

# Gen Z's Skincare evolution in GCC: UNFILTERED

## What we know about Gen Z

Gen Z, the generation born between 1997 and 2012, presently aged between 12-27, is poised to become the wealthiest<sup>1</sup> and most influential cohort in history. Those belonging to Gen Z are shaping industries in real-time, and rewriting the rules of beauty.



### DIGITAL NATIVES



By the time they learned to walk, digital giants like Google, Facebook, and YouTube were already household names. As the first true digital natives, they spend over 7 hours per day online<sup>2</sup>, moving seamlessly between social media platforms, where trends are born, and brands are made.

### ! SHORT ATTENTION SPAN AND FOMO

Their short attention span<sup>3</sup>—just 7.6 seconds of passive attention— is striking. However, it has not hindered their impact. Instead, it has raised the bar for how brands communicate with them. Gen Z expects content that is fast, relevant, and authentic, and FOMO (Fear of Missing Out) keeps them coming back for more.

### SUSTAINABILITY CONSCIOUS



Despite their quick engagement with the latest trends, Gen Z's purchasing decisions remain thoughtful and purposeful, reflecting a growing alignment with causes like sustainability. Still nascent in the Gulf Cooperation Council (GCC), one in five (21%) of Gen Z in the region cite environmental concerns, including global warming and animal cruelty, as among their biggest concerns, surpassing those of other generations.<sup>4</sup>



## STRONG MACROECONOMIC FORCE

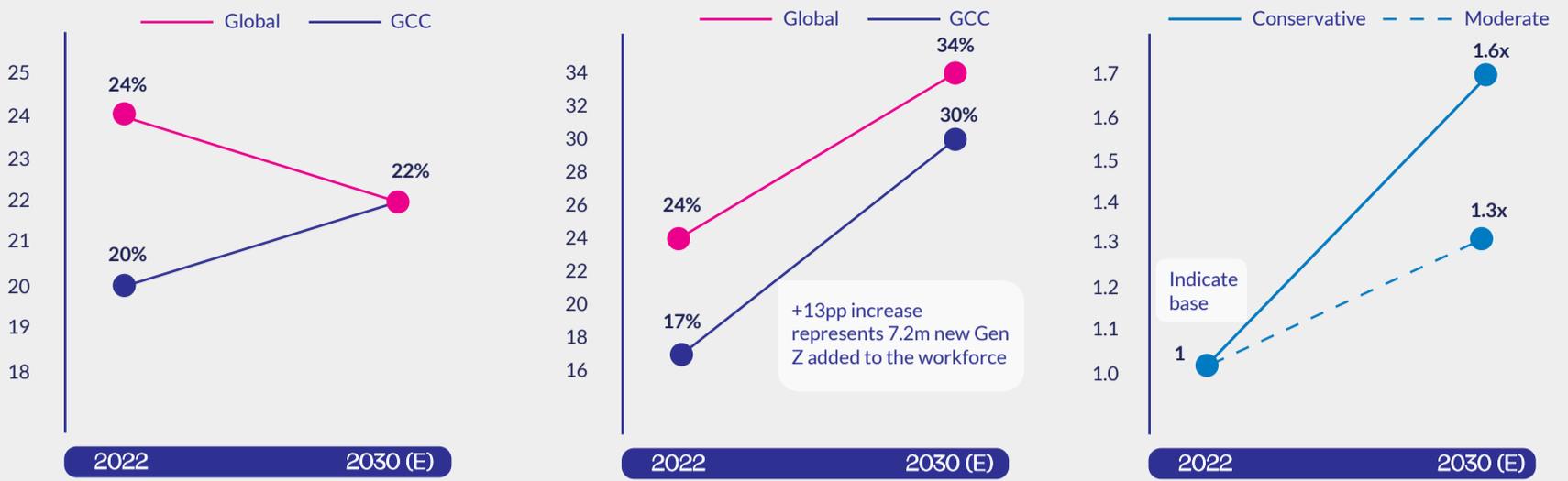
Gen Z are projected to make up 34% of the global workforce by 2030<sup>5</sup>, with a steep growth in the GCC rising from 17% in 2022 to 30%, adding 7.2 million new workers. Their spending on personal care is expected to increase between 1.3 to 1.6 times<sup>6</sup> (Figure 1), indicating a strong potential to draw **Gen Z consumers into the beauty sector and more specifically to skincare.**

While fragrance and makeup continue to dominate the prestige beauty market in the GCC – largely due to deep-rooted cultural ties – skincare, currently valued at USD 300m, is rapidly emerging as a key player. Despite being underpenetrated with just 12%-14% market share, skincare saw a 30% surge in 2023, twice the rate of the overall market, becoming the fastest growing 3-axes beauty category, according to research by Chalhoub Group. This rise is driven by new entrants like The Ordinary and Laneige, alongside established brands such as Benefit extending their makeup lines into skincare. Additionally, distribution expansions, like Charlotte Tilbury's new standalone boutiques, are further accelerating skincare's growth in the region.



Gen Z consumers in the Gulf also play a role in this shift, adopting more complex routines than we anticipated. Their routine is evolving in steps and layers, signaling a change from makeup-heavy looks to a skincare-first approach. Their brand preferences are rooted in what is 'in the know'—brands that are talked about online, endorsed by peers, with fun and captivating packaging. In this environment, social media plays a key role at every stage of their skincare journey, from discovery to advocacy. As Gen Z consumers gravitate towards brands that offer a holistic approach, there is a growing premiumization opportunity that prestige beauty brands could tap into.

**Figure 1: Share of Gen Z population, workforce, and personal care expenditure by 2030**



**Gen Z will reach 22% of total GCC population by 2030, growing faster than global...**

**...and will account for 30% of total GCC workforce by 2030**

**Personal care spend of consumers (< age 30) is projected to be 1.3x - 1.6x 2022 levels in 2030**

## METHODOLOGY

Chalhoub Group aims to shed light on the evolving skincare behaviors of Gen Z in the GCC, focusing on identifying key trends, purchase drivers, and actionable opportunities for brands and retailers through an in-depth analysis combining:

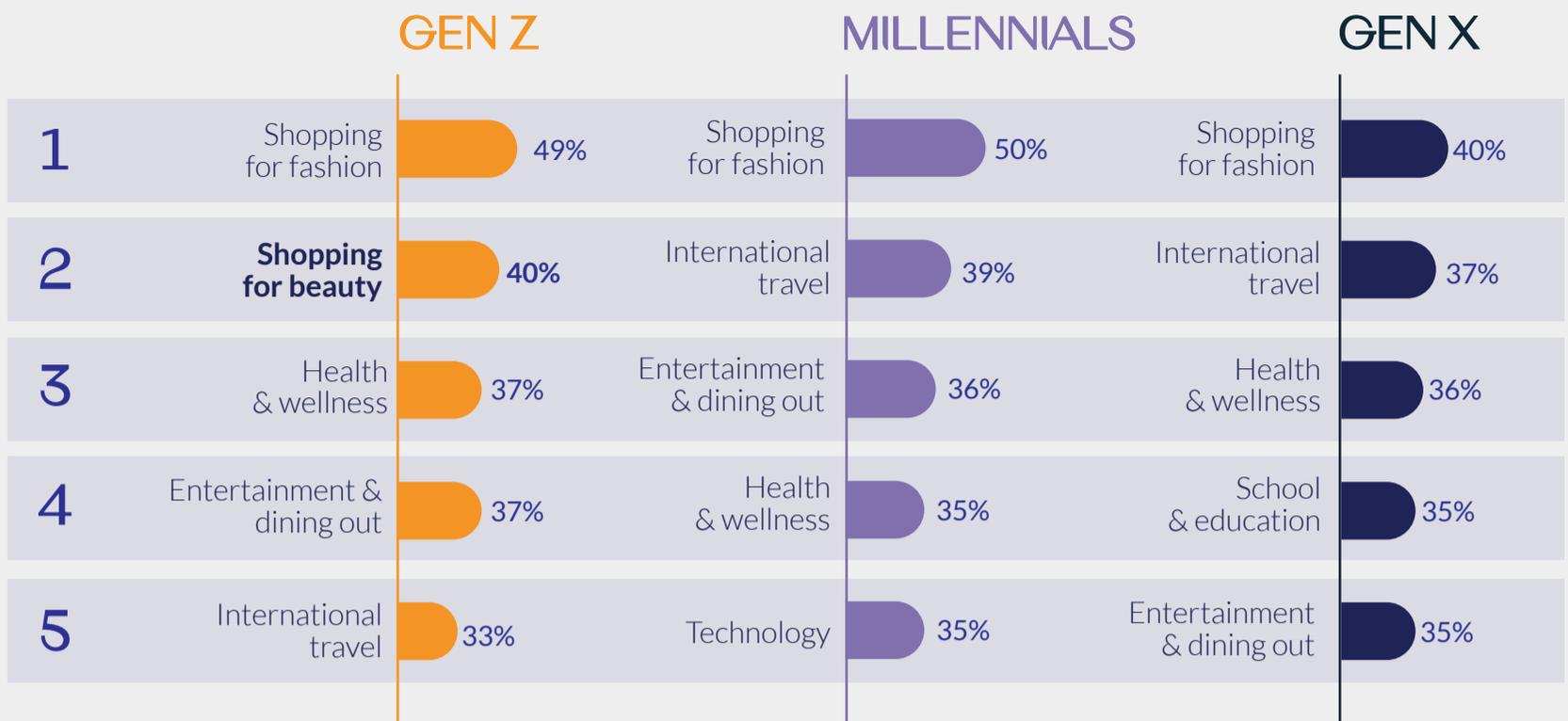
- Two consumer studies totaling 3,600 respondents across the UAE and KSA
- Search volume tracking for skincare products, practices and ingredients
- Collaboration with Meta to understand their platforms' influence on consumer behavior
- Secondary research and expert interviews



## HIGH IMPORTANCE OF SKINCARE TO GEN Z

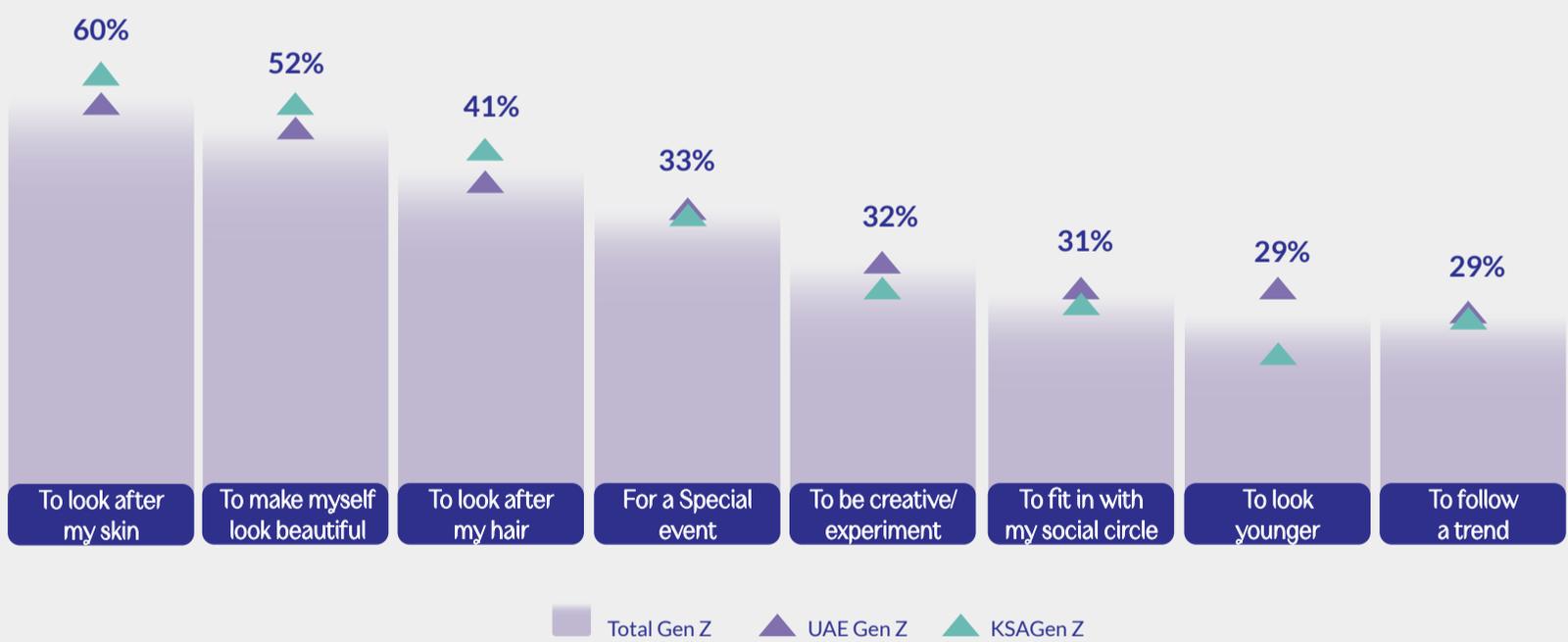
According to our survey, Gen Z consumers enjoy shopping for beauty, ranking it as their second highest spending category after fashion. Forty percent of respondents included beauty in their top three categories of spending. This sets them apart from other generations, who prioritize categories such as international travel, entertainment and dining out (Figure 2).

Figure 2: Rank leading expenditure categories by generation in GCC



Their passion for purchasing and using beauty is primarily driven by skincare with **60% of Gen Z respondents citing skincare as their top reason for beauty purchases** (Figure 3).

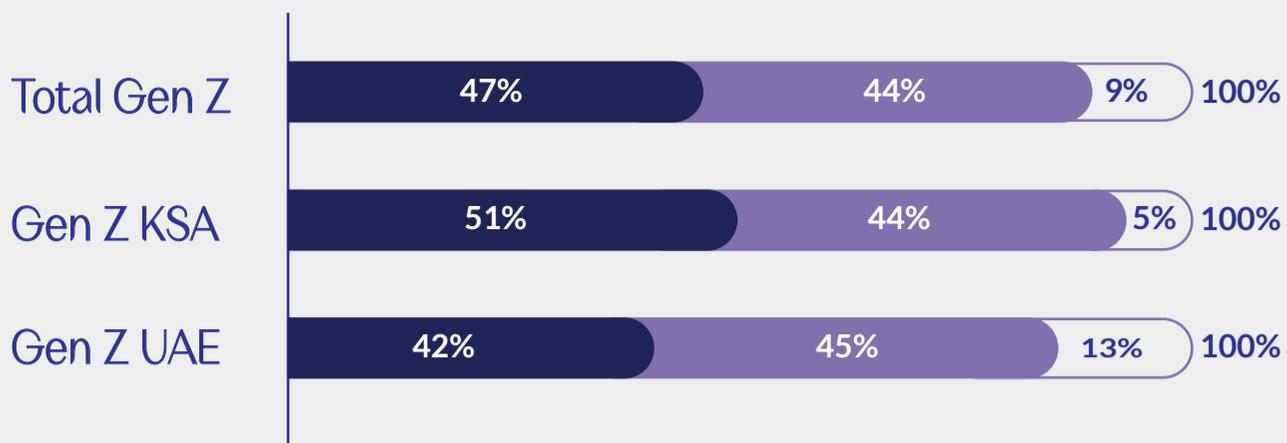
Figure 3: Reasons for using beauty products in the past 3 months



## SKINCARE KNOWLEDGE: EXTENSIVE KNOWHOW WITH ROOM FOR FURTHER REFINEMENT

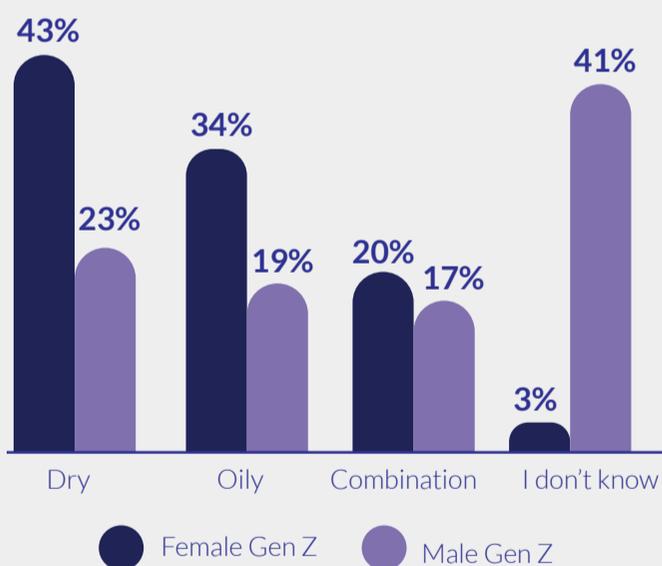
Gen Z in the GCC express strong confidence in their knowledge of skincare ingredients and innovations tailored to their skin type. In fact, 91% believe they are well-informed or fully up to date, a figure that rises to 95% in Saudi Arabia. Despite this self-assurance, 44% of respondents occasionally seek help in selecting the right products, while 47% feel confident making these choices on their own (51% in Saudi Arabia) (Figure 4).

**Figure 4:** Consumer self-perception of awareness and confidence in skincare knowledge



- Fully up to date with the latest skincare ingredients and innovations, confidently choose products suited to my skin type
- Informed about the latest skincare trends, but sometimes need help choosing the best products for my skin
- Informed about the latest skincare ingredients and innovations, unsure which products are best for my skin type

**Figure 5:** Description of facial skin type by Gen Z



However, there is a disparity between their perceived knowledge and practical application. For instance, while 41% of men are unsure of their skin type, the number drops to only 3% when it comes to females. Yet, while 20% of female Gen Z claim having combination skin, data from our proprietary skincare diagnosis at points of sale, reveals that combination skin is the most common type (Figure 5).

### PERCEPTION-REALITY GAP

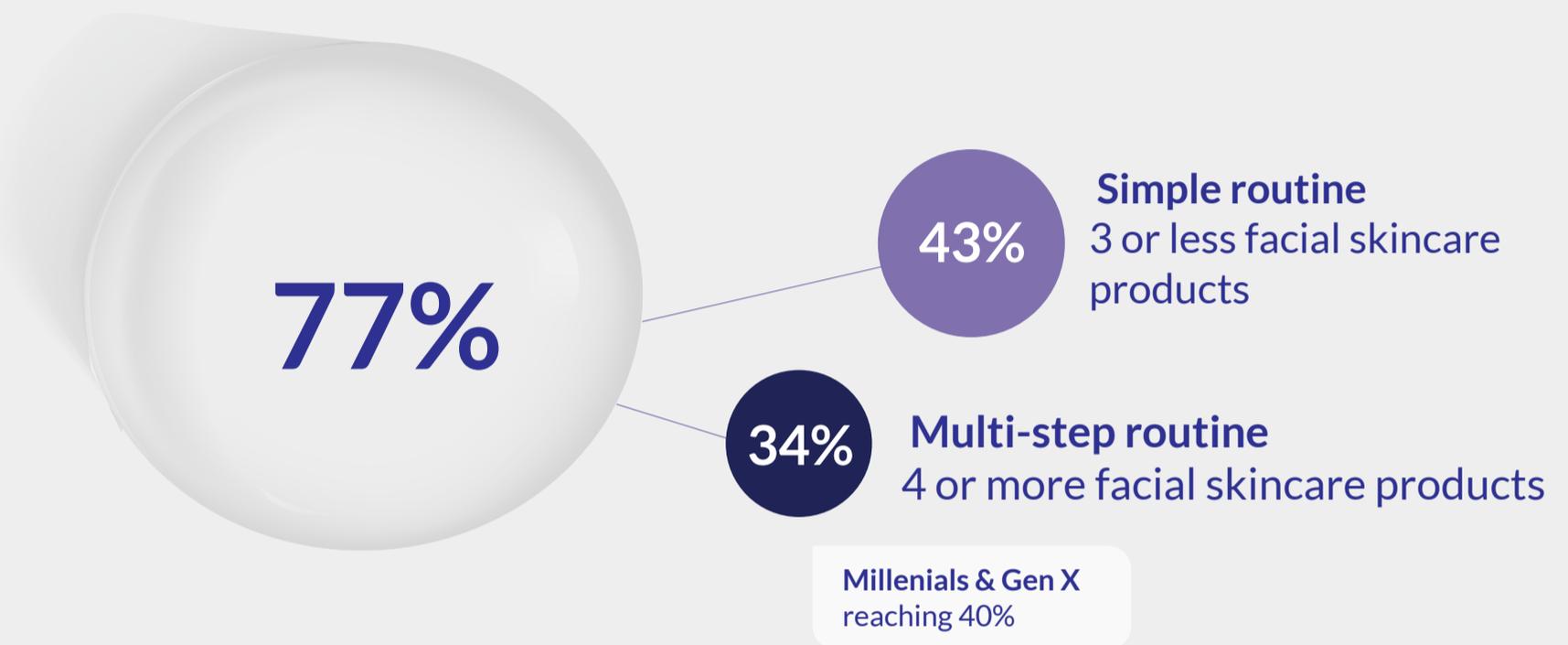
The gap between perceived and actual knowledge suggests that while Gen Z values self-reliance, there remains a need for targeted education and guidance to help them make truly informed skincare decisions.

# SKINCARE ROUTINE: MORE COMPLEX THAN PERCEIVED

While 1 in 3 Gen Z females express a willingness to expand their facial skincare routine, they are not yet at the level of other generations, where 40% report having more extensive multi-step regimes (Figure 6). The majority (43%) of Gen Z females claim to follow a simpler, up to three-step routine – cleanse, moisturize, and protect.

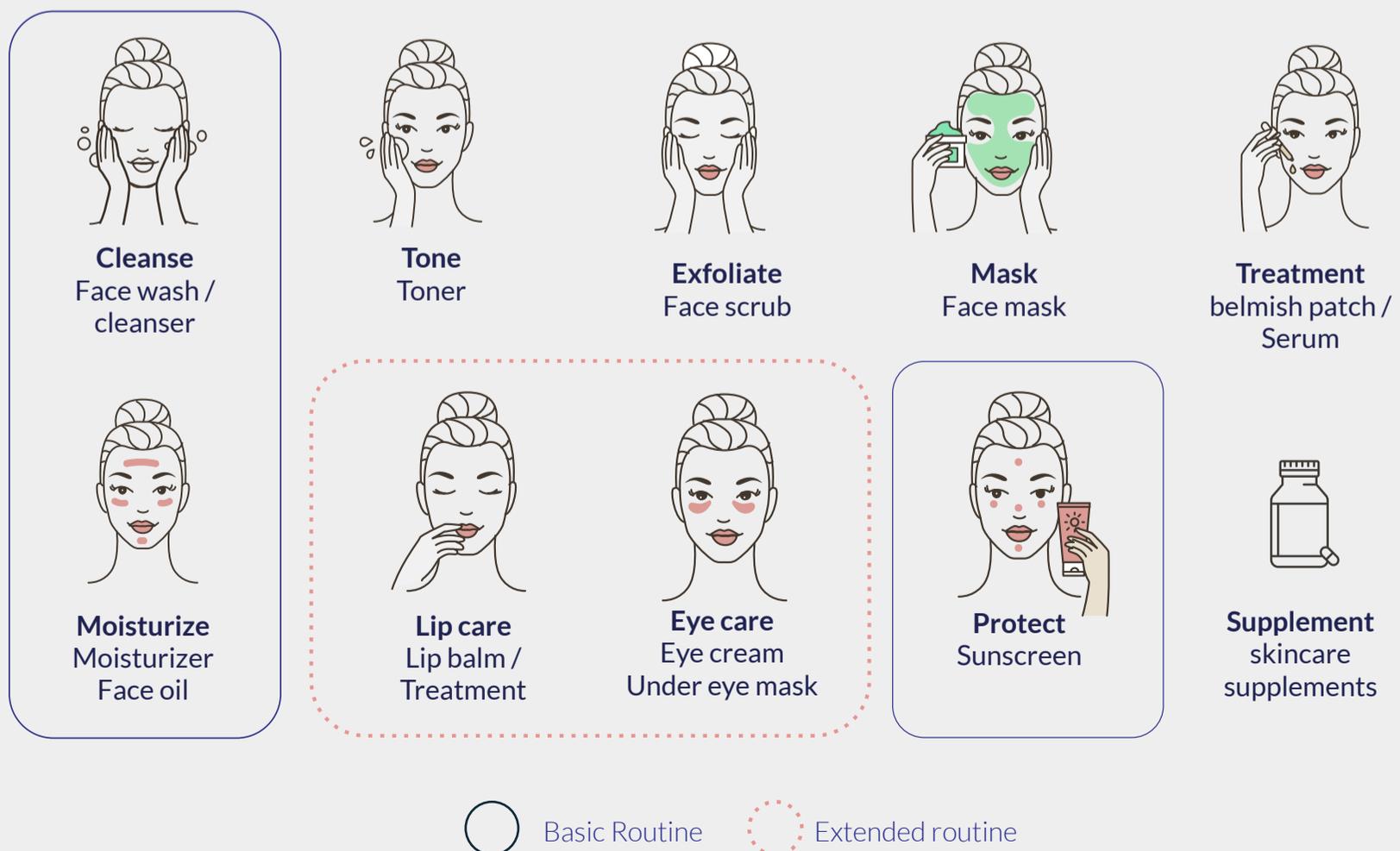
Figure 6: How consumers define their skincare routine

Most Gen Z females claim they follow a skincare routine

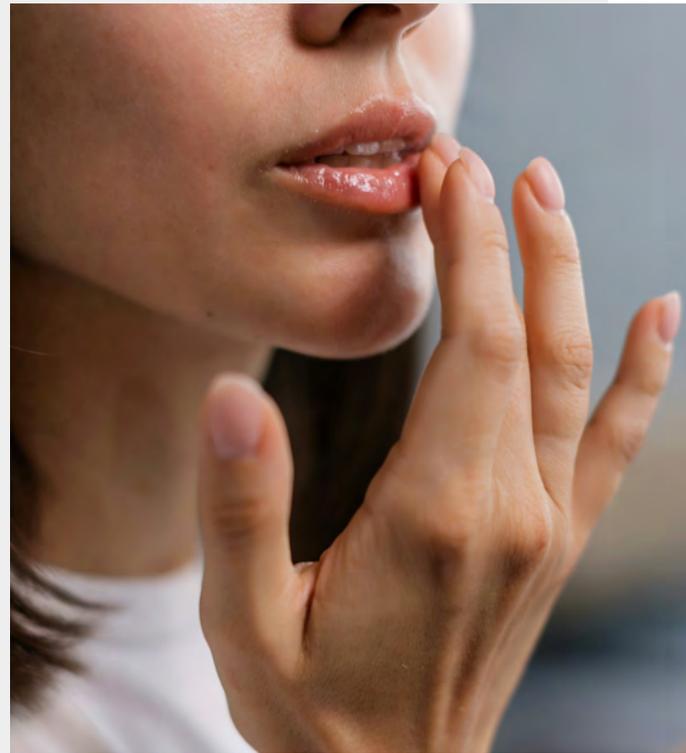


On average, Gen Z females use 4.7 products in their facial routine. These additional products include eye cream and lip care, adding to the basic steps of their routine (Figure 7).

Figure 7: Facial skincare products that Gen Z female consumers declare using



Lip care is particularly relevant, as it reflects Gen Z's shift towards products that combine care with cosmetic benefits. Products like Rhode's Lip Tint, Laneige's Lip Glow Balm and Summer Fridays' Lip Butter Balm have seen the highest year-over-year growth in global lip-related searches<sup>7</sup>. These hybrid lip products offer both hydration and a tinted, buildable shine, making them ideal for Gen Z consumers who seek products that deliver on both function and style. This highlights Gen Z's clear desire for **efficient, multi-purpose routines that deliver results while fitting seamlessly into their lifestyle.**

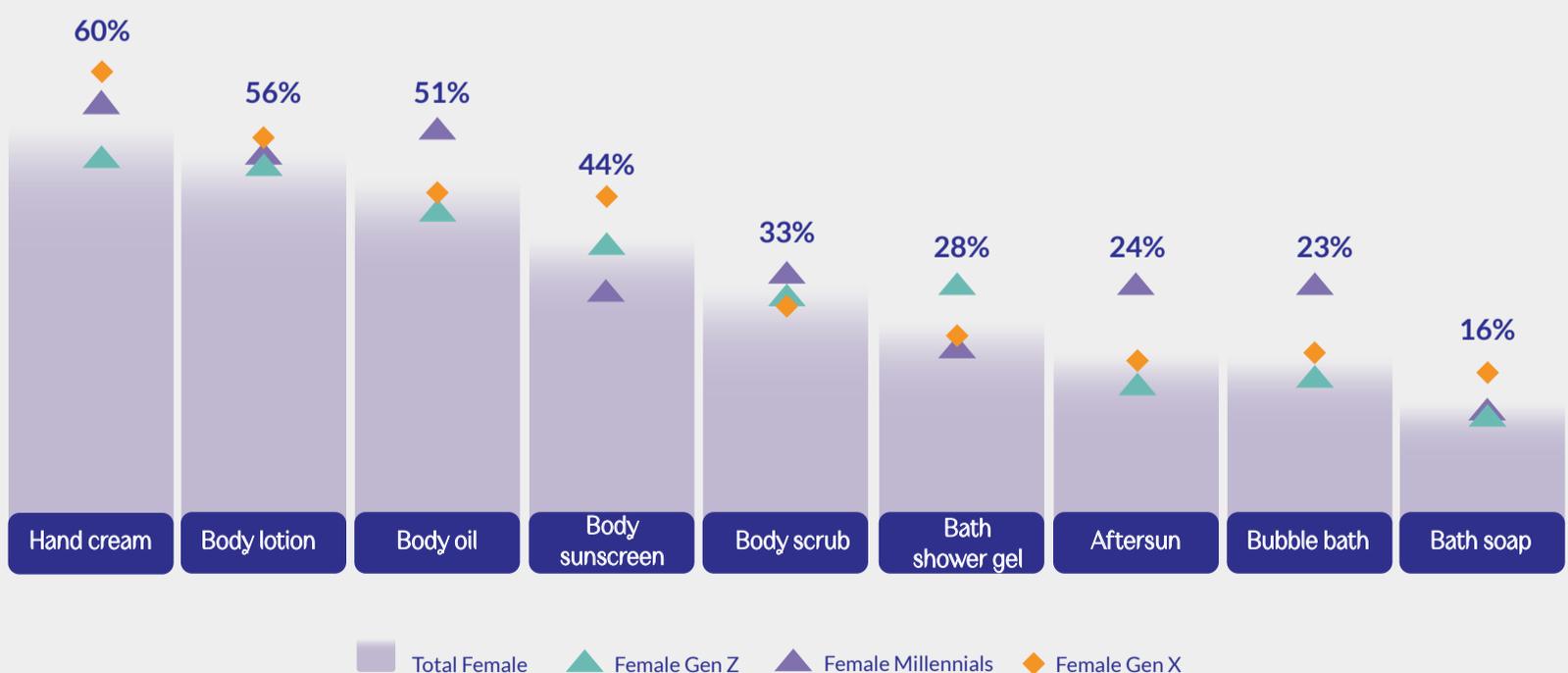


### HIDDEN GEM

Although only 1 in 5 Gen Z females report using **toner** in their routine, those who do, consider it vital.

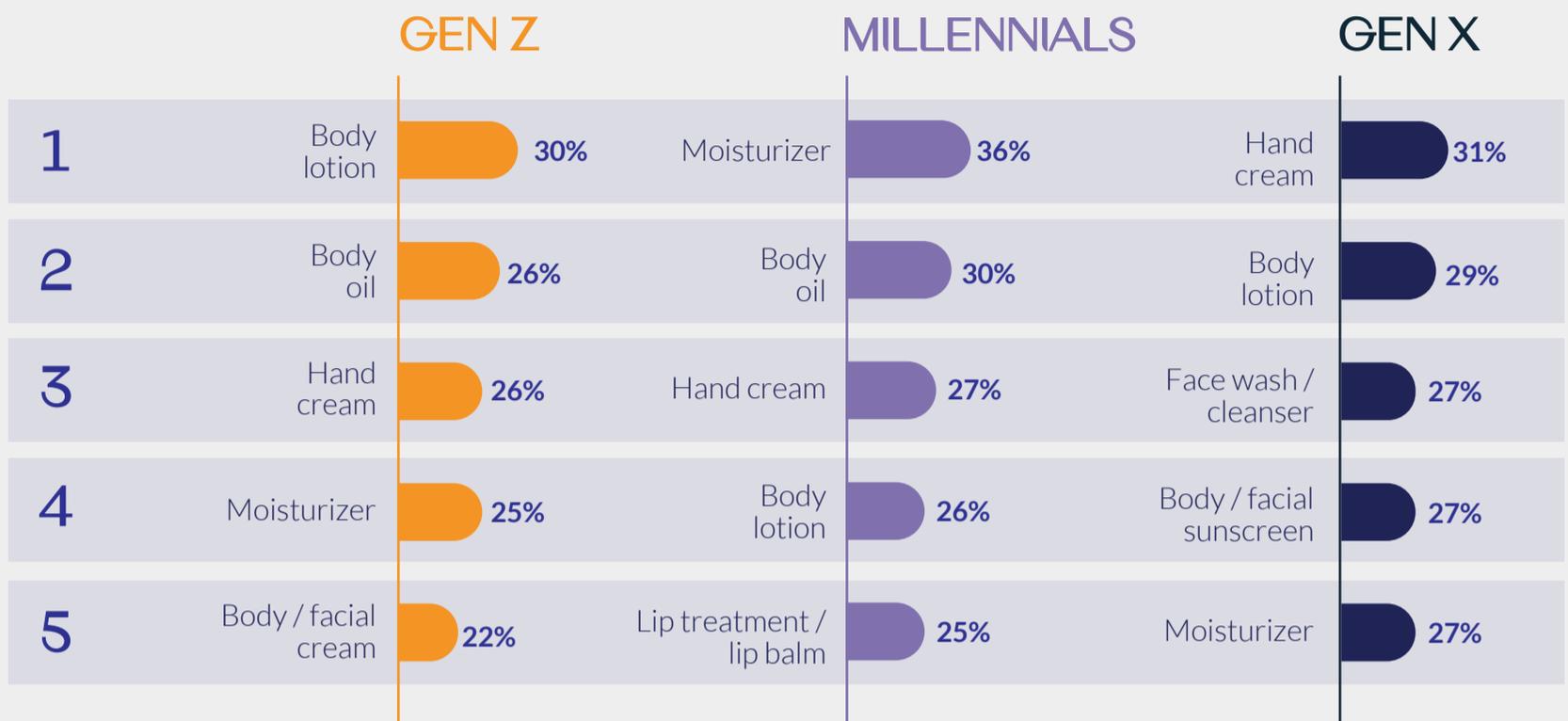
**Skincare for Gen Z is not limited to facial care—body care plays a notable role as well.** Hand cream is a standout product across all generations, topping the ranking across age groups, though usage among Gen Z (57%) lags other cohorts (Figure 8).

**Figure 8:** Body care products that Gen Z female consumers declare using



When combining facial and body care routines, clear differences emerge in the essential products each generation relies on and cannot live without. For Gen Z, body care products such as body lotion, body oil, and hand cream top the list, followed by facial moisturizer and sunscreen. In contrast, Millennials prioritize lip care over SPF, while Gen X places greater emphasis on cleansers (Figure 9).

Figure 9: Most essential facial and body care products among female consumers



Source: Chalhoub Group consumer study

### COMPLEXITY BEHIND SIMPLICITY

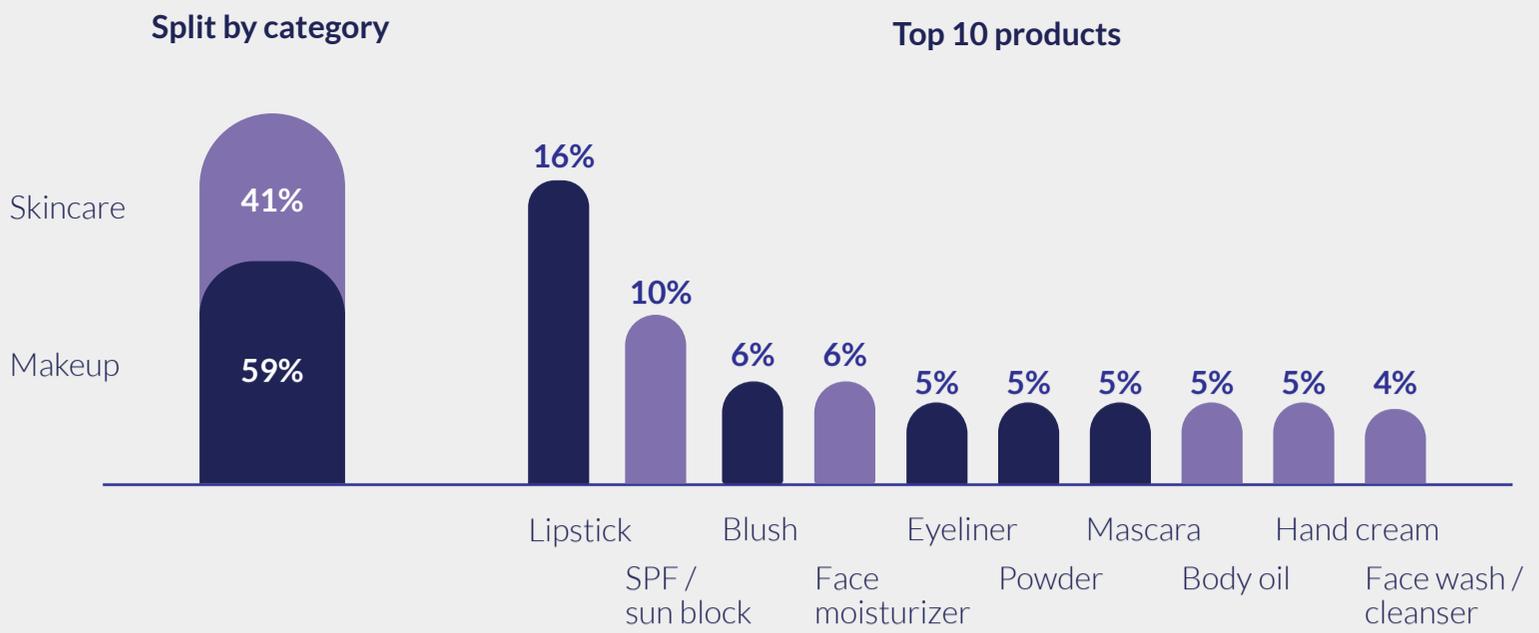
Gen Z's routines may seem simple, but beneath the surface lies an unrecognized sophistication that brands & retailers can help them embrace and elevate.



### SHIFTING BEAUTY IDEALS: BLURRING LINES BETWEEN MAKEUP AND SKINCARE

Although makeup remains a cornerstone of beauty in the region, Gen Z is redefining their approach. While many Gen Z typically enter the beauty category through makeup – most commonly with lipstick – 41% of them report that their first beauty purchase was a skincare product, with SPF being the most popular initial choice (Figure 10). This signals a growing focus on skincare during the earliest stages of their beauty journeys.

Figure 10: First beauty purchase of Gen Z females by category and product



Source: Chalhoub Group consumer study

Paired with a **desire to maintain youthful and natural-looking skin**, Gen Z females in the GCC are declaring a shift in beauty ideals. Unlike Millennials, who focus more on brightening their skin tone and creating a smooth base for makeup, Gen Z is moving away from covering imperfections with makeup toward enhancing natural beauty through preventive care (Figure 11).

**Reducing wrinkles and fine lines tops the list of skincare concerns**, with 35% ranking it as their number one goal. When it comes to body care, they focus on long-term skin effects such as wrinkles (37%) and stretch marks (34%), alongside hygiene (32%). The approach is consistent across both facial and body care, as **Gen Z aims not only to prevent problems but also to improve and maintain their skin's overall health and appearance over time.**

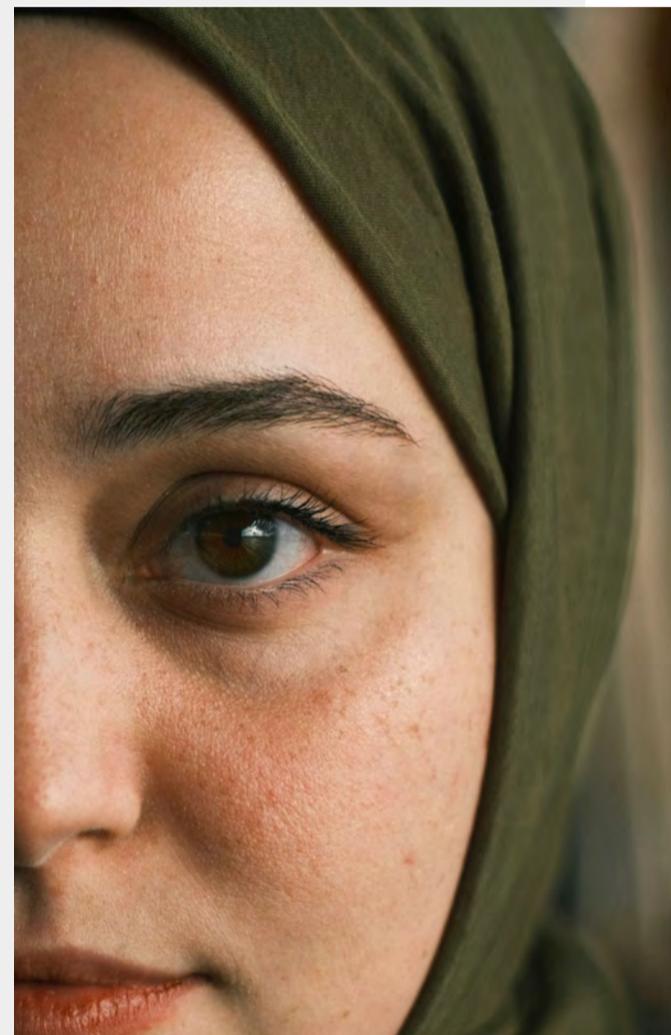
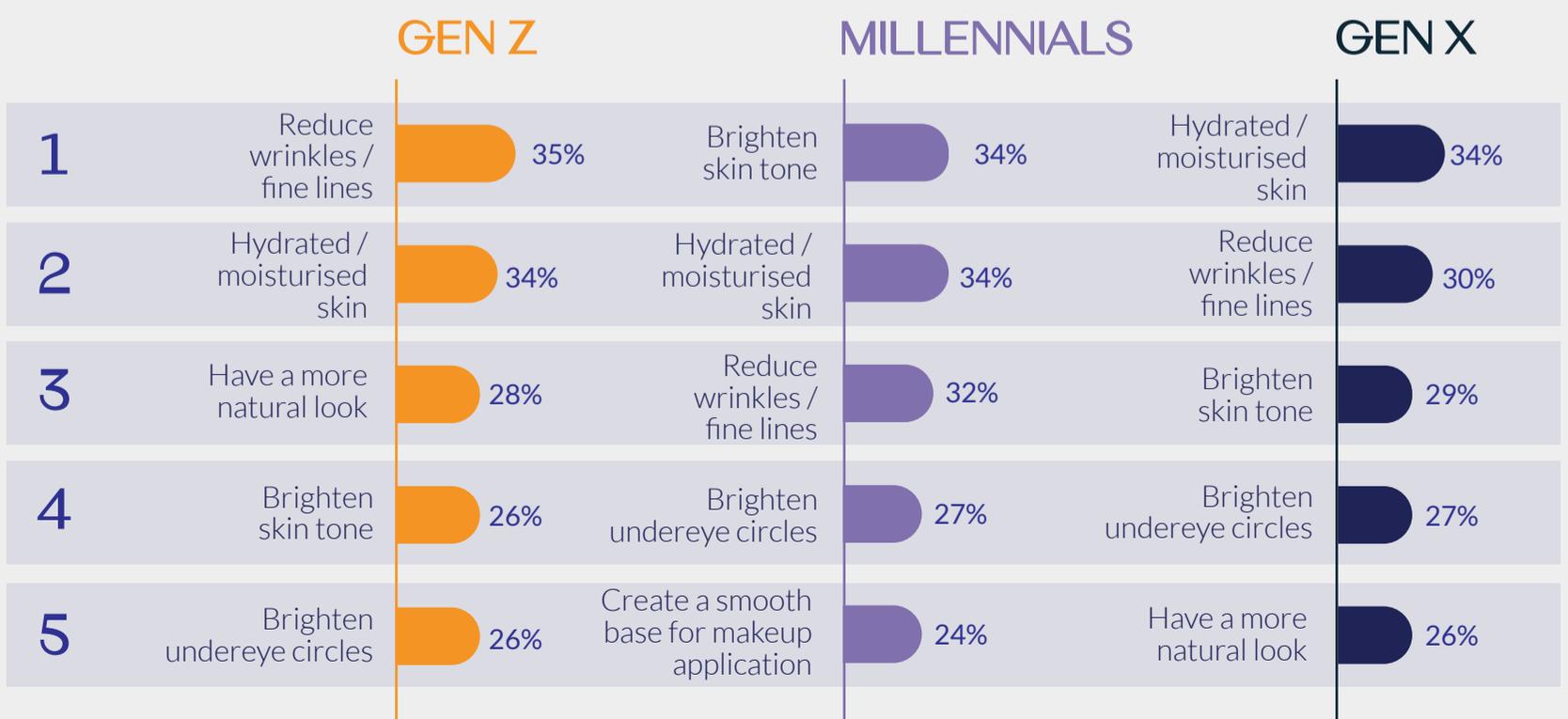


Figure 11: Top 5 skincare goals for female consumers



Source: Chalhoub Group consumer study

## COMMUNICATION: NO ONE-SIZE-FITS-ALL APPROACH

When addressing skincare concerns, Gen Z generally **respond better to communication that emphasizes positive, goal-oriented language instead of a purely preventative approach**. However, certain concerns—such as dry skin, acne, and redness—are exceptions where preventative messaging is more effective (Figure 12).

**Figure 12:** Preferred language when purchasing skincare products per concern

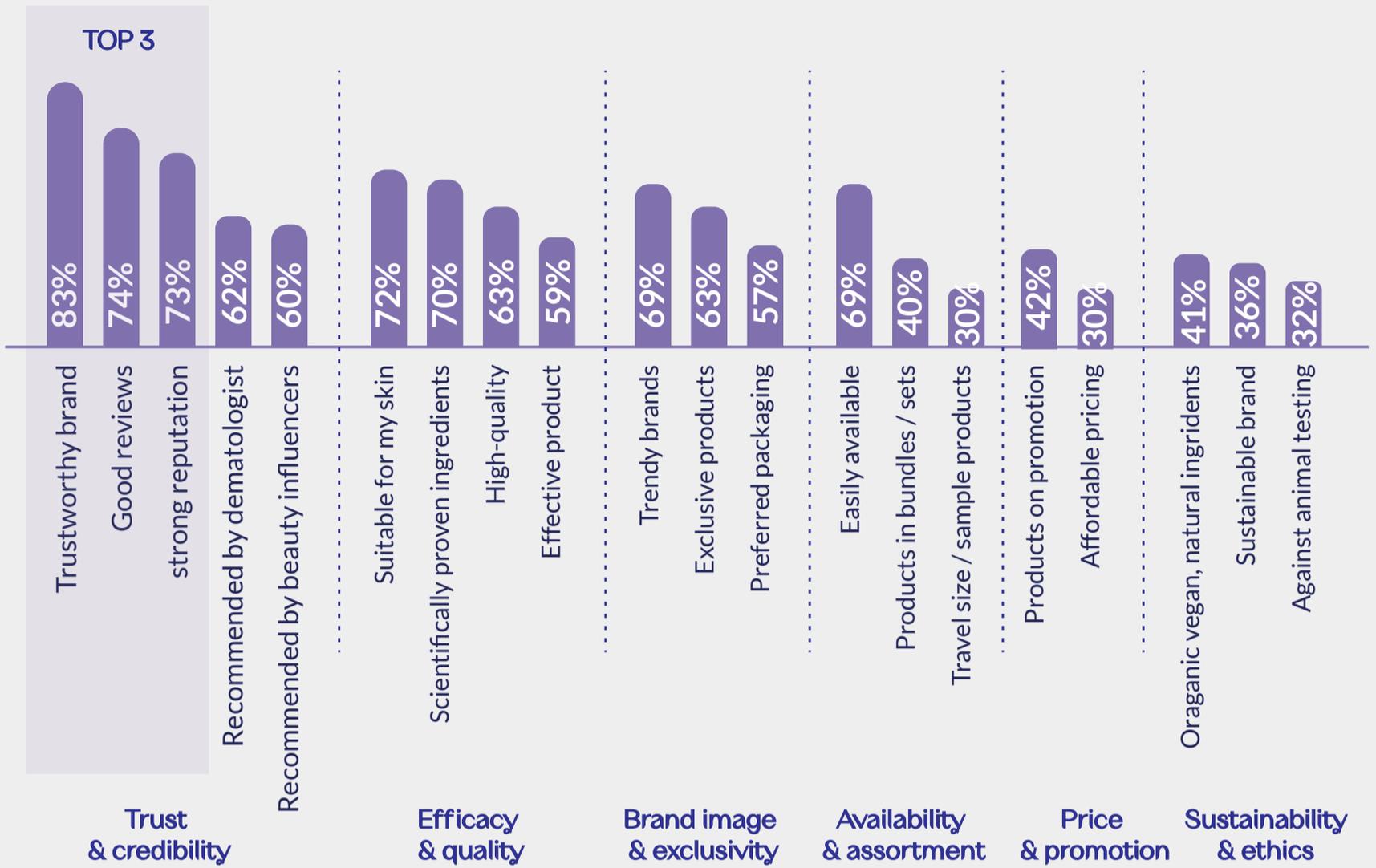
CONCERN	GOAL ORIENTED	F. GEN Z PREFERENCE	PREVENTATIVE
Dry skin	Moisturizers / hydrates my skin	37% 63%	Prevents dryness of the skin
Oily skin	Keep skin fresh with healthy oil balance	53% 47%	Prevents my skin from being oily
Aging (wrinkles)	Maintains youthful skin	56% 44%	Prevents skin aging, fine lines & wrinkles
Dark spots	Evens out skin tone	55% 45%	Prevents dark spots & discoloration
Acne	Promotes clear and blemish free skin	31% 69%	Reduces acne & breakouts
Large pores	Creates smooth, refined complexion	58% 42%	Decreases pore size
Redness & inflammation	Soothes the skin	27% 73%	Reduces redness and inflammation
Dull skin	Enhances skin's natural glow	65% 35%	Prevents skin dullness
Allergic reaction	Provides gentle care for sensitive skin	57% 43%	Reduces the risk of allergic reactions

### NUANCED MARKETING REQUIRED

Brands targeting Gen Z should tailor their communication strategies to align with specific skincare concerns, balancing preventative, and goal-focused approaches as needed.

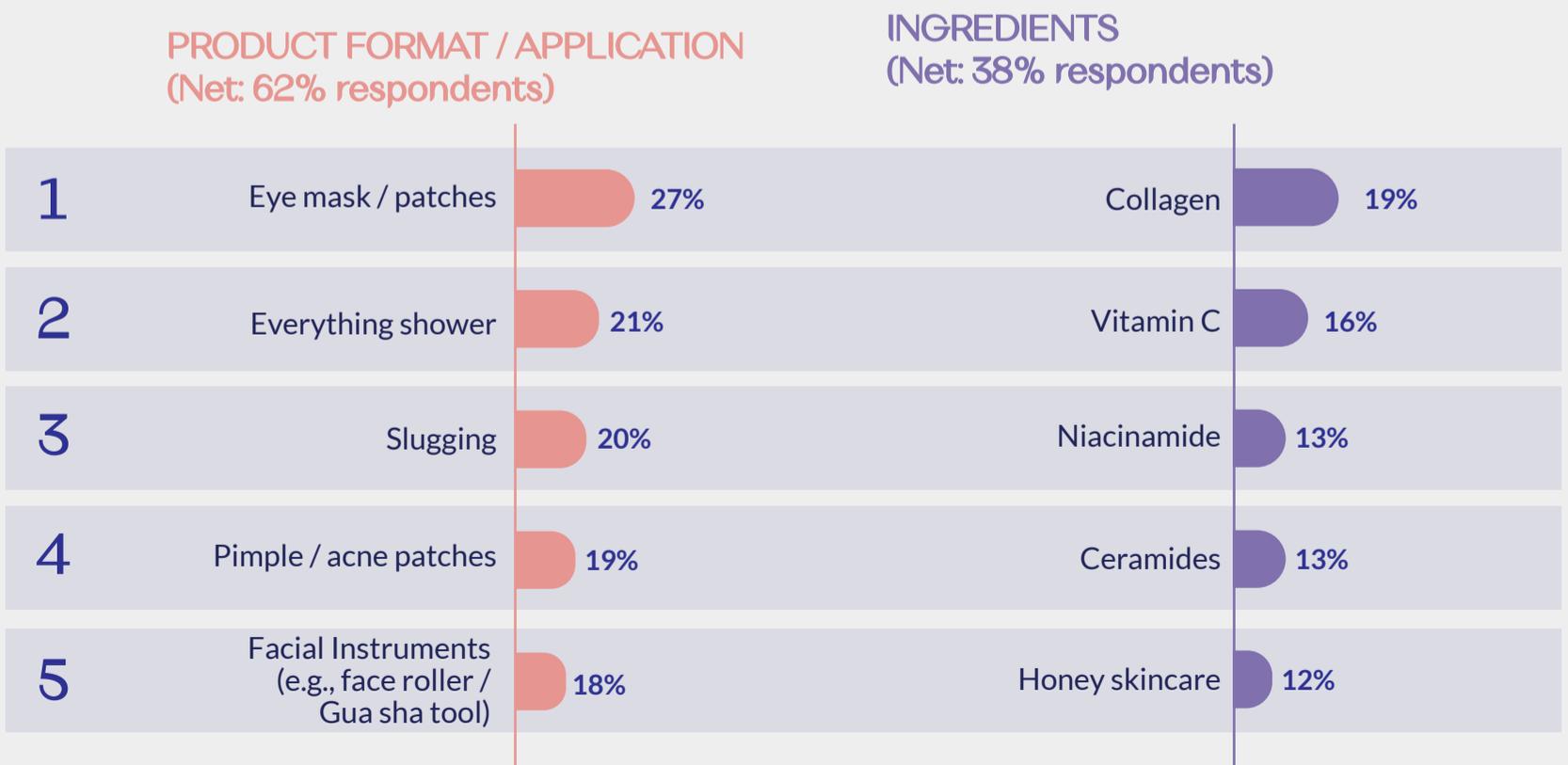
What stands out most to Gen Z are brands that reflect a blend of trust, efficacy, trend engagement and visual appeal. **Trustworthiness, good reviews, and a strong reputation remain the most important factors influencing their skincare purchase decisions** (Figure 13).

Figure 13: Reasons for purchasing a skincare brand for female Gen Z consumers



Gen Z females show high interest in trends that emphasize product formats and application methods. Popular practices like the "slugging"<sup>8</sup> and "everything shower"<sup>9</sup> account for 62% of Gen Z female responses about skincare trends, compared to just 38% for individual ingredients like collagen and vitamin C (Figure 14). However ingredients still matter, especially those that address hydration and wrinkle prevention.

Figure 14: Top 5 trends declared by Gen Z female consumers

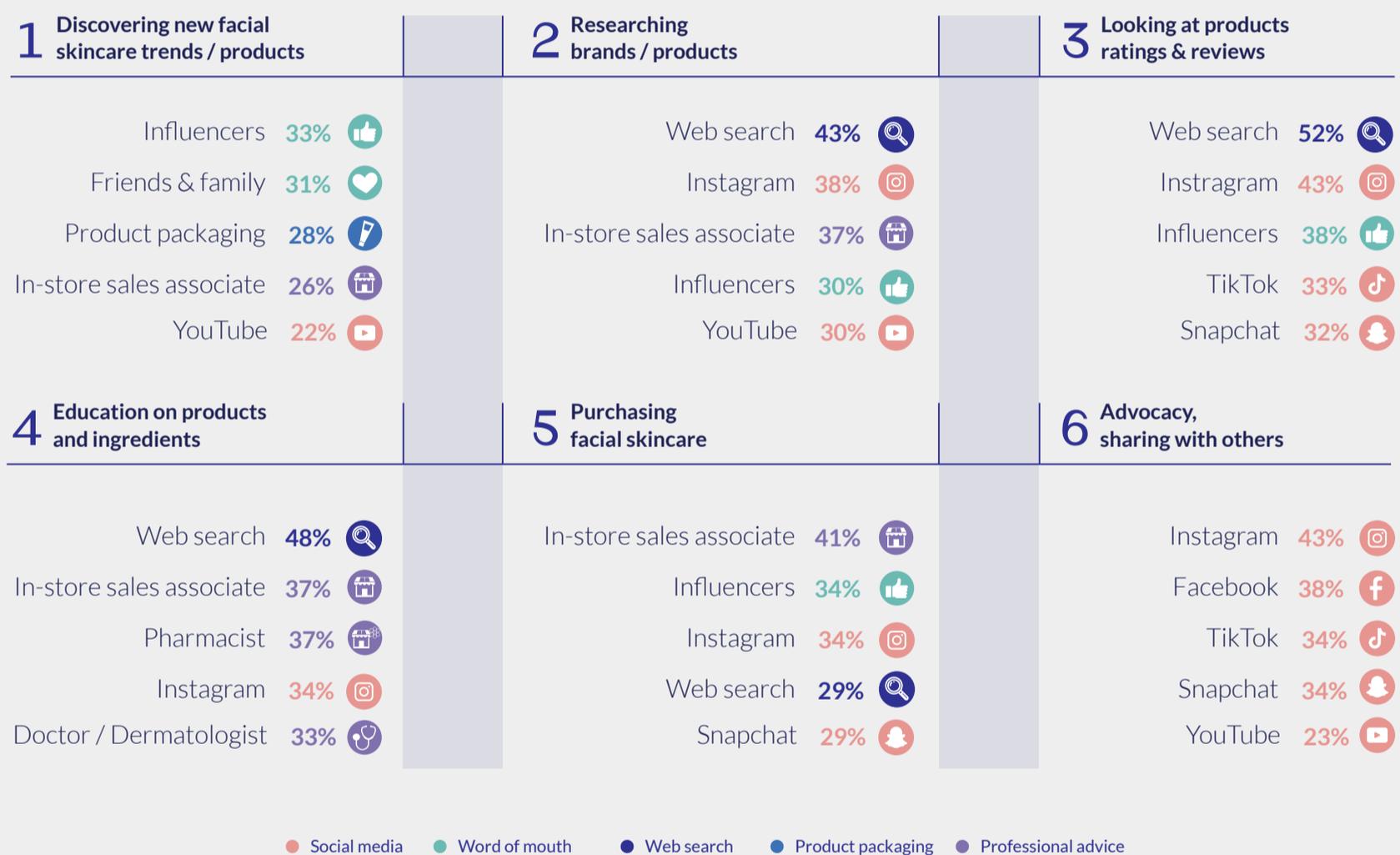


## SOURCES OF INFLUENCE: TAILORED ACROSS GEN Z'S SKINCARE JOURNEY

It is crucial for brands and retailers to be present at the relevant touchpoints across Gen Z's skincare journey. Acquiring skincare knowledge is core for Gen Z's beauty journey and central to their decision making process. **Gen Z blends multiple information sources** such as word of mouth, web search, and social media for a comprehensive research approach and **weighs them differently according to the stage of their journey**. This hybrid strategy signals Gen Z's autonomy in navigating the category while balancing the influence of trusted voices (Figure 15).



**Figure 15:** Touchpoints across female Gen Z skincare consumer journey



**In early stages, word of mouth is crucial**, with 1 in 3 Gen Z females discovering new products through influencers, highlighting the value of strategic Key Opinion Leader (KOL) collaborations to boost brand awareness among Gen Z. Friends and family also play a significant role in shaping awareness, reflecting Gen Z's reliance on peer validation & trust within their social circles. Product packaging further influences discovery, with bold, playful designs resonating well with this demographic.

Moreover, **Gen Z values independent research, especially in the pre-purchase phases**. Web-search plays a major role in research, ratings and reviews, and education, reflecting their preference for self-guided learning over reliance on in-store associates, who are more valued among other generations. Nevertheless, **in-store interactions remain influential during the actual purchase stage (41%)**, offering the expert guidance Gen Z values when finalizing decisions.

**Social media is central across all stages of the skincare journey, from discovery to the advocacy post-purchase phase.** Meta's consumer trends' tool reveals skincare conversations among Gen Z in KSA have increased 22% in 2024 and are always-on throughout the year.

## RISE IN SKINCARE RELATED CONVERSATIONS AMONG GEN Z ON SOCIAL MEDIA

Year on year growth captured via Meta's Trend Analysis Tool

**155%**  
Skincare tips

**131%**  
Skincare routine

**127%**  
Vitamin C

**103%**  
Serum

Although industry experts and consumers alike might assume TikTok dominates due to its rapid growth and leading position in monthly active users (MAU) in the GCC<sup>10</sup>, **Instagram remains the dominant platform for Gen Z beauty consumers across their entire skincare journey.** This trend aligns with our previous consumer research, which consistently shows Instagram as the most mentioned platform for discovering beauty trends and products that resonate with young consumers in the region.

In fact, Instagram is used by 91% of female Gen Z consumers during their skincare journey (compared to 84% for YouTube and 83% for TikTok), leading in five out of six stages of the journey, including research, ratings and reviews, education, and advocacy (Figure 16). Its visual appeal and influencer culture make Instagram a key channel for Gen Z, especially in stages where they seek further knowledge and guidance to help inform their purchase decisions.

**Figure 16:** Most used social media platforms along female Gen Z consumer journey



## Influencers and creators speak

“Instagram has been a pivotal platform in accelerating the growth of my brand as a beauty creator. Since prioritizing Reels in early 2024, my follower base has surged by 225%, growing from 100K to 325K especially with Gen Z. This exponential growth has led to collaborations with 15 global brands in 2024 alone, a substantial 5x increase from the previous year.”

- Yara Ayoob, Instagram content creator

**Strategically leveraging social media platforms depending on the stage of the consumer journey is key** – Instagram drives deep research, brand experience and purchase; TikTok builds buzz, amplifies ratings and reviews and fuels trend-driven content; Snapchat strengthens advocacy and WOM, with some conversion happening; while YouTube remains a trusted source for in-depth tutorials and reviews. The omnipresence of video-centric platforms throughout Gen Z’s skincare journey highlights the importance of dynamic, visually engaging formats in capturing their attention at every stage of the journey, especially through short form videos that are on the rise.

## RECIPE FOR SUCCESSFUL VIDEO CONTENT AS PER INSTAGRAM GUIDELINES

Successful video content must be:

1. **Digestible** (65% of Reels use the text sticker to overlay text onto video)
2. **Entertaining** (80% of Reels are viewed with ‘Sound On’ and 40% use effects)
3. **Relatable** (featuring human presence increases click through rate)
4. **Shoppable** (use of product tags and click to actions)
5. **Contagious** (easy for your community to recreate)

**The type of content that resonates varies between generations.** As indicated by TikTok marketplace data, influencers targeting Gen Z, such as Sara Alwari and Narins Beauty, maintain high engagement by producing playful, culturally relevant content, aligning with a preference for quick, visually engaging formats. On the other hand, creators targeting Millennial audiences like Layan Salem and Mina Alsheikhly focus more on aspirational lifestyle content, often highlighting entrepreneurship, sophisticated beauty routines, and curated experiences. This generational distinction emphasizes the need for a targeted approach when engaging with each audience. For Gen Z, brands should lean into energetic, trend-driven campaigns, while for Millennials, content should be more polished and informative, reflecting their more selective consumption habits.



## TARGETED SOCIAL MEDIA CONTENT AND CREATOR APPROACH

A targeted approach is needed to position brands and products in front of Gen Z on social media, as they engage with specific creators and content formats that may not have the same appeal to other demographics.

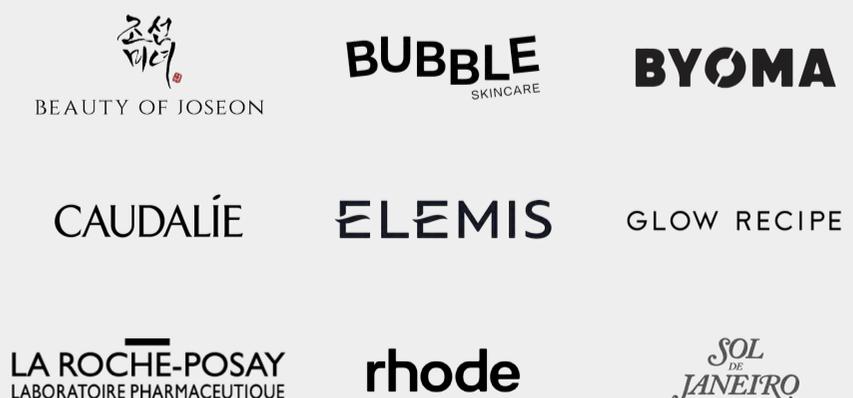
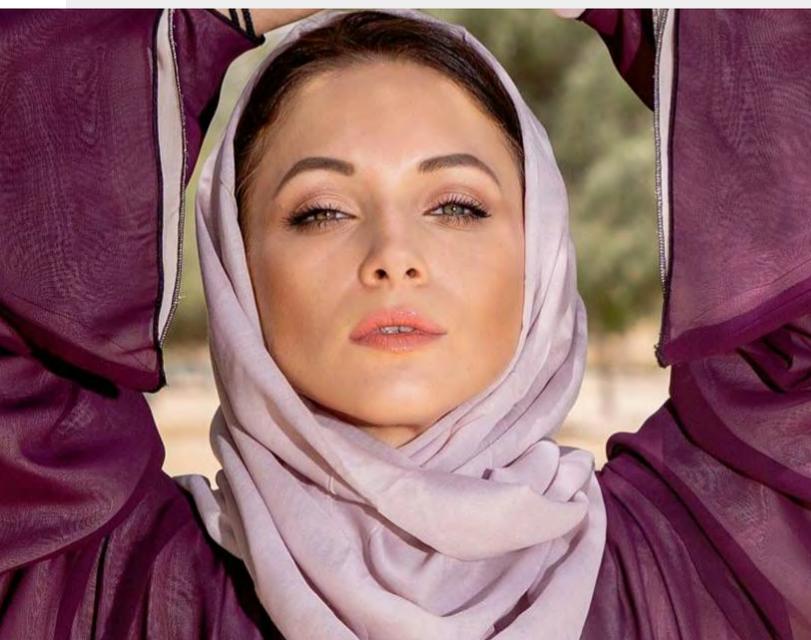


### GEN Z'S SKINCARE PURCHASES: EAGER TO EXPERIMENT, LOYAL TO THE TRIED-AND-TRUE

Gen Z gravitates towards brands that are in tune with digital trends, actively engaged in online social conversations, and endorsed by their inner circles. These brands maintain a strong digital presence, making them an integral part of Gen Z's daily lives, where social validation and connection play a central role in their decision-making process.

To better understand which brands resonate most with Gen Z, we developed the **GCC Gen Z Hottest Brand Index**, which identifies hottest brands based on two dimensions: **popularity and trendiness**. Popularity is assessed through a combination of three parameters: how well-known and established a brand is globally, as well as how frequently it is being purchased locally in the GCC. Trendiness, on the other hand, through additional metrics, captures how quickly a brand is moving through the consideration phase and is being adopted by GCC Gen Z consumers. Together, these metrics provide a comprehensive view of brands that are not only growing quickly but also maintaining lasting relevance with Gen Z in the region (Figure 17).

Figure 17: GCC Gen Z Hottest Brand Index – Top 10 brands in H1 2024 (In alphabetical order)



SUMMER FRIDAYS

Gen Z's top ten hottest brands share a common formula for success—they feature **colorful, attractive packaging, are central to online conversations, endorsed by peers, and offer hybrid products that combine different beauty use cases.** These hybrid offerings, such as tinted SPF and lip balms that deliver both hydration and a hint of color, blur the lines between makeup and skincare, catering to Gen Z's preference for multi-functional products.

## SHIFTING TOWARD PREMIUMIZATION AND EXPERIENTIAL BRANDS

While efficacy remains important, **Gen Z is increasingly drawn to brands that deliver more than just results—they're looking for an experience that speaks to their lifestyle and emotions.** The hottest brands are now predominantly found in prestige beauty specialty stores, which are emerging as key players in shaping the skincare market. These stores not only provide product quality but also offer an immersive and engaging shopping experience. This signals a potential shift from 2022, when Gen Z leaned more towards dermo and ingredient-led brands, typically found in pharmacies at lower price points. **As a result, Gen Z is shifting from purely efficacy-driven choices to brands that also offer a holistic, experiential, and emotionally engaging appeal, allowing for a potential premiumization of the category.**

## LOYAL, YET CURIOUS

Although trend-driven, once a brand meets their expectations, **Gen Z loyalty can be strong, even stronger than that of other cohorts.** Among female Gen Z consumers who purchased one of the hottest brands in the last four months, 48% reported buying that brand most often, compared to 40% of Millennials. However, this does not mean they shy away from experimentation. Eighteen percent of female Gen Z reported trying a new brand in the past three months, significantly higher than Millennials (11%) and Gen X (12%). For Gen Z, it's not just about chasing the next trend; it is about finding trusted brands that align with their personal values and routines. **This balance between curiosity and loyalty highlights their inclination towards self-indulgence and staying 'in the know,' making them both exploratory and selective consumers.**



## BETWEEN EXPERIMENTATION AND LOYALTY

Gen Z sticks to trusted favorites while staying open to exploring new products that have gained traction within the ‘in the know’ crowd. Their decisions reflect a desire to be part of what's trending while still valuing the brands that consistently deliver their expectations.



## INTENTIONAL, NOT IMPULSIVE

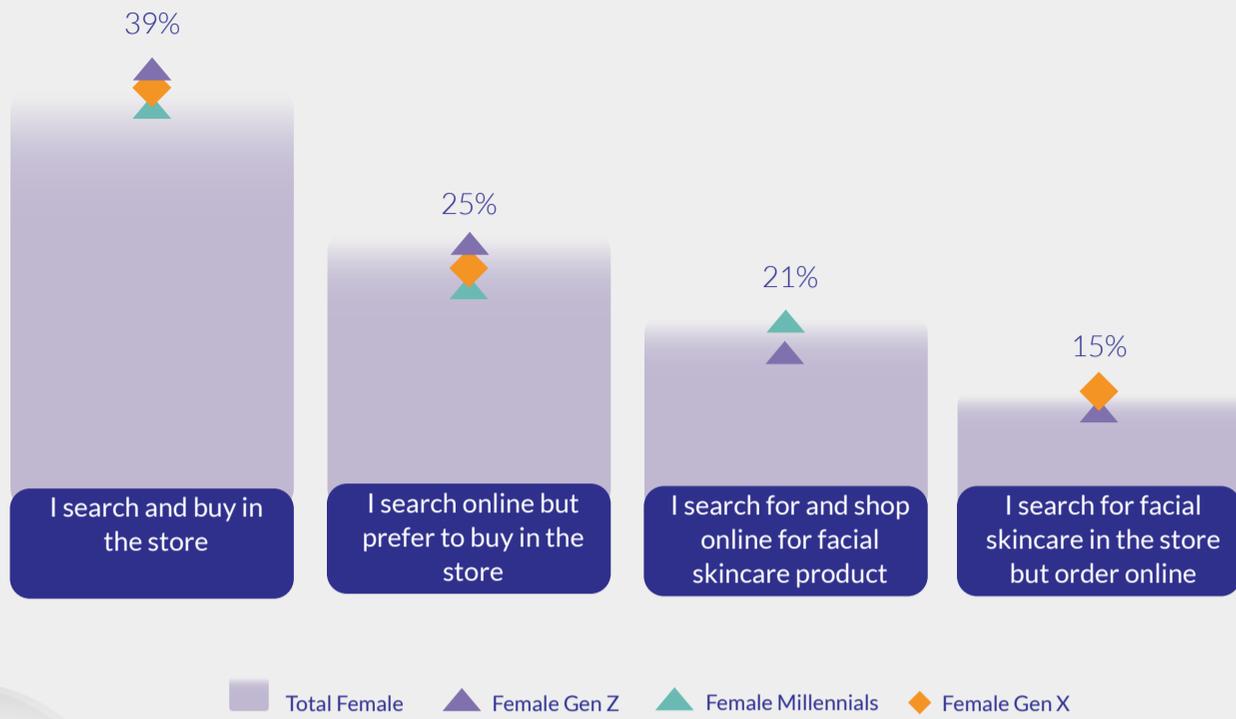
In contrast to other generations, Gen Z approaches beauty purchasing with intentionality. Only 18% of female Gen Z consumers report making spontaneous purchases compared to 24% of Millennials. Instead, **Gen Z's buying decisions are often replenishment driven.** Fifty-seven percent of Gen Z (and 65% of female Gen Z) cite replenishment as their main motivation, reflecting their **planned and intentional purchasing approach.**

For Gen Z, skincare is about more than filling their shelves—it's about building routines with products they trust. Their purchases are driven by the need to maintain continuity, ensuring they always have their must-have products on hand.

## ROLE OF CHANNELS: OMNICHANNEL IS KEY, ALTHOUGH FINAL PURCHASE IS OFTEN OFFLINE

While Gen Z embraces digital tools, **offline shopping remains a strong preference**, with 63% of female Gen Z choosing to shop in-store. However, online channels are still critical to their decision-making process. Forty-seven percent of Gen Z start their skincare search online, regardless of where they ultimately make their purchase. This highlights the importance for brands and retailers to maintain a robust omnichannel presence, engaging consumers consistently across both online and offline touchpoints (Figure 18).

Figure 18: Purchase and research channels preferred by female consumers



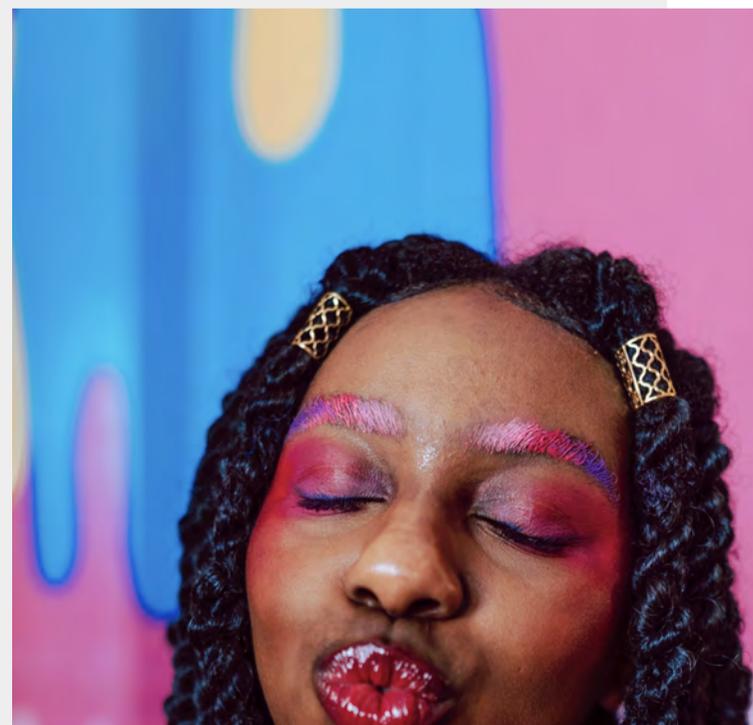
### IMPORTANCE OF OMNICHANNEL APPROACH

Blend of offline and online preferences reveals Gen Z’s selective approach, prioritizing seamless, experience-rich interactions across channels.

As the generation driving significant growth in the skincare market, **Gen Z in the GCC represents a powerful force shaped by a unique blend of confidence, curiosity, and selective purchasing behavior.** They favor premium products, trendy hybrid skincare solutions, and immersive brand experiences that keep them ‘in the know.’ To capture their loyalty, brands must deliver innovative solutions that blend function with emotional appeal, while maintaining a pulse on social trends. Staying relevant requires balancing personalized education with seamless digital engagement as this dynamic generation reshapes beauty standards across the region.

### 5 TAKEAWAYS FOR BRANDS AND RETAILERS TARGETING GEN Z IN THE GCC:

**1. Close the knowledge gap, educate to empower:** While 91% of Gen Z feels confident in their skincare knowledge, there is still room to fine-tune. Brands can offer personalized educational tools—like smart quizzes or tailored online guides—leveraging both digital platforms and in-store expertise to provide targeted advice, empowering consumers to make informed and customized skincare choices.



**2. Tailor communication to build authentic connections:** Gen Z expects personalized content that speaks directly to their skincare concerns—whether it is goal-focused or preventive. With just 7.6 seconds of attention span, brands should cut through the noise prioritizing video-centric platforms like Instagram and TikTok, while leveraging peer recommendations and influencers to build credibility and foster a sense of community.



**3. Innovate with hybrid products that enhance experience:** Gen Z is drawn to multitasking products that cater to their desire for efficiency and style. Offer skincare-meets-makeup hybrids like tinted lip balms or tinted SPF, that streamline their routines, while delivering an emotional and experiential value. Focus on consistent quality and exciting, trend-driven innovations that keep Gen Z engaged.

**4. Fuel curiosity while driving loyalty:** Gen Z is highly selective driven by quality, brand experience, and intentional purchasing. While they remain loyal to their favorite brands, they are also open to experimentation, especially with trending products. Brands should offer trusted quality with a dash of playfulness—whether through bold packaging, limited-edition collaborations, or exclusive drops.

**5. Curate immersive omnichannel shopping experiences:** Gen Z blends online research and social validation with in-store engagement, with 63% preferring physical stores. Create aesthetically pleasing, Instagrammable, experience-driven spaces that engage consumers in-store while maintaining strong online channels that offer convenience and accessibility.

The report content and analysis were prepared by **Jasmina Banda**, Chief Strategy Officer at Chalhoub Group, where **Andrea Fetzer** is VP Strategy, **Mo Shadman** is Director Intelligence, **Angela Gutierrez** is Senior Manager Strategic Insights, **Sneha Roy** is Senior Associate Strategy and **Amelia Wilson** is Senior Associate Consumer Insights.

In collaboration with Meta, namely **Anna Germanos** Group Director CPG, Retail, E-commerce & Luxury.

---

<sup>1</sup> NielsenIQ, GfK and World Data Lab, "Spend Z Gen Z changes everything"

<sup>2</sup> Datareportal, Meltwater and We Are Social, "Digital 2024 Global Statshot Report"

<sup>3</sup> Omnicom Media Group, Yahoo and Amplified Intelligence, "When consumers pay attention to ads, when they don't," accessed September 2024

<sup>4</sup> Chalhoub Group, "GCC Luxury Sentiment Tracker" Q1+Q2 2024

<sup>5</sup> United Nations Population Division and Oxford Economics

<sup>6</sup> Euromonitor

<sup>7</sup> Centric Market Intelligence™

<sup>8</sup> Act of slathering your face in a layer of petroleum jelly as the last step of your nighttime skin care, routine believed to lock in moisture. L'Oréal Paris USA, "The slugging trend is back – Here's what you need to know," accessed August 2024

<sup>9</sup> Action of including every single step of your bathing routine including washing face, hair, body, and other steps in one shower session. Vogue, "I have mastered the Everything Shower," accessed August 2024

<sup>10</sup> Sensor Tower, monthly active users data for UAE, KSA, 2018-2024