promise of a fresh start and better days ahead. Here, we look at some of the top trends that experts predict for the skincare products and technologies market in 2022 and provide tips on how to introduce these concepts to your patient population.

1. SKIN BARRIER BUZZ

You cannot escape the buzz around all things “skin barrier.” Related products and services were highlighted at beauty industry giant Cosmoprof North America this summer. Products formulated with the likes of zeolite vol-

canic material and the African kinkeliba herb were among those spotlighted as bolstering the skin barrier, protecting against irritants, and supporting healthy cell turnover.

These products present an opportunity to educate your community on the importance of the skin barrier, instead of merely “selling” them on ingredients. For instance, develop blog posts that explore the function of the skin barrier, the importance of keeping it healthy, and steps to maintain or repair it. From there, a conversation about restorative services can occur. Promote this content on all social channels.

2. CBD USE STILL SOARS

If you think CBD (cannabidiol) is out, think again. CBD is the star ingredient in several recent cosmetic product launches. These products have ranged from oils for skin to hair masks and roll-on body lotions. So CBD is still playing well into the public’s desire for “natural” alternatives to quell inflammation and other ailments. It is critical to establish your practice as a trusted resource, as the quality of online information about CBD varies considerably. Pinpoint and address lingering myths associated with CBD in social posts, blog articles, and other marketing material.

3. CBG MAKES A NAME FOR ITSELF

New businesses have cropped up around cannabigerol (CBG), cannabichromene (CBC), and cannabidiol (CBD). CBG, for one, has been studied for its “highly antibacterial” properties, while CBC is thought to be an effective antifungal and pain reliever. An entire series of articles could be developed around these exciting compounds. Start with a “big picture” look at CBG, CBC, and CBD. The next article in the series could then focus on CBG specifically (and its applications for skincare and health). The succeeding article would delve into CBC, and so on.

4. ZOOM BOOM BOOMS

As more individuals want to put their best face out there to the world again, expect a resurgence in individuals seeking your expertise on cosmetic procedures. Considering the effects COVID-19 has had on the mind, spirit, and skin, they may need that assistance in a bottle or syringe now more than ever. Now may be the time to reengage with in-person events to showcase the latest aesthetic technologies and treatments. For instance, parties complete with product giveaways or discounts can

be promoted wherever your practice is online. These events could also be marketed as “special access” and tied to in-house loyalty programs. Invite members to these exclusive offerings and encourage them to bring a friend!

5. LESS IS MORE

This “minimalist skin” approach favors a healthy, natural, and dewy glow versus the overly made-up trends that have so characterized the Instagram and TikTok age. This notion also presents an opportunity to share your expertise on the connections between nutrition, lifestyle, and the skin.

6. GO GREEN

Whether you patronize vendors who tout green products and packaging, or you have instituted steps to reduce waste, all of it is fair game to highlight on your social platforms.

7. HOME-USE DEVICES TO TAKE OFF

A slew of new devices marketed for home use provides a great stepping-off point to highlight how your team offers the best of both worlds: non-invasive, convenient, tech-assisted services and procedures blended with considerable know-how and safeguards. Your clinical team may offer

effective treatments and formulas that cannot be provided by home devices.

Convey your expertise and personality by demonstrating how in-office devices work on real clients. Videos available on your website and promoted on your social channels make a memorable impression. Practices may even take a dip in the Facebook Live pool; launch the newest technology via live stream. Promote the “big reveal” to your followers, with more frequent posts to “tease” the technology as the event approaches.

GET STARTED

Get a jump on the new year and start the process of harnessing these trends to grow your patient base. ■

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