

# Japanese makeup and beauty trends for 2018



## 1. Black hair, red lips

Natural jet black hair, paired with bright red lipstick, is back in fashion with many Japanese women.

**White skin, black hair/eyes and red lips** defined the faces of geisha, kabuki actors, and actresses from the 1920s to 1950s. These 3 colours are commonly known as the 'primary colours' of Japanese makeup. Other shades didn't get a look in until the Meiji Era started (the turn of the 20th century).

## 2. Skincare as the new

So skincare's the new first step. Trust Japan to come up with some crazy (useful) gadgets to help.

**Electric skin brushes** like this can be used on the face and body. The brushes, and ultrasonic power, get right into your pores for a proper cleanse. Plus you get a nice skin massage with it, which stimulates blood circulation and makes you look even healthier. Japanese convenience, modern skincare, and a little personal pampering time, all rolled into one.



## 3. 'Enclosed' eyes

Applying eyeshadow fully around your eye line (top and bottom) creates the 'enclosure' effect. Like the 'halo eyes' look,

without the shimmer finish. There are so many YouTube makeup tutorials for this, you can hardly get it wrong.

This trend's called '**enclosed eyes**' (囲み目) in Japanese. And it isn't new, exactly, more like making a comeback for 2018. We like how simple, quick and achievable this style is. Maybe that's why people are still doing it.



## 4. Lip tints

Japan's cosmetics brands are doing some fun, interesting things with **lip tints** and lip treatments.

A great example is shiro, a brand bringing out mint-ginger scented lip butter in new colours for 2018. They've already made a ginger one, in a plain nude shade. The range expansion feels fresh! With both the colours and the extra mintyness.



## 5. Pinks and browns

These 2 colours are already trending, and the look's set to continue for both eyes and lips. Think deep winter colours for the new season, with cosy names like 'wine' and 'spices'. If only using blusher really made your cheeks feel warmer.

