

## What's A Beauty Or Wellness Trend You Predict Will Fade Out By Next Summer?

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Haute Living

July 19, 2025



### Dr. Sam Rizk, M.D., F.A.C.S., NY

Trends likely to fade by next summer include the use of drains in facelifts, as advanced techniques are now eliminating their necessity, resulting in smoother and more comfortable recovery. Over-injected lips are also losing appeal, with the beauty industry shifting toward subtle and natural enhancements that create a more balanced look.

Similarly, traditional filler-only approaches are being replaced by regenerative treatments such as exosomes, PRF, and fat grafting, which offer longer-lasting and more holistic rejuvenation. Additionally, the trend of waiting for a facelift is fading as prejuvenative treatments gain popularity, with many individuals opting for facelifts in their 40s to maintain youthful contours before major aging signs appear.

For more information, visit Dr. Rizk's [website](#), [Instagram](#), or [Facebook](#)!

### Dr. Dmitriy Schwarzburg, [Skinly Aesthetics](#) | Medical Spa | New York, NY

One beauty trend I anticipate fading out by next summer is the overuse of extreme facial contouring with filler, particularly exaggerated jawlines, cheekbones, and heavily projected lips. While dermal fillers are powerful tools when used correctly, we've seen a surge in patients chasing hyper-defined features inspired by filtered social media aesthetics. The result is often an unnatural, overly sculpted look that lacks facial harmony.

As more patients seek subtlety and longevity over quick, dramatic changes, we're already seeing a shift toward *restorative aesthetics* — techniques that enhance natural structure and reverse age-related volume loss rather than reshaping anatomy altogether.

Additionally, dissolving filler has become a common request at my practice, with many patients seeking to undo past “overfilling” and return to a more balanced appearance. Education is playing a big role in this trend shift. As practitioners, we must guide patients away from viral fads and toward treatments that prioritize anatomy, proportion, and long-term outcomes.

I believe the future of aesthetic medicine lies in precision, restraint, and personalization, not exaggerated features for likes.

**Irina Schwarzburg, [Skinly Aesthetics](#) | Medical Spa | New York, NY**

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From a branding and consumer behavior standpoint, I predict that the trend of “one-size-fits-all” treatment packages — especially those promoted by influencers — will fade by next summer. Aesthetic patients are becoming more informed, and they're starting to question cookie-cutter treatment plans that promise instant transformation across the board.

At Skinly Aesthetics, we've noticed that clients now value tailored recommendations and honest, educational consultations over flashy before-and-afters or social media trends. People are increasingly looking for providers who understand *them* — their lifestyle, their goals, and their long-term vision for beauty and wellness.

Consumers are also moving away from over-hyped celebrity procedures and gravitating toward evidence-based technologies with clinical backing, such as Ellacor or Fraxel. Trust, transparency, and personalization are replacing aesthetic sensationalism.

By next summer, I think you'll see less hype-driven content and more thoughtful messaging from medspas and beauty brands alike. It's not just about the “wow” factor anymore — it's about credibility and connection.

**Carina Yates, APRN, FNP-BC, [Dr. Jose Rodríguez-Feliz](#) | Eyelid Surgery & Face | Miami, FL**

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One beauty trend I predict will fade out by next summer is the topical use of PDRN, commonly known as salmon DNA. While it's been hyped in skincare, the science behind its topical application is still shaky. PDRN is a relatively large molecule, which makes it difficult to penetrate the skin barrier effectively. Without a proven delivery system, its benefits in creams or serums are likely limited, especially compared to well-studied ingredients like retinol or peptides.

Medically, PDRN has shown real promise. It was originally used to treat diabetic foot ulcers and has been shown to promote tissue repair and healing. That clinical success sparked interest in its potential for skin rejuvenation.

As a provider, I always prioritize treatments backed by strong evidence to ensure my patients get the best results. While PDRN has its place in medicine, I believe consumers will gradually shift toward more established, research-backed ingredients when it comes to their skincare routines.

### **Dr. Anna Chacon | Skin | Miami, FL**

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One trend I foresee fading by next summer is the overuse of aggressive facial contouring and exaggerated “snatched” aesthetics inspired by social media. These heavily edited looks often create unrealistic expectations and don’t always translate well to real life. More patients are now shifting their focus toward natural, fresh-faced results that enhance their features without over-altering them.

I anticipate a continued movement toward regenerative treatments like biostimulators, skin-tightening procedures, and collagen-boosting therapies that support long-term skin health and graceful aging. The future of beauty is rooted in subtlety, balance, and authenticity—and I believe more people will embrace that mindset in the coming year.

### **Flawless by Melissa Fox | Day Spa | Coral Gables, FL**

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What’s a Beauty Trend I Think Will Fade by Next Summer? Overly Aggressive Skincare.

In recent years, we’ve seen an explosion of skincare trends that lean heavily on instant gratification—think harsh peels, frequent microneedling, and layered actives promising overnight transformations. While these methods can deliver short-term results, I believe the “more is more” mentality will start to fade by next summer.

Why? Because skin thrives with consistency and care, not constant trauma or injury.

A progressive, never aggressive approach—focusing first on building the skin barrier before diving into advanced treatments. More clients are beginning to understand that sustainable results come from patience, not pushing their skin to the brink. They’re shifting toward simpler routines, innovative ingredients, and wellness protocols that support long-term skin health.

### **Heather Merlo, Sei Tu Bella Aesthetics | Medical Spa | Tampa, FL**

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One beauty trend I predict will fade out by next summer is excessive “snatched” aesthetics. The movement has already started; overfilled cheeks, overly contoured jawlines, and the “fox eye” look created by threads or neurotoxins. While these dramatic enhancements may photograph well, they often compromise natural anatomy and facial harmony, leading to a look that’s difficult to maintain and, in some cases, even irreversible.

There’s a growing shift toward regenerative, restorative treatments that enhance one’s own beauty rather than mask it. Patients are becoming more educated and seeking results that age well, not just look good for a season. Wellness-focused aesthetics like collagen-stimulating, like RADIESSE, skin boosters and polynucleotides, and PDRN by

TOSKANI Med, and energy-based devices (like Morpheus8 or Solaria CO2 resurfacing) will continue to take center stage. These options support longevity, function, and true skin health rather than short-term transformation.

The future of beauty is subtle, healthy, and empowered, not extreme. And by next summer, I believe that authenticity and restraint will officially replace the “overdone” era.

**S. Manjula Jegasothy, MD, FAAD, [Miami Skin Institute](#) | Skin | Coral Gables, FL**

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Castor oil wrap kits have surged in popularity, especially on social media, with claims ranging from reduced bloating to improved lymphatic drainage and even belly fat loss. These kits usually include a soft, reusable wrap and a bottle of castor oil, designed to be worn on the abdomen for extended periods. While castor oil has well-known anti-inflammatory and emollient properties, especially for skin and hair, the idea that it can absorb through the skin and detox internal organs or melt fat lacks scientific support.

The wrap’s compression may encourage temporary fluid movement, which can make users feel slimmer or less bloated—but the effect is surface-level and fleeting. True detoxification happens internally, via the liver and kidneys, and no topical product can replicate or enhance those complex processes.

As consumers become more informed about evidence-based health practices, they tend to move away from trends that don’t deliver long-term or measurable outcomes. By next summer, we anticipate that castor oil stomach wrap kits will join the ranks of well-marketed wellness fads—popular for a moment, but ultimately replaced by sustainable, science-supported solutions.

**Dr. Stephen T. Greenberg, [Greenberg Cosmetic Surgery](#) | Face | Long Island, NY**

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For the past decade, beauty trends were dominated by the “Instagram Face”—a highly curated look defined by sculpted cheekbones, oversized lips, flawless skin, and near-perfect symmetry. Fueled by social media filters and editing apps, it became the standard for makeup routines and even cosmetic procedures. But in 2025, that era is coming to a close. A new wave of beauty is emerging, one that embraces subtlety and authenticity over exaggeration. More people are leaning into the “low-intervention look,” favoring softer enhancements that highlight, rather than change, their natural features.

This shift reflects a broader cultural fatigue with chasing perfection. Gen Z and younger Millennials, in particular, are rejecting unattainable ideals in favor of individuality and self-acceptance. They’re proudly posting makeup-free selfies and celebrating real skin texture, influencing a wider return to natural aesthetics.

There’s also a rising demand for cosmetic treatments that age gracefully and look timeless, rather than extreme. At Greenberg Cosmetic Surgery, we welcome this evolution. Our philosophy has always focused on enhancing what makes you uniquely

you—delivering results that are refined, radiant, and real. The fall of the “Instagram Face” marks a powerful cultural pivot toward effortless beauty and self-confidence that lasts.

**Victoria A. Cirillo-Hyland, MD, FAAD, [Cirillo Institute](#), | Skin | Philadelphia, PA**

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The “salmon sperm facial,” also known as polynucleotide (PDRN) treatment, is expected to lose popularity by next summer. This skincare trend involves using DNA compounds extracted from salmon sperm, believed to have hydrating and skin-repairing effects. In some Asian countries, the treatment is injected into the skin, but in the U.S., where the FDA has not approved it for injection, it is only used topically—often combined with microneedling or laser therapy to help the skin absorb it better.

However, there are several concerns surrounding this treatment. Scientific studies supporting its benefits are limited, and more research is needed to confirm its safety and effectiveness. Since it is not FDA-approved for injection, questions about its safety remain. There’s also the risk of allergic reactions, particularly for people with fish allergies. Additionally, ethical concerns arise because the sperm must be extracted from male salmon, which involves killing the fish.

**Dr. Kiran Gill | Naples Aesthetic Institute | Naples, FL**

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One beauty trend likely to fade out by next summer is the overuse of dermal fillers for dramatic facial enhancements. While injectables like lip and cheek fillers have been hugely popular over the past decade, there's a growing move away from the over-plumped “Instagram face.” More people are seeking subtle, natural-looking results or avoiding injectables altogether in favor of aging gracefully and preserving their unique features.

This shift is part of a broader cultural embrace of authenticity, with celebrities and influencers dissolving fillers and promoting a “less is more” mindset. Many consumers are also becoming more aware of the long-term effects of fillers such as migration or facial distortion, which is prompting a more thoughtful, minimalist approach.

As the trend fades, the beauty conversation is shifting toward skin health, collagen stimulation, and preventative treatments. Non-invasive options like microneedling and laser therapy are rising in popularity. Interestingly, there’s also renewed interest in natural-looking surgical options such as subtle facelifts or blepharoplasty that offer lasting results without relying on repeated injections. These procedures prioritize facial harmony over exaggeration, appealing to those who want longevity with a more refined, understated outcome.

**Husam Almunajed D.M.D., M.S. Aesthetic & Comprehensive Dentistry | New York, NY**

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Tooth gems, Swarovski crystals or even real diamonds—have become a striking trend in the beauty world, adding a flash of sparkle to your smile. When done professionally, these tiny accessories can be a fun, safe way to express your style. But behind the shine, we're seeing a hidden risk.

More and more, patients are coming in with tooth gems applied by non-dental providers. While they may look glamorous on the surface, we've seen decay, infection, and even early cavities hiding underneath improperly placed gems. The adhesive used or poor positioning can trap plaque and bacteria, leading to long-term damage if not treated correctly.

At our office, we sometimes place real diamonds or tooth gems—but we do so with proper technique and attention to your teeth's health. They are properly sealed, that prevents any irreversible damage to your teeth which is what we thrive for in these elective treatments. When patients need them removed, we professionally remove the gems, that keeps the tooth's surface untouched.

If you're loving this trend, enjoy it—but be aware. Make sure your gem is placed by a dental professional, keep up with checkups, and maintain excellent oral hygiene at home. A little extra care keeps your sparkle safe—and your smile shining bright. We do see this as a trend in the last few years, and we do predict it to wane off by next summer as people will focus on more whiter teeth to showcase their beauty as more and more patients see us to remove their tooth gems.

## **Purvi Parikh, MD, FACP, FAAAAI | Allergy & Asthma Associates of Murray Hill, NY**

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I believe cold plunges will be out by next summer as more and more contradictory and confusing guidance emerges I think less people will opt to do this chilly trend. While initially believed to help reduce inflammation, help sleep and mood, now we find it may not be as beneficial for women (the cold temps may be more stress inducing) Further, there's risks along with it like cardiovascular complications, hypothermia and even drowning.