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Beauty

Teenagers' trends

From the beauty world, all teenagers' tastes, trends, idols and manias

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Girls ages 15 to 20 are becoming more and more attentive to taking care of their appearance and according to statistics they represent 13% of Italian women.

In the past ten years they bought an increasing amount of cosmetic products, starting from facial cleansing milk, followed by make-up, in quantities that are larger than the ones bought by their mothers.

And companies are racing to offer specialized lines and products, with captivating packages and more affordable prices, available in pharmacies and big store chains.

In stores (Sephora, for example) teenagers can learn how to apply make-up: there are kits with instructions for every product. There are also many icons to follow, many of which are their age: from sisters [Dakota](#) and [Elle Fanning](#), with a fresh and clean image, to [Miley Cyrus](#) that, after her childish look in the series [Hannah Montana](#), posed topless and is photographed in sexier and sexier poses.

Not to mention [Lourdes Maria Ciccone Leon](#), Madonna's daughter aged fourteen, who launched the line [Material Girl Beauty](#) with shiny nail polishes, luminous lip-glosses and very colorful eyeshadows.

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Beauty in Vogue

Teen Beauty Icons

Diva make-up and heels at 12 like [Hailee Steinfeld](#) or teenage soap and water forever like [Dakota Fanning](#). The aim is screen test success and moving beyond the child star role



Vogue Arts

17 girls

The certificate for the [Culin sisters'](#) 17 Girls means that teenagers in Italy under the age of 14 can't see the film - even though it's aimed at them.

Even online [tutorials](#) have become true make-up schools. And the most viewed are the ones that focus on the products that every girl desires: [foundations](#), [eyeliner](#), [mascara](#), and the super popular, [nail polishes](#).

There is a lot of attention also to skin care, seen as during adolescence hormone balance is hardly balanced. "The most important thing is a cleaning treatment, which must be delicate and daily, with a lather, a milk or even soap," says [Magda Belmontesi](#), dermatologist at Vigevano and Milan.

"Then apply a light and matting [moisturizing cream](#) that also protects the skin against pollution. A lot of attention must be also paid to the T-zone, made of the forehead, nose and chin, which is more prone to blemishes and sometimes requires specific products. When it comes acne, it's best not to procrastinate and consult immediately a dermatologist."

Teenagers have their minds sets even when it comes to [perfumes](#): the pole position goes to strong ones, as they don't yet appreciate the gradations, and what counts is, instead, to belong in a group so they choose a fragrance that everyone uses. It must be a designer fragrance, better if floral and fruity: lots of jasmine, roses, but also raspberries and blueberries and yummy and gourmand accents.



[Valeria Ridolfi](#)

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