

BEAUTY BADGING

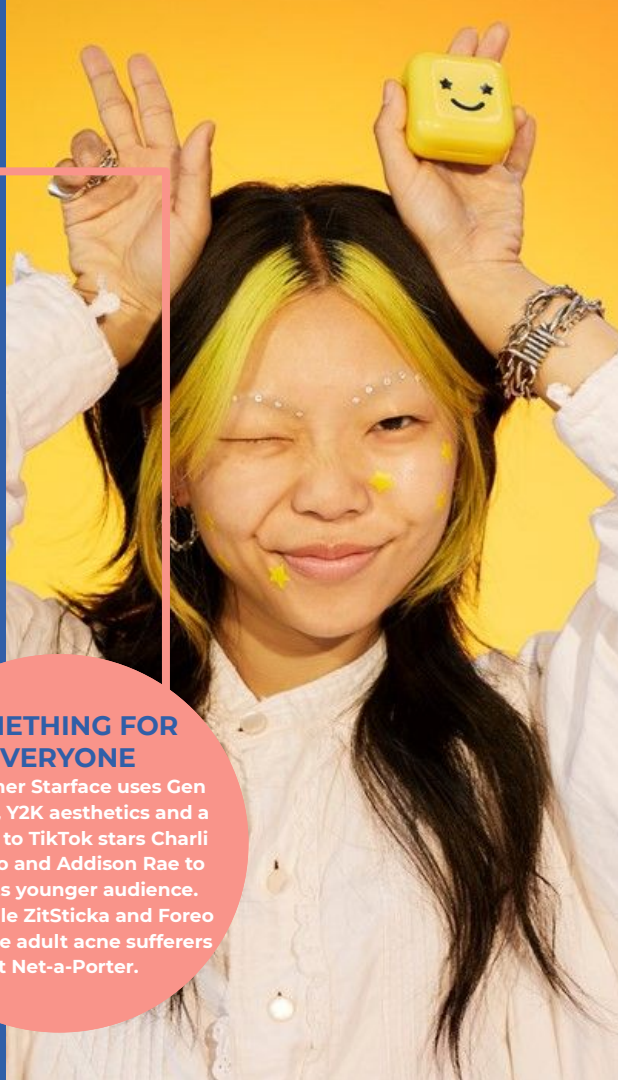
Beauty fanatics have discovered a new way to treat their acne, and as a result, are moving away from unattainable beauty standards by wearing their flaws with pride.



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SOMETHING FOR EVERYONE

Newcomer Starface uses Gen Z yellow, Y2K aesthetics and a close tie to TikTok stars Charli D'Amelio and Addison Rae to reach its younger audience. Meanwhile ZitSticka and Foreo target the adult acne sufferers at Net-a-Porter.



Acne is **one of the most prominent - and profitable - skincare concerns**, with $\frac{1}{3}$ of acne doctor visits being made by women over the age 25*. Those who suffer from it will try just about anything - from medical treatments to creams and concealers to cover it up. But a beauty trend hailing from where-else-but South Korea has given new life to a conversation around acne and skincare goals.

Enter perfectly branded acne patches, often shaped like stars and flowers, which have moved away from the bandaid aisle at your local drugstore, and into the hands of **Gen Zers eager to disrupt the norm and celebrate their imperfections**.

But sharing what your face looks like with cute stickers goes a lot deeper than getting more likes online. Those who proudly wear it are breaking down a stigma that has a **huge effect on young beauty consumer's mental health** when they're told by brands that they have 'problem skin'. The more fun and lighthearted the conversation becomes, the better.

For instance, for this season's RuPaul's Drag Race UK reality competition, fan favourite Bimini Bon Boulash made a **poignant fashion statement** when she wore an outfit - and makeup - inspired by acne.

The mindset shift is a part of a wider skin positivity movement born on the internet, where influencers bare their skin, and users **find solace under hashtags like #freethepimple**. The more issues around body standards are talked about, the more this community thrives in the collective spirit that they're not alone.

*The Journal of Clinical and Aesthetic Dermatology