



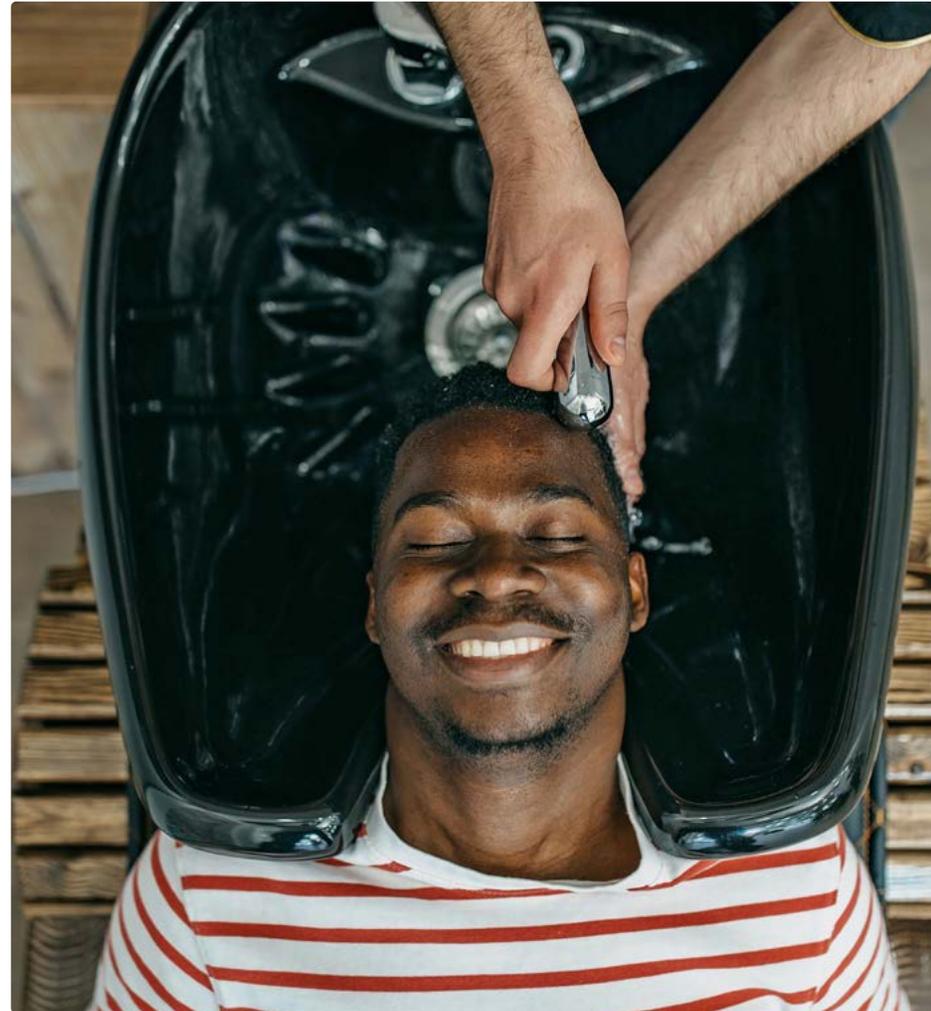
yelp 

2022's Beauty Trend Forecast Report

With 23 days left until the new year it is time to start manifesting your best self for 2022. When you look your best you feel your best, and as the go-to guide for all things local, our users are constantly searching Yelp to find the top salons, spas and other businesses to meet their beauty needs.

What hairstyle and beauty treatments will give you that filtered look IRL? In 2022, beauty and wellness will offer more options to both enhance your natural beauty with treatments like lip blushing and glow facials, and show off your unique style with nail art and mullets - yes, you heard us right.

In order to forecast a whole new year's worth of beauty trends, Yelp's data science team started by using review data to find a list of words and phrases that were rising the fastest and most significantly between 2020 and 2021, across beauty categories.



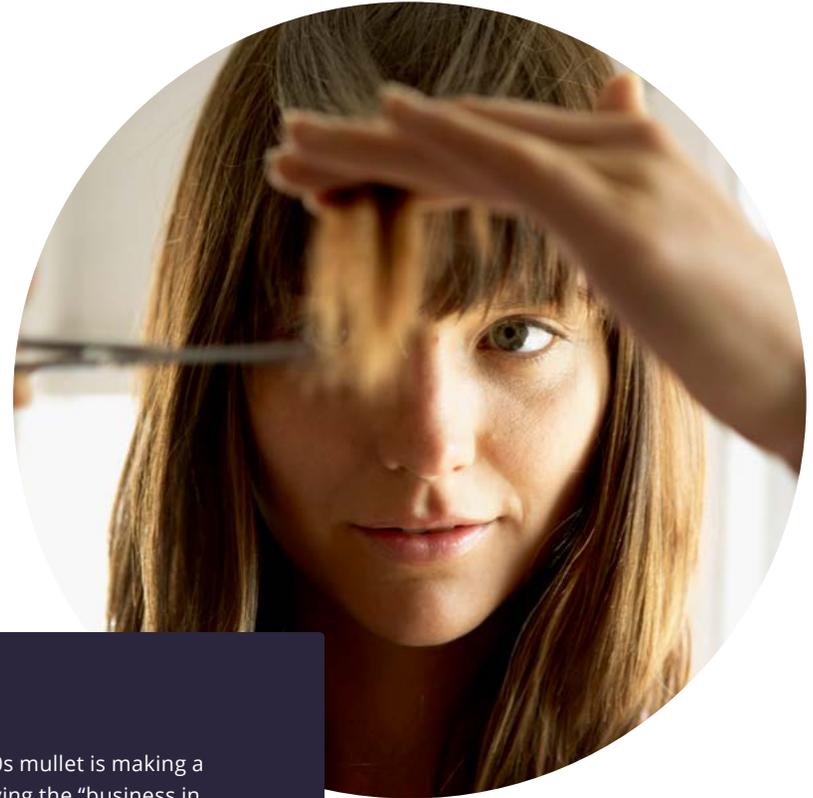
8 Beauty Trends to Try Next Year

Next Level Lips – Lip Flips and Lip Blushing

People are kissing their old lip kits goodbye and embracing new lip treatments. [Tik-tokers](#) are popularizing the lip flip (up **107%**), driving many to try it out for themselves at med spas like [Plump](#) in NYC. The perfect pout isn't only about shape – Lip blushing (up **130%**) might [save some time](#) on your morning beauty routine as you transition back to office life. Businesses like [Elite Permanent Makeup](#) in Los Angeles, which has 4.5 stars and almost 800 reviews, specialize in the treatment.

› Searches for lip flip were up **107%**

› Searches for lip blushing were up **130%**



Retro Hair Revival

It's not just workplaces that are opting for a hybrid model; the infamous '70s mullet is making a comeback. [Lil Nas X](#) and [Florence Pugh](#) are just two of the many stars reviving the "business in the front, party in the back" style. Yelp searches for "mullet" are up **73%** – a trend we expect to continue in 2022. [Curtain bangs](#), another disco-era favorite, are exploding in popularity with an increase of **828%** in searches on Yelp.

› Searches for mullets were up **73%**.

› Searches for curtain bangs were up **828%**.

8 Beauty Trends to Try Next Year



Body Contour

Body shaping continues to offer variety for those looking for a new silhouette. Traditional body contour continues to trend in popularity (up **35%**) and for those looking for similar results without the surgery, procedures like Emsculpt (up **24%**) are a new favorite on Yelp. [Dvida Med Spa](#) in Chicago, which has 4.5 stars and 250+ reviews is a favorite for non-invasive body sculpting treatments like emsculpt.

- › Searches for traditional body contour were up **35%**.
- › Searches for Emsculpt were up **24%**.



Nailed it

If a year of hand sanitizer and hand washing has left your fingers in need of TLC, next year will find many of us reinvesting in manicures. Nail art (up **75%**) continues to trend with designs that are [more intricate](#) than ever. And we expect [almond shaped nails](#) (up **146%**) to be a favorite in the year ahead. If you're looking for some nail art inspo check out Austin Texas [Dream Spa](#) on Yelp.

- › Searches for nail were up **75%**.
- › Searches for almond shaped nails were up **146%**.

8 Beauty Trends to Try Next Year

Glow Up

Facials are always in style, and right now the Glow Facial – which involves stimulating oxygenation and circulation through product and massage techniques, is up **66%**, making it the most popular facial among Yelp users looking to revitalize and rejuvenate their skin. [Irene's Skintopia](#) in Los Angeles provides over a dozen types of facials including the Glow Facial.

› Searches for glow facials were up **66%**.



PRF Injections

Platelet rich fibrin, aka the cousin of platelet-rich plasma, aka PRF, is used to treat signs of aging on the face and scalp. With searches for the treatment up **44%****, we're predicting it goes mainstream in 2022.

› Searches were up **44%** for PRF injections.

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The Other Botox

Despite its name, there are no needles involved in Hair Botox. Likened to a strong hydrating mask, this cousin of the popular Keratin treatment is growing in popularity, and Yelp searches for the deep conditioning treatment are up **22%**.

› Searches for hair Botox were up **22%**.



Buccal Fat Removal

While there are dozens of makeup tricks to slim the appearance of your face, some are opting for a more permanent fix. Chrissy Teigen opted for [buccal fat removal](#) to slim her cheeks. On Yelp, searches for this procedure are up 16%.

› Searches for buccal fat removal were up **16%**.



Methodology

To gather an understanding of trending topics, Yelp's data science team identified trends within search text by measuring the frequency of certain phrases related to beauty searched for by Yelp users. In addition, further curation of the terms evaluated was performed with the expertise of Yelp Trend Expert Tara Lewis. To understand how the search volume of these terms changed over time, we compared the frequency of the phrases against their frequencies from prior periods.

All stats are year-to-date comparing January - October 2021 to January - October 2020 unless otherwise noted.

**1 Month changes compare October 2021 to September 2021



What trends are you excited to try?

Tell us what you think on Twitter, Facebook
and Instagram [@Yelp!](#)

