

FACE POSITIVITY AND NEW MAKEUP TRENDS AT COSMO ONSTAGE

June 2023 - Thanks to a creative and conceptual revolution spearheaded by social media, makeup is no longer just a tool for aesthetic improvement according to a beauty standard. Still, it means to represent the uniqueness of each individual. From this principle, the *face positivity* movement was born to normalize the diversity of faces and complexion. Instead of hiding the skin under thick layers of foundation, it is possible to minimize imperfections while maintaining bright and natural skin using targeted products and techniques. Just as with *body positivity*, the message of *face positivity* is clear: to truly be ourselves and reach our full potential, we must first accept our uniqueness, looking at diversity as an opportunity for growth and improvement.

On the latest edition of Cosmoprof Worldwide Bologna, **Michele Magnani, Global Senior Artist, M·A·C Cosmetics**, spoke at **Cosmo Onstage**, the stage dedicated to the latest professional beauty & hair trends. With a strong passion for the art of makeup and an enhancing stylistic approach, which he defines as 'not transformative but revealing of one's natural beauty' and which represents the credo of M·A·C Cosmetics "All Ages, All Races, All Genders", Michele Magnani creates distinctive looks in projects where the brand plays a leading role, in the world of fashion and entertainment. "Today skin is the most important element within an impactful look: it is no longer smothered in makeup as it was in the 1990s, but revealed, embellished, made transparent and breathable," Magnani explains.

At Cosmo Onstage, Magnani pointed out two main trends in base makeup: **steamy skin** and **cloud skin**. The former takes its name from the steam used in a spa to hydrate the skin through saunas and regenerating treatments. *Steamy skin* thus is deeply hydrated, dewy and glowing but not shiny. Moisturization becomes an integral part of the makeup, blending with the foundation for a luminous, soft and natural effect, as if one had just been to a spa.

The second trend, *cloud skin*, on the other hand, is suited to those who prefer a slightly more matte effect: it is called "cloud" skin, in fact, like the transparencies that can be seen through the clouds and it features a naturally matte complexion, thanks to a light and almost transparent makeup base. The face appears silky, velvety and refined, radiant though slightly matte, but the skin's natural texture can still be glimpsed through the makeup. Therefore, self-care is fundamental for enhancing the skin's natural radiance, following personalized skincare, and never neglecting hydration, an essential element for properly maintaining the skin barrier and feeling good "in one's skin."

As for makeup trends, Magnani has no doubts: "For the eyes, colour is the predominant element, both in bold and vibrant eyeliners and in makeup looks such as bright smokey eyes in the shades of lime green, fuchsia, magenta, electric blue and turquoise. Eyeliner becomes straight, long, elongated and sharp as a knife blade, moving away from traditional graphic forms. Lip trends, on the other hand, follow two macro movements: either matte and velvety lips in classic shades of red and nude or super full lips, achieved by using glosses and contouring. Lashes, however, are the absolute stars of this new season of trends promoted by social media: extensions, false eyelashes, and volumizing mascaras. Lashes frame the gaze and send a message to those around us, not only of sensuality but also of assertiveness, strength and courage. After years of being used for seduction, makeup today paves a new way to enhance our uniqueness."

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