

 **noli**

# The Skinxiety Report

Uncovering the Side Effects of  
the Skincare Boom

The future of  
beauty is here:  
personalised,  
science-backed,  
and empowering.



Confusion Out. Confidence In.

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# Noli's Skinxiety Report.

What over 800 consumers told us about Skincare Burnout.

Scroll. Click. Confusion. Repeat. Shopping skincare has started to lose its glow, hasn't it? In fact, according to our latest research at Noli, 9 in 10 of us have felt overwhelmed at some point shopping for skincare products. So, we decided to do something about it, and publish the results in the industry's first *Skinxiety* Report.

With a guestimate of between 30,000 and 50,000 global beauty product launches every year, according to Mintel, and even more new ingredients, claims, and 'SkinTok' crazes to wrap our heads around, it is no wonder skincare can all feel a bit.... overwhelming, not just for our skin, but for our minds too. Retinol, anyone?

Dr. Kemi sympathises; **'What we actually need isn't more choice, it's more clarity. Understanding your skin type and your environment will always take you further than chasing whatever's trending.'**

At Noli we have been anticipating this overwhelming side effect from the skincare industry boom for a while, which is why we created our platform in the first place. Backed by over 100 years of scientific expertise in skin from L'Oréal Research and Innovation, powered by AI with rich data to offer personalised skincare routines and product picks tailored to your skin, goals, and budget, Noli is all about empowering the consumer to make the best choice for them.

**It's almost as if the more we scroll, the less we know, the least we glow.**

Turns out we were right on time, as according to our study carried out on Lyssna, 77% lack true confidence when choosing skincare products for their skin. It's no wonder more than 1 in 2 (54 per cent) wish skincare shopping were simpler and more personalised.

Over half of us are also left worrying that we are wasting our money on the wrong skincare. Whilst we're all still committed to skincare, the beauty consumer doesn't want to invest excess time or money, just enough to find what works for them. But while the landscape, and possibly our complexion, is looking a little lacklustre, Noli is not here to point the finger, lay the blame, or dampen anyone's spirits, because we know that when beauty products work, they serve up proper complexion and self-care boosting stuff.

At Noli, where 87 per cent of you shop with greater confidence, we also know that when skincare personalisation is designed around people, not products, confidence becomes the new currency of loyalty. With an industry so desperately wanting to engage with the consumer, and a consumer more than ready to receive, it seems like all we need is a little bit of a paradigm shift.

**Welcome to Noli's first Skinxiety Report, the exposé to highlight the consumer conundrum, along with our pledge to offer clarity in a world of increasing confusion.**

*The beauty industry is drowning in noise: endless recommendations, contradictory advice, and products pushed by algorithms instead of actual need.*

*Consumers are left overwhelmed, second-guessing themselves, trapped in cycles of trial and error that serve everyone except them. It's taking the joy out of the beauty discovery.*

*We're building Noli to flip that script. We believe beauty discovery should start and end with the individual — not the feed. With what works for your skin, your life, your goals.*

*That's why we're creating a platform powered by AI and grounded in deep beauty-science expertise — a true partner that listens, learns, and matches people with products that genuinely fit. This isn't about selling more; it's about serving better.*

**Amos Susskind, CEO and Co-Founder, Noli**

# skinxiety

skin.xi.ety /‘skin,zaiəti’/ noun

1. The modern condition categorised by the rising overwhelm experienced when you are in the beauty aisle, staring at 100+ “must-have” serums and still don’t know what your skin actually needs.
2. A form of beauty burnout caused by too much choice, too many conflicting opinions and too few tailored answers, particularly triggered by online shopping and social media channels.

Example: “though her bathroom shelf was full, her patience was running thin and her skin was still lacklustre — classic skinxiety.”

Origin: early 21st century; blend of skin and anxiety.

Antidote: Noli — confusion out, confidence in. AI advice that starts with your skin.

See also: beauty overwhelm, product fatigue, decision paralysis.

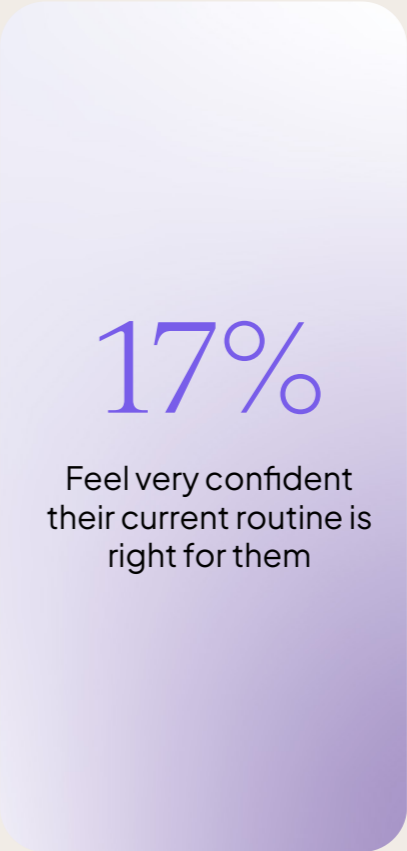
# The Skinxiety Stats

## Overwhelm in numbers

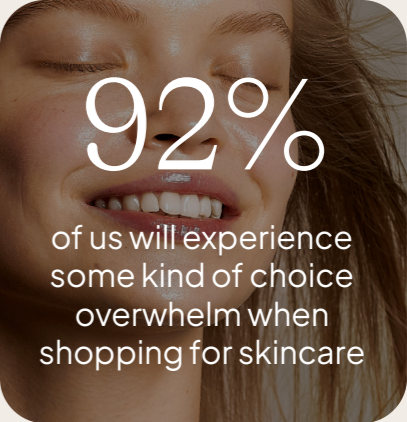
What happened to beauty’s retail therapy? How too much choice, so much confusion and not enough clarity left us with analysis paralysis.



Sally, 34.

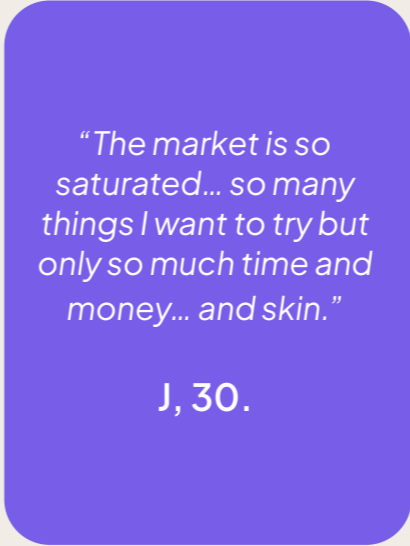


Clare, 52.

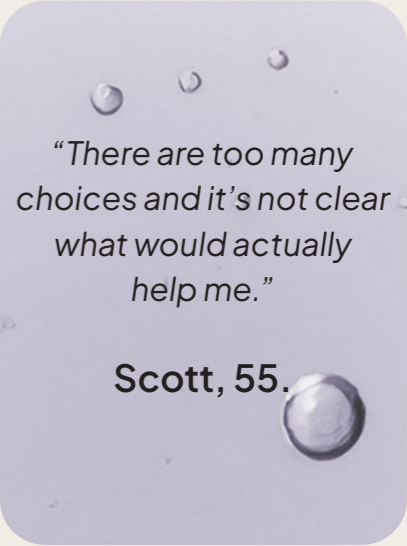
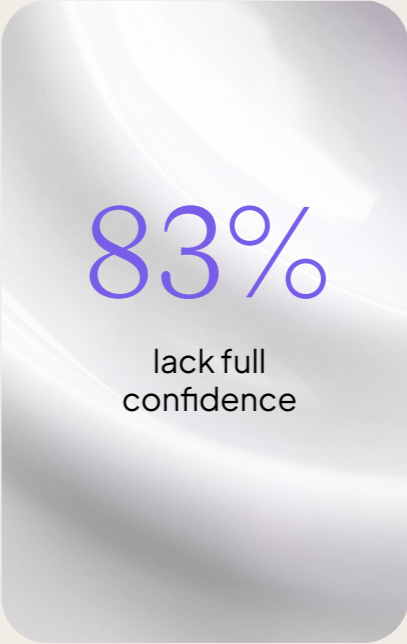


92%

of us will experience some kind of choice overwhelm when shopping for skincare



J, 30.



“There are too many choices and it’s not clear what would actually help me.”

Scott, 55.

# Trigger Factors

Insights into why you're feeling overwhelmed and underserved.

**More than half**  
wish skincare shopping was simpler and more personalised

*"Not understanding the ingredients - what do they actually do?"*  
Ruth, 45.

**47%**  
have been disappointed or felt misled after taking an influencer's skincare advice

Skincare confusion isn't caused by a single issue - it's a storm of many overlapping confusions.

**13%** blame conflicting advice from influencers and experts  
**12%** blame their own skin

**21%**  
say there are too many brands and products

**19%**  
cite product claims that sound the same, showing brand language fatigue

**17%** struggle with complicated ingredient lists

**16%**  
feel they need expert knowledge just to make sense of what's right for them

*"Too many conflicting reviews - some of them can't be trusted"*  
Chinwe, 38.

*"With influencer culture it's becoming impossible to find what's genuinely good and what's just being advertised for profit"*  
Charlie, 33.

**Noli's notes:** In our multi-fragmented media environment, beauty brands work harder than ever to engage with consumers & translate the science behind their products. It's democratising skin science but the downside is that consumer's are left to analyse a heck of a lot of data which creates confusion and causes them in to disengage all together.

# The Ripple Effect

The dissatisfied beauty user: the negative numbers that say we are wasting time, money and bathroom cabinet real estate on the wrong product.

*"You can't know until you've tried it - and that's risky in time and money"*  
Nikki, 49.

**81%**  
have regretted a skincare purchase

1 in 4 have wasted £100 or more on ineffective products in the past year

**49%** associate shopping skincare with negative emotions  
**20%** overwhelmed  
**13%** confused  
**10%** frustrated  
**7%** anxious

*"So many similar products with totally different prices—how do you know what's worth it"*  
Iliyan, 49.

**86%**  
have at least one unused product at home - proof that confusion creates waste not results

Survey polled 835 UK based participants made up of men, women and non-binary consumers aged 18-55.

# Why Noli Wants to Calm the Skincare Confidence Crisis

If you went searching for a moisturiser but found yourself feeling stressed, we don't blame you.

*Skinxiety* is real; only 17 per cent of you feel very confident that your current routine is right and 83 per cent lack full confidence. Has skincare become a selfcare paradox, with too much choice and not enough calm?

'Skincare used to be a small, quiet ritual. Now it's a cycle of comparison and pressure. 86% of people have unused skincare products at home, that's not self-care, that's consumer burnout,' says Dr Kemi.

According to our *Skinxiety* report, after shopping online for a skincare product, only 35 per cent of us will find and buy what they're looking for. While that might serve as some reassurance in that you are not alone, it points to a dynamic industry moving fast, but possibly too fast for the consumer to keep up with.

With so many launches fighting for the spotlight, the consumer sometimes faces a cacophony of product marketing, and content creators waxing lyrical about the latest launch. They end up buying into it, stuck in a hype chasing cycle that often leads to dissatisfaction.

*'Because skincare has become emotional before it's become educational. Most of us build our routines from TikTok instead of biology,'* warns Dr.Kemi.

But should we really be getting our skin advice mainly from TikTok, and do we even remember that latest Skintok trend?

We also ran research with 120 Noli users in July 2025, showing that when consumers don't find the right product, trust in the brand and category decreases.

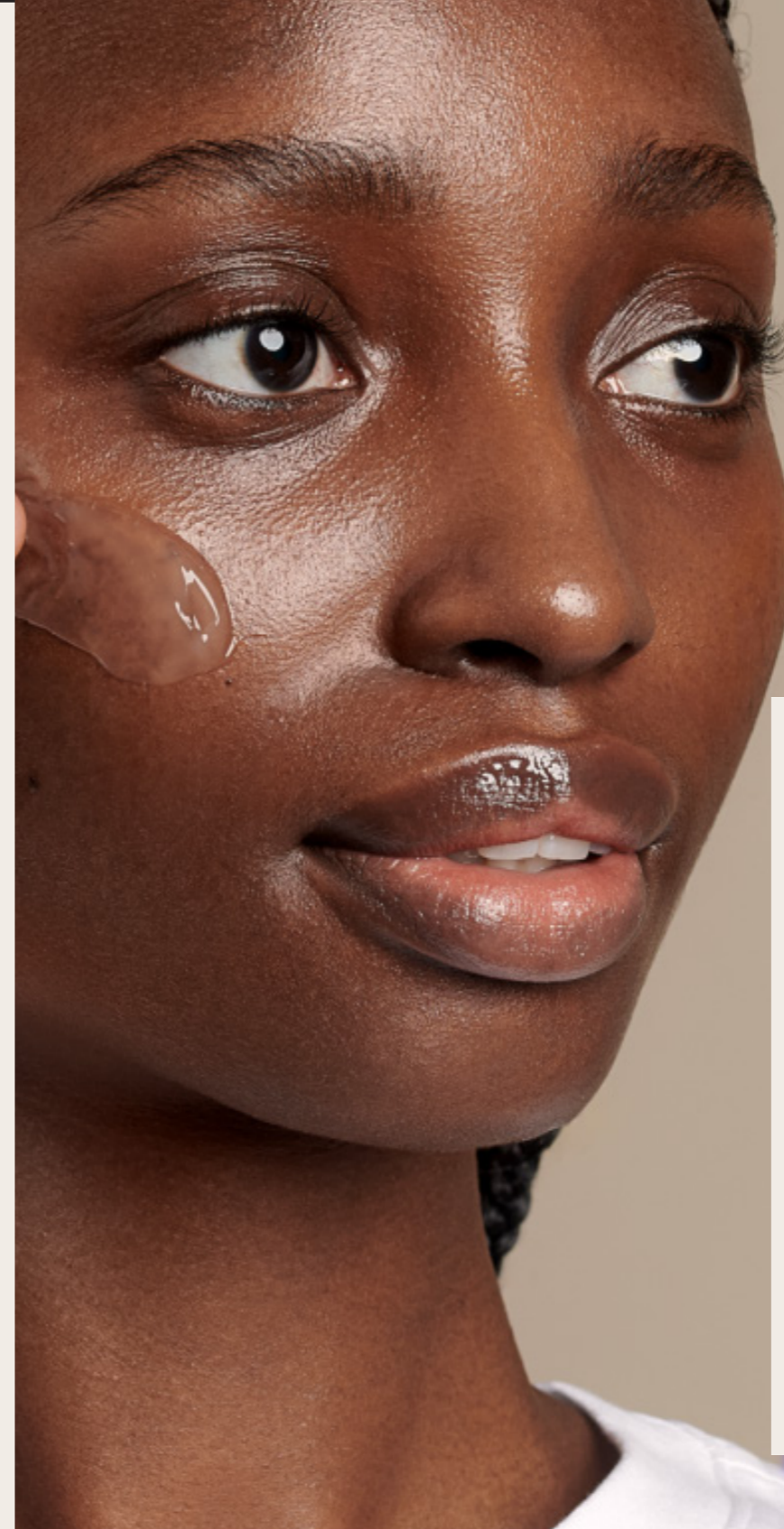
86 per cent report some level of diminished trust in the brands when matched with the wrong product and 34 per cent claim they would not purchase from

the brand again at all, indicating serious brand satisfaction problems.

The UK skincare market is now valued at 3.5 billion pounds, according to Market Research Future, with \*25 per cent of all new brands launched in Great Britain sitting in the beauty industry.

New \*moisturisers alone account for almost a quarter of product development (which is why our expertly curated edit of science-backed contenders is so important). For a consumer, that's a lot of new moisturising science and labelling to read which can confuse them when they look for new products and routines. *"When my usual product is unavailable, starting over is overwhelming,"* they told us.

From our July study with 120 consumers, financial concerns dominate customer frustrations with 42 per cent of respondents indicating that they are frustrated with wasting money on skincare



"Consumers today are overwhelmed by skincare — faced with endless products, confusing claims, and routines that feel more complicated than caring. At Doré, our mission has always been to bring clarity and confidence back to beauty through simplicity and efficacy. That's why we're so aligned with Noli's vision. Together, we make it easier for people to navigate skincare with trust, helping them find products that truly work for their skin and their lifestyle."

Garance Doré, Co-Founder Doré

*"With only 1 in 5 people feeling very confident in shopping skincare, it shows we truly are in a beauty landscape full of noise, choice exhaustion and over complication. I created Decree to bring clarity and calm - intelligent, science-led formulations that make it simple to care for your skin with confidence. Skin thrives with consistency and simplicity and with 86% of people having unused skincare products at home and 81% feeling regret over their purchase, the need for Decree's streamlined regimen is stronger than ever. Partnering with Noli feels natural; their considered, ingredient-conscious approach aligns perfectly with our belief that simplicity and science are the most empowering forms of skincare."*

Dr Anita Sturnham,  
Founder of Decree Skincare

products. Physical waste is the second biggest concern, with 26% reporting they end up throwing products away. *"People are juggling pH levels, peptides and exfoliation schedules, it's exhausting."*

You don't need a PhD, you just need patience and a bit of understanding. Skin reflects how you live, not just what you apply. The future of skincare isn't about more products; it's about less confusion and more calm," quips Dr.Kemi.

**Wise words, because let's remember - skincare is designed to bring confidence to both our skin and soul.**

# The Great Skin Barrier Relief:

## How to build resilience with modern skincare

Cross? Sensitive? Tired? And that's just our complexion, because if our Skinxiety Report is anything to go by, it is highly likely that your skin is ready to throw in the towel as well. Too many products, too much layering, and even more TikTokking, can leave your skin barrier feeling, and looking, overwhelmed. It's time to strip things back to basics.

Only a few of us feel our routine is right, which makes sense when you consider all the alternatives and options we're throwing at our skin. "I have super sensitive skin—every new product feels like a risk," you told us. Well without understanding your skin first, skincare second, it can be.

When you're constantly introducing new actives, layering formulas, or switching products too soon, you're not treating your skin, you're overwhelming it. That tightness, redness, that sting when you apply your favourite serum? It's your skin saying, 'I need a break'. "We're chasing what looks good on a shelf or what our favourite creator uses, rather than what actually makes sense for our skin. The average person doesn't know what their barrier needs, they just know what the social media algorithm rewards" warns Dr.Kemi. 'Treat new products like you would a new relationship -

take your time.' Today less than 5 per cent of you feel you have found a perfect match in your skincare choices; "And it's impossible to know how my skin will react until I've spent the money," you told us. Truth is, neither does your skin barrier, which really is trying its best to keep skin calm in this maddening crowd of skincare.

The problem is we are making it work too hard, throwing too many actives at our faces at worst, and at best wasting money on a few unnecessary steps. "It feels like a trial-and-error scenario on new product trial," one user, Olawale, told us. And she is not wrong. 'That's because most of us rush to stack actives without building tolerance,' adds Dr.Kemi.

Truth is, sensitive skin doesn't thrive on more. It thrives on enough. But in a world that rewards extra, many of us mistake effort for care. The result? A compromised barrier and skin that's too exhausted to behave. "The popularity of elaborate routines and potent actives

has made it easy to overload the skin", says Claudia Mattia, Scientific Communications Lead at Noli.

Our skin's first line of defence is good, but it's not that good. Dryness, flaking, redness and flare ups, and in the extreme cases, eczema and psoriasis, are all symptomatic of an overworked skin barrier.

"When the skin's protective barrier is compromised, its ability to regulate water loss and respond to stress decreases, leading to redness, burning, and reactivity. Restoring tolerance means simplifying: pausing actives, focusing on hydration and barrier lipids, and reintroducing new ingredients gradually," explains Mattia. Sensitised skin is your skin's early warning signs, the red flag if you like, asking for balance, not another layer.

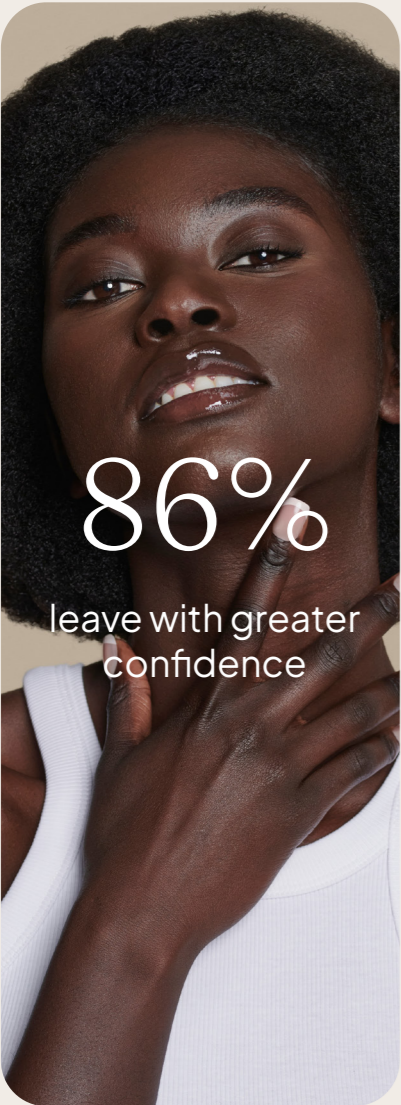
If you're asking 'How do I treat sensitive skin redness?', start by stripping things back to the

essentials: cleanse, hydrate, protect. Then slowly reintroduce products that genuinely support your skin rather than challenge it. That means formulas that work with your barrier, not against it. Sensitive skin isn't fragile. It's just honest. When it flares up, it's not rebelling, it's requesting balance.

It is time to build up a thick skin again, so listen up. 'Irritation isn't always a bad thing - it's your skin communicating. You just have to listen to it.

Sometimes it may mean adding an additional day between each use. Other times it may mean ditching the new active altogether,' Dr.Kemi explains. She goes on; 'The most luxurious thing you can do for your skin right now is simplify. Calm skin comes from calm habits.' Simply find your skincare match, and you will remain calm and committed, and consistent, like any healthy relationship. At Noli, we use AI to bring back simplicity, turning confusion into clarity, and data into care that's designed for just you.

# Getting to know Noli



86%

leave with greater confidence

3.2 million

unique combinations of skincare recommendations

86%

Of our shoppers feel more positive in their skincare decisions

86%

Of Noli users walk away with a good or excellent skincare match

93%

leave five-star reviews on TrustPilot



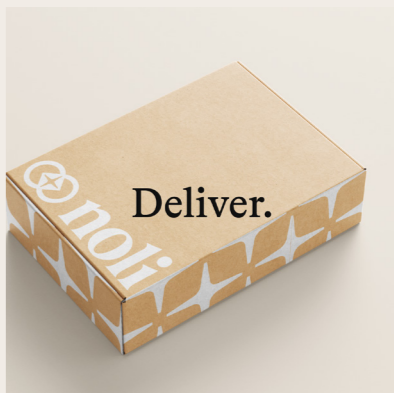
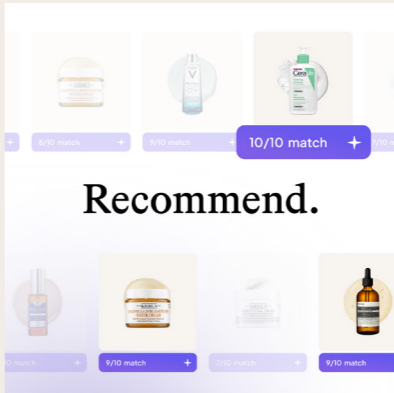
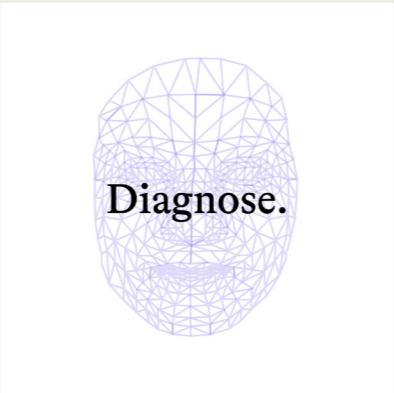
At Noli, we have made decoding beauty our mission, making skincare personal, science-backed and empowering.

All you need to start is to take the quiz and a face scan of your skin. No app, no setup, no filters, just your phone or laptop. A quick face scan and some smart questions about your routine, sensitivity, and environment, is just enough for our AI to decode what most people spend years guessing at. “Noli AI analyses everything that makes your skin yours: texture, tone, sensitivity, focus areas, even your sensorial preferences” said Hélène Piquet, Noli’s Product Director. No more wondering if you’re “combination-dry” or “oily-but-dehydrated.”

Leveraging over 100 years of L’Oreal beauty knowledge with AI precision, Noli’s AI decodes you and your needs, texture preferences and budget on one side, and then decodes the product and its benefits on the other. That’s how Noli becomes your own personal matchmaker.

Noli crossmatches your skin’s needs with thousands of proven formulas

## In three simple steps:



from across 500+ skincare products and more than 250 haircare products to provide an unbiased and unsponsored recommendation from our expertly curated science-backed brands. Twenty-eight brands are already on the platform and we will be expanding to more brands in the coming months.

The magic? Our AI adapts from your very first answer. Whether you’re a skincare newbie or a routine-obsessed expert, the questions evolve to give you a 100 per cent personalised diagnosis so you can shop with confidence and convenience.

And we will not feed your skincare graveyard: a short routine with only the products your skin needs and a money back guarantee if the products recommended are not a perfect match.

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