

# The Biggest Beauty Trends of 2018 According to Pinterest

Everywhere you look, there are year-end "Best of 2017" lists on the best beauty products, best movies, best everything. And while we love a list, Pinterest decided to do something different and look ahead. Pulling from the data of its 48 million beauty Pinners, Pinterest put together a forecast of the biggest beauty trends we'll be seeing in 2018.



**Next-Level Lashes**

Searches for lashes increased by 152%, specifically for long, lush lashes and how to get them.



**Inclusive Foundation Shades**

Saves for complexion matching increased by 378%, showcasing new shade-inclusive foundations.



**Under liner**

Searches for bright eyeshadow, specifically neon underliner and inner shadow, increased by 63%.



**Geometric Nails**

Searches for geometric nails increased by 83%, including looks with geometric and negative space designs.



**Lip Tints**

Saves for lip tints increased by 414%, specifically pins pertaining to sheer or matte tints.



**Cleansing Oil**

Saves, orpins, for cleansing oil increased by 555%, including uses for soft skin, smoother hair and shinier lips.