

Beauty in the age of Coronavirus

A new survey by scientific skincare brand, StriVectin reveals how the COVID-19 pandemic is having an ongoing impact on our self-perception and beauty habits

- One in five spend at least HALF their time on video calls staring at their own reflection
- 50% have been so distracted by their appearance that they stop listening on video calls
- One in five blame increased screen time for a deterioration in their skin condition
- Fuelled by facemasks, dark circles under the eyes now top the list of biggest beauty concerns (25%), overtaking forehead wrinkles (13%) and age spots (13%)
- Long-term change? 89% expect to continue using video calls after lockdown ends

Ahead of the launch of its new **Intensive Eye Concentrate for Wrinkles PLUS**, scientific skincare brand StriVectin has commissioned new research to explore our evolving beauty perceptions and habits. The survey of 2,000 UK adults explored the impact living in a largely virtual world for over a year has had on how we perceive ourselves and others, and how we expect those changes to impact our daily lives as we emerge from lockdown.

Alison Yeh, Chief Marketing Officer at StriVectin says, “As a brand with scientific research at the core of our beliefs, it was important for us to better understand shifting consumer perceptions and priorities. The findings of this survey shed a light on the impact living virtually has had on the way we look at ourselves on many levels, a trend we expect to continue as working from home, video calling and face masks are likely to remain embedded in our everyday lives for months to come.”

THE NEW NARCISISTS

Video calling has become the new normal since lockdown necessitated time spent apart from friends and family, and with **89% expecting to continue video calling after lockdown**, this trend isn't going anywhere.

On average, **we spend three hours and ten minutes on video calls every week** which, thanks to the in-picture previews, equates to an extra 53 minutes each week spent looking at our own reflection. But for some it's much more, with **one in five (19%) admitting to spending at least half of each video call, or 100 minutes per week, staring at their own reflection.**

The knock-on effect is that **59% say video calls have made them more aware of their own appearance**, which is taking a toll on our communication skills. Half of all respondents **(50%) admit that they at times get distracted by their own appearance** on video calls and stop listening, casting doubt onto the now familiar excuse, 'sorry, I was on mute'.

In light of our newly realised self-awareness, it is perhaps no surprise that **54% have turned their camera off due to their appearance**, with reasons including having a bad hair day (12%), not wearing makeup (10%) or suffering from breakouts (7%). Taking it one step further, **19% have cancelled a video call altogether due to concerns about their own appearance**, with men slightly more likely to cancel a call due to their appearance (21% vs. 18% of women).

BLAME IT ON THE BLUE LIGHT

Around half of respondents have some level of appearance-related anxiety as lockdown starts to lift, with **47% of respondents feeling concerned about their appearance as we return to face-to-face meetings.** This increases to 78% in the 18-34 age group.

During lockdown, **62% feel that the overall condition of their skin has deteriorated, with one in five (20%) specifically citing increased screen time as a particular reason** why their skin condition has deteriorated or appeared to age more rapidly.

To beat the blue light blues, people are turning to beauty products which count blue light protection amongst their claims, with **43% having either brought, researched or planned to look into products that will protect their skin from blue light**. Men are slightly ahead of this trend, with one in five (20%) having already invested in blue light protection products.

To help neutralize the visible effects of blue light exposure to skin, StriVectin includes Arctic Marine Ferment in its Intensive Eye Concentrate for Wrinkles PLUS.

Francine Krenicki, VP of Product Development at StriVectin explains, “Our Arctic Marine Ferment is that latest digital anti-aging technology that helps to neutralize the visible effects of blue light exposure to skin

THE EYES HAVE IT

One of the biggest changes as we venture out into the world again is that PPE will be an essential accessory for every outfit, so it is no surprise that this changes the way we look at ourselves and at each other. **Over half (56%) of the survey respondents feel that there will be an increased focus on people’s eyes** with the everyday addition of face masks to our lives.

This may explain why **one quarter (25%) of people rank dark circles under their eyes as one of their biggest concerns about ageing**, surpassing other common beauty complaints such as forehead wrinkles (13%), age spots (13%), and sagging skin (21%).

As a result, 48% of us are making an effort to positively accentuate that area, most notably using anti-ageing eye creams (20%) or products to conceal or diminish dark circles (20%).

“With eyes now the main element of our appearance visible to the outside world, it is natural that they have become our focal facial feature,” says Alison Yeh, “And, after the stress of the last year causing many a sleepless night, it also makes sense that dark circles would be such a significant consideration for so many. That’s why when we were formulating our new Intensive Eye Concentrate PLUS we included ingredients such as micro-algae extract to help reduce the appearance of puffiness and green coffee extract to help diminish the look of under-eye dark circles.”

The **StriVectin Intensive Eye Concentrate for Wrinkles PLUS** has been newly upgraded to help battle some of the most common concerns around the eyes. From crow’s feet, fine lines, puffiness and the ‘eleven lines’ between the brows, this eye cream works fast with results starting in just five days.

- Ends -

StriVectin Intensive Eye Concentrate for Wrinkles PLUS is available from StriVectin.co.uk, H Beauty and Feel Unique - £58 for 30ml

For further information or additional expert commentary from StriVectin, please contact strivectin@sciencemagic.inc

2000 UK adults were surveyed by 4media on behalf of StriVectin in March 2020.