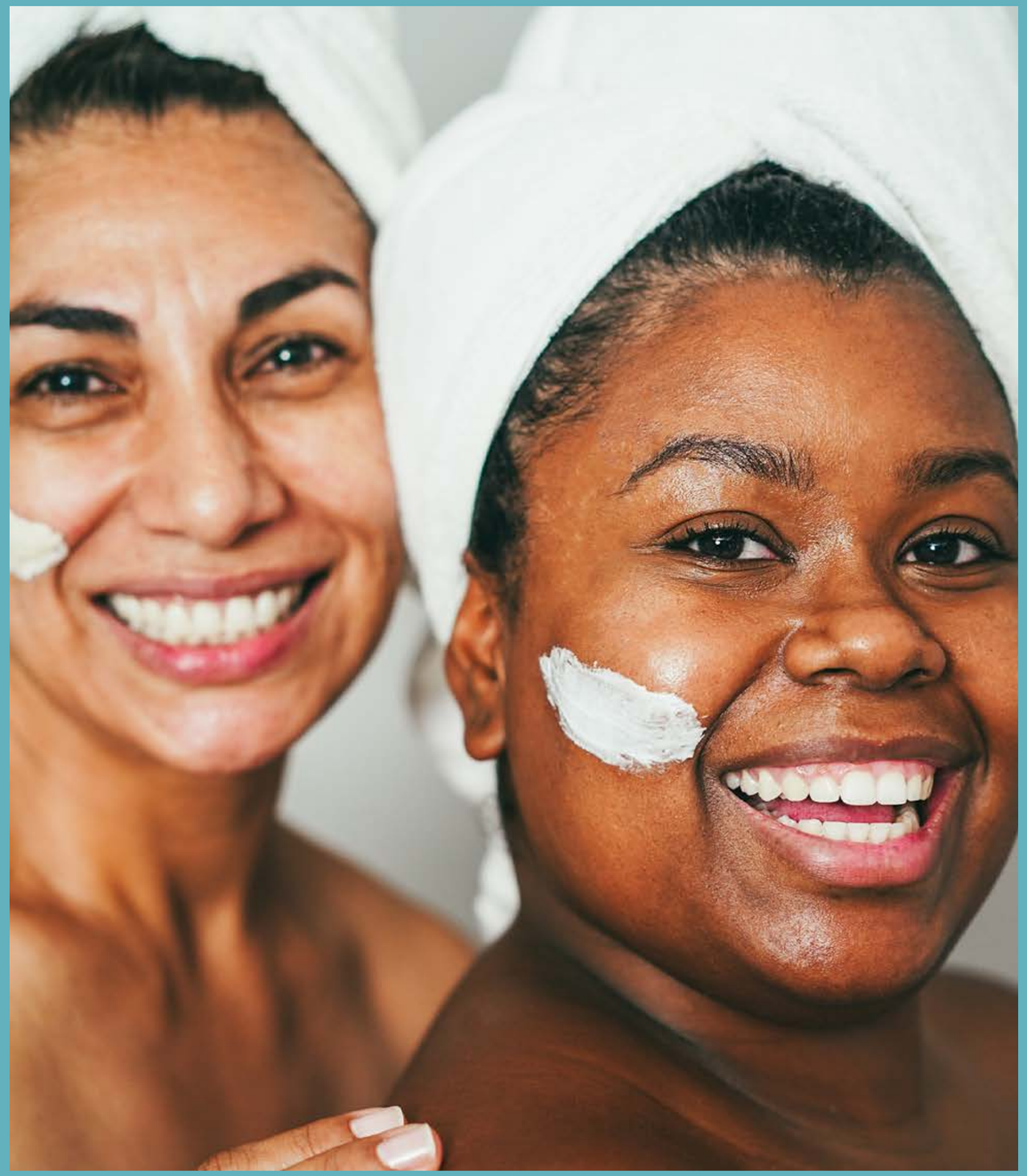
LIZ EARLE

THE LIZ EARLE BEAUTY SKIN CONFIDENCE REPORT 2025

Unlocking UK Skincare Insights



A note from us

At Liz Earle Beauty Co., we believe that skincare is more than just a routine, it's an elevated ritual crafted by the finest ingredients, illuminating the skin to unlock an inner confidence and outer radiance. It's a long-term investment into self-assurance. This comprehensive report explores the profound connection between our skin's health, our emotional well-being, and our daily confidence. Join us as we uncover insights to help you nurture your best self, every single day.

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SKIN DEEP

Skin confidence isn't only about how we look

How many times have you thought about your skin today? Maybe it was the first thing on your mind when you woke up, perhaps it's every time you look in the mirror, or is it only when you spend time caring for it? However large a part skin plays in your everyday thoughts, one thing is for sure when you take pride in caring for your skin, and others notice the results, you feel more confident in your skin and yourself.

Think back to your last good skin day and how it made you feel. Confident? Inspired? Noticed? Empowered? Calm? Positive? Here at Liz Earle Beauty Co., we want to help you 'own your light' and get that 'good skin day' feeling every day and to do this we need to understand more about what good skin means for you.

To support us on this mission we spoke to **5,000 women** about the emotions and practicalities of their skin and skincare regimes. We learnt a lot and we're sharing our findings to equip you with the knowledge to work towards more confident skin.

Inspired by these insights into skin confidence?

Delve deeper into the Liz Earle Beauty philosophy for healthy, radiant skin and explore our world of naturally active beauty.

DISCOVER LIZ EARLE BEAUTY

Things can only get better

40% say their relationship with their skin is better than five years ago; **16%** say a lot better.

+ **Read more**

On the daily

65% say the appearance of their skin impacts everyday confidence; **24%** say a great deal.

+ **Read more**

Keeping it consistent

70% describe their skincare routine as simple and consistent.

+ **Read more**

Moisture matters

82% use moisturiser and **51%** say it is the most essential product.

+ **Read more**

Ingredient interest

26% have tried Vitamin C due to social or internet hype.

+ **Read more**

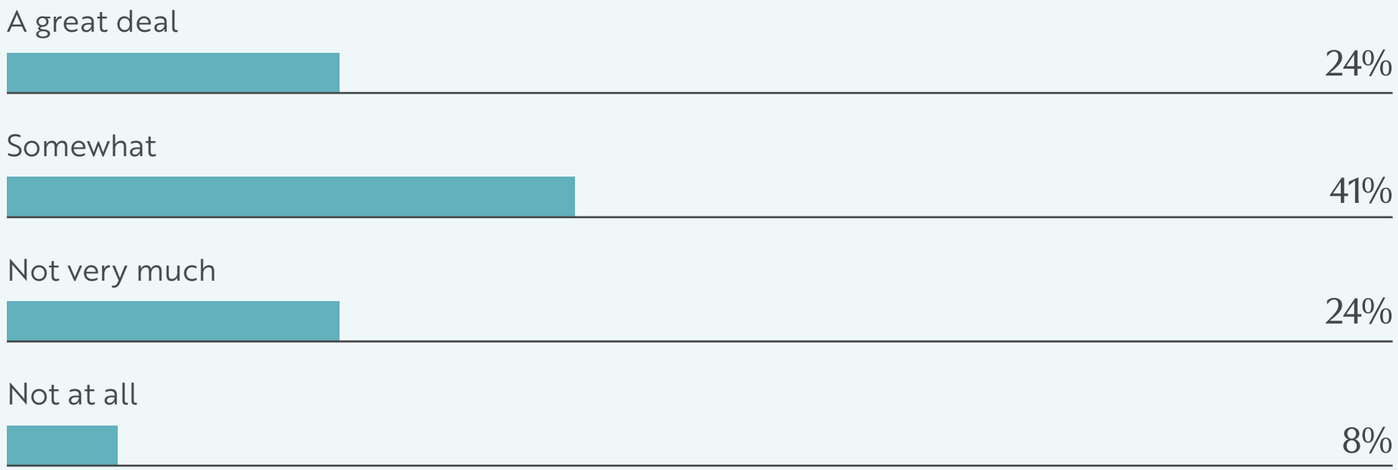
SHOWING UP EVERYDAY

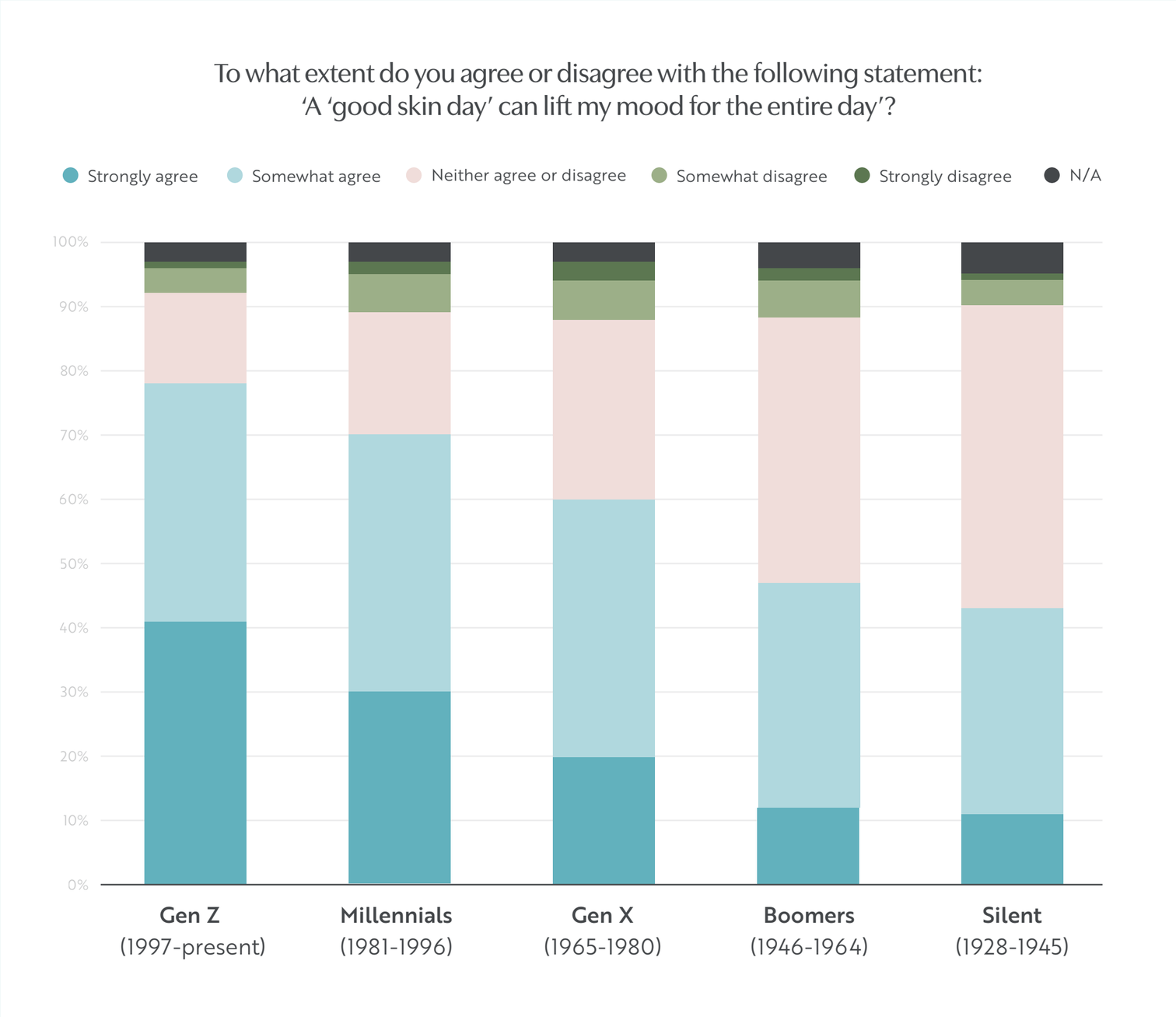
Skin has a daily impact on confidence

We've seen a shift in how we care for our skin in recent years with skincare taking priority over makeup and haircare for many people. From ten-step regimes to ever more complicated ingredient lists, we've never been better educated or had access to more information. All of this means we know plenty about the how of skincare, but do we know enough about the why? The emotional impact of how we feel about our skin and our level of skin confidence is more than a trend. It's key to how we show up in the world and our perception of ourselves. **Nearly two thirds of women reported (65%) that their skin impacts everyday confidence; with a quarter (24%) further saying it impacts them a great deal.**

Skin confidence and feeling confident in our skin means different things to everyone and for **31% of our respondents the appearance of their skin does not impact their confidence.** Whichever camp we sit in, finding a regime that prioritises comfort and enables us to feel happy in our skin is key to feeling truly skin confident. This means effective products that support our skin barrier and work with our skin, not against it.

To what extent, if at all, does the appearance of your skin impact your confidence in everyday life?





SKIN AND MOOD

The power of a good skin day

What does a good skin day mean to you? Whether it's glow, hydration, brightness, definition, a feeling of calm or just that you can totally forget about it, the visual impact of a good skin day might be personal, but the emotional impact is universal.

63%

Nearly two thirds

reported that a good skin day lifted their mood all day.

Nearly two thirds of our respondents (63%) reported that a good skin day lifted their mood all day, with a quarter (25%) strongly agreeing that this was the case. For our Gen Z respondents this connection between mood and a good skin day rose to over three quarters (78%).

Across all ages, the relationship between how our skin looks and how we feel should not be underestimated and this speaks to a need for routines that transcend practical steps and instead set the tone for a practice of daily care and reassurance to support skin that looks and feels balanced.

GEN Z FOCUS

A simple and supportive regime

For skincare that supports mood as well as skin, Gen Z can look to easy but effective regimes that fit around their busy lives and deliver the aesthetic and emotional results they want.

Step one

Cleanse & Glow™ Transforming Gel Cleanser

An easy-to-use cleanser that takes just 30 seconds to remove dirt and impurities and adds instant brightness.

Step two

Smooth & Glow™ Exfoliating Tonic

Another 30 seconds and another way to glow with this multi-benefit toner that leaves skin feeling resurfaced but is gentle enough not to irritate.

Step three

Revitalise & Glow™ Illuminating Gel Moisturiser

A good to glow essential that packs in multiple benefits. The hard-working formulation hydrates, naturally exfoliates and minimises the appearance of pores.

ROOM FOR IMPROVEMENT

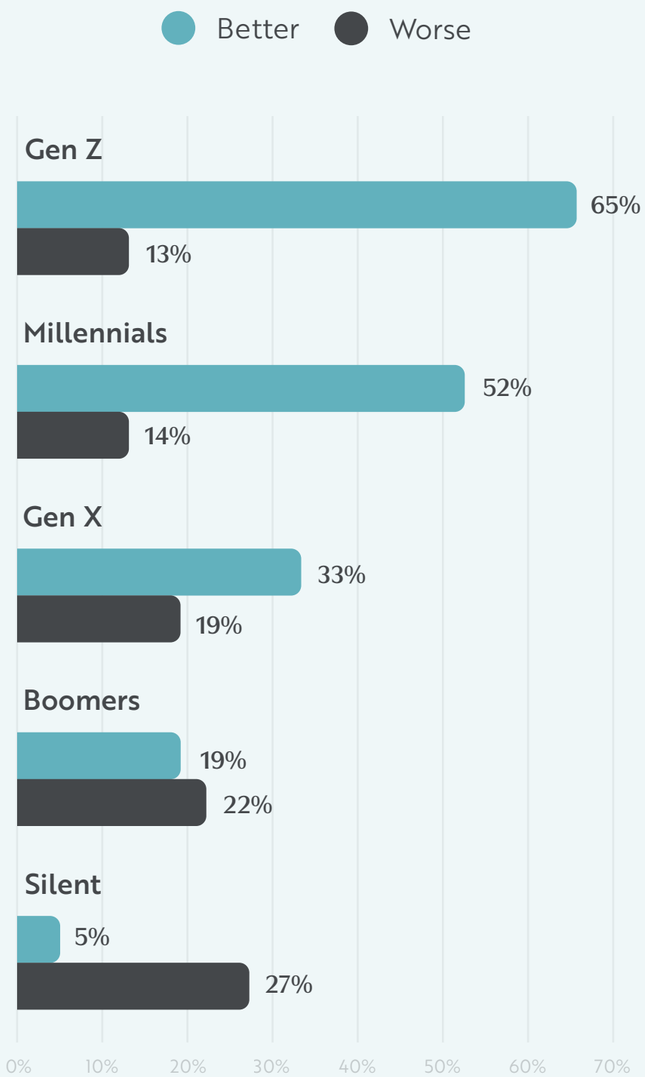
Our relationship to our skin is getting better

With the conversation shifting from anti-ageing to pro-ageing and ageing well, and an increased interest in longevity, the good news is a healthy skin mindset is on the up. **40% said their relationship with their skin is better than five years ago and only 17% said it is worse.**

said their relationship with their skin is better than 5 years ago

As we'd expect **Gen Z are the happiest here with 29% agreeing that their skin is now a lot better than it was half a decade ago**, which makes sense against a backdrop of settling hormones and lifestyle factors. **Interestingly millennials are faring almost as well with 23% of them supporting this statement.** With older millennials now in their late 30s and early 40s this positive message reinforces the idea that improvement over time is achieved with sustained care and effort with skin and skincare.

Is your relationship with your skin generally better or worse than it was five years ago?



AGING WELL MILLENNIALS

Those born in this generation benefited from increased knowledge around protecting and caring for their skin later than Gen Z but through carefully chosen regimes and a commitment to self-care they're ageing more positively than any generation before them. At this life stage, women are looking to improve skin texture, work on brightness and glow and add a feeling of plumpness and volume. This means well-chosen staples that include condition-specific serums to tackle individual concerns.

Our Expert View: Nurturing Skin Through the Decades

Superskin™ Advanced Nourishing Cleansing Balm

It is easy to overlook the importance of cleanser but for impactful change, a cleanser must do more than remove dirt for this age group. Formulated with a plant-based alternative to collagen this improves the look and feel of skin experiencing collagen loss.

Superskin™ Advanced Lift & Define Serum

A step on from skincare basics, serums are there to treat a specific issue or need. With a focus on firming, this multi-action product also reduces the appearance of fine lines and wrinkles and uneven tone and texture. Created with acacia tree extract which is a plant-based alternative to collagen this gives visible lift and definition and is suitable for sensitive skin.

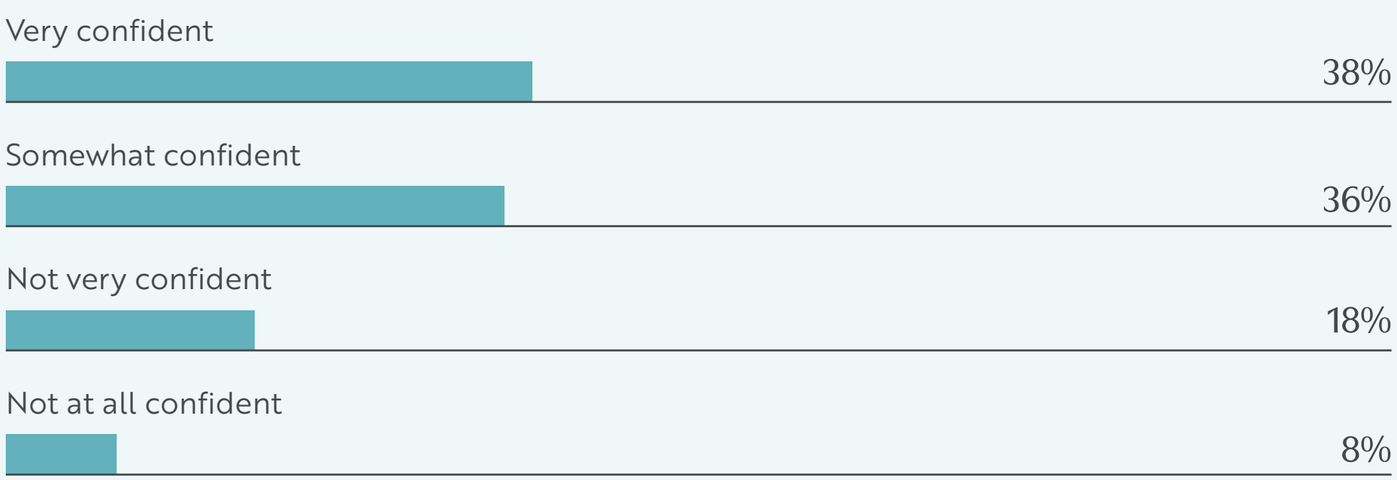
A BREAKUP WITH MAKEUP?

For many of us the true indicator of good skin is confidence without makeup. From the freedom to go to the shops without a full-face to the liberation of a foundation-free Zoom meeting, showing up exactly as you are can be empowering. Makeup itself is not an indicator of low confidence, and its artistic and expressive abilities are in themselves mood boosters, but natural skin confidence means we can make the choice for ourselves.

In a triumph for skin positivity **three quarters (74%) said they feel confident leaving the house without makeup, with only a quarter (26%) saying they don't. Of the positive responses, 38% said they feel 'very confident' leaving the house bare-faced.**

Choosing to go without makeup isn't only about confidence it's also about representation. In a world shaped by filters, edits and often curated 'perfect skin', feeling comfortable showing real skin is hugely empowering. Normalising real skin helps close the gap between how skin looks IRL and how we've been previously conditioned to expect it to look, reinforcing that confidence can be rooted in reality, not comparison.

How confident do you generally feel leaving the house without makeup?



UNHAPPY FACE

How skin changes our behaviour

When skin feels unsettled, its impact extends far and wide. **More than a third of women (38%) say they have worn more makeup than usual due to unhappy skin, while 22% have stayed indoors. In addition, nearly one in five (19%) have avoided social events altogether due to how they felt about their skin.**

For some, these feelings are temporary, maybe it's a one-off blemish, the result of a few late nights, a sudden change in weather or a reaction to a product. For others, it can be tied to ongoing skin conditions like rosacea, psoriasis or eczema. When skin behaves unpredictably, confidence can fluctuate just as much. During moments like party season or high summer these feelings can be even stronger as we show more of our skin to more people.

When skin is unhappy, skincare needs to fulfil two purposes. We want results that are reflected in how we see our skin but we also need comfort and care. Kindness and balance are key to avoid upsetting the skin and we should reach for formulas that gently support the skin barrier.

Which, if any, of the following have you ever done due to feeling unhappy with your skin?

38%

Worn more makeup

22%

Stayed indoors

19%

Avoided social events

14%

Cancelled plans

9%

Worn a hat or mask

KEEPING THINGS SIMPLE

Back to basics builds confidence

62%

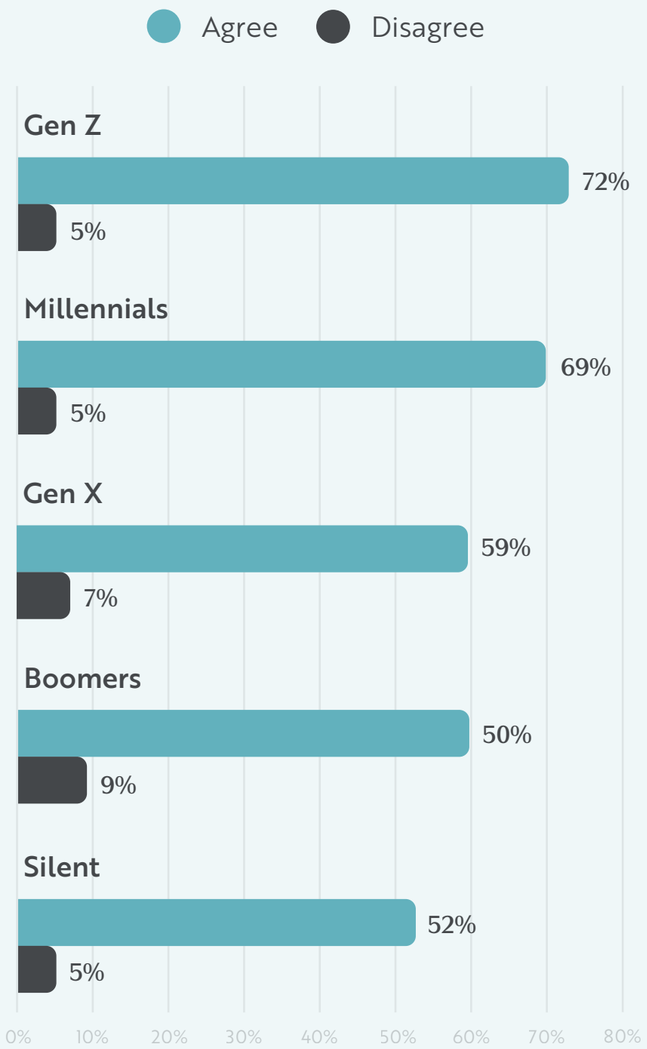
Nearly two thirds

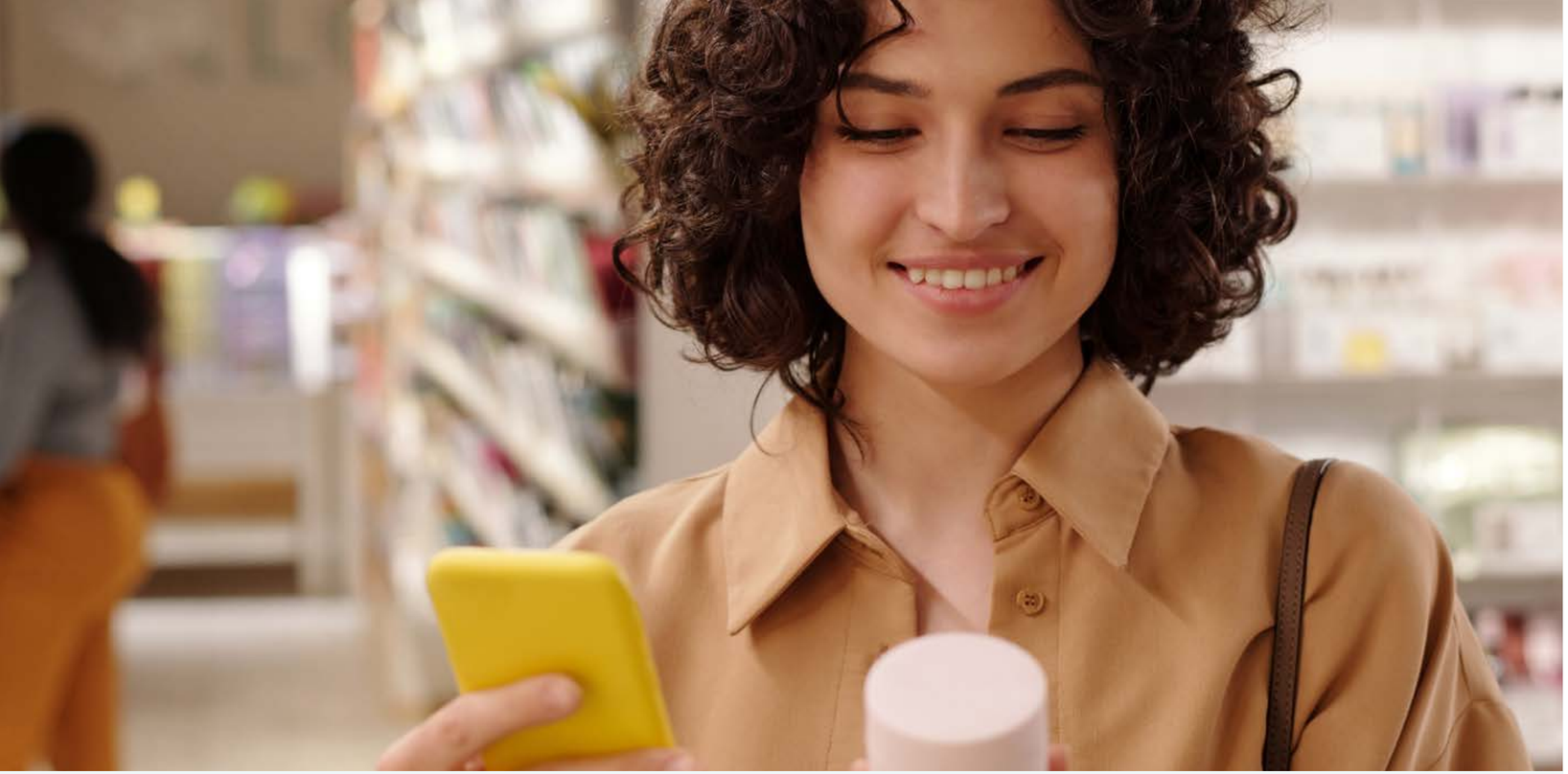
of women agree that having a skincare routine helps them feel more confident.

Skincare routines are not just practical, they're emotional. **Acting as a ritual that grounds and supports us, nearly two thirds of women (62%) agree that having a skincare routine helps them feel more confident, with 24% strongly agreeing and only 6% disagreeing.** For many women, this reassurance answers a common question: does having a skincare routine actually work?

Confidence grows even more when routines feel achievable and attainable. A simple low-step structure, centred around cleansing and moisturising, removes pressure while still delivering results and helps establish skincare as supportive rather than another thing on the to-do list.

Do you agree or disagree with the following statement: 'Having a skincare routine helps me to feel more confident'?





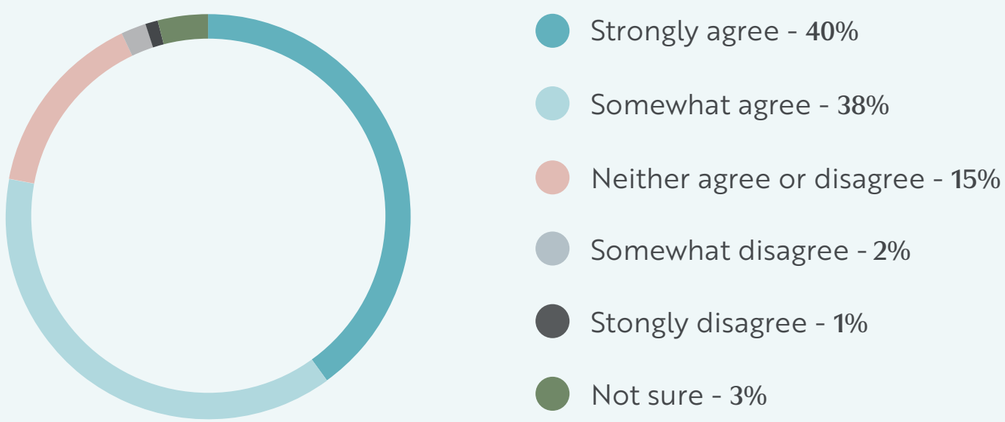
TOO MUCH OF A GOOD THING?

Skincare overwhelm is real

78%

More than three quarters agree there are too many new skincare products to keep track of.

To what extent do you agree or disagree with the following statement: "There are too many new skincare products constantly cycling onto the market to keep track of"?



If you've found it impossible to keep up with new skincare launches and developments, you're not alone. **More than three quarters of women (78%) agree there are too many new skincare products to keep track of, with 40% strongly agreeing.**

Skincare fatigue is a growing movement towards a fewer-but-better approach. Stripping back with a 'skincare diet' is a move away from the over-consumption of multiple, often unnecessary products, instead landing on those that deliver the results you want and offer support and care not overwhelm and confusion. The result is a routine that feels manageable without compromising on results.

Cleansing isn't just washing your face; it's also a moment of transition. Our range of scientifically-formulated cleansers clear the way for all skin types to reset, renew, and reveal innate radiance. Effectively meeting every skin's specific needs: from dry and irritated to oily and blemish prone. Giving everyone the chance to reset, whatever their skin.

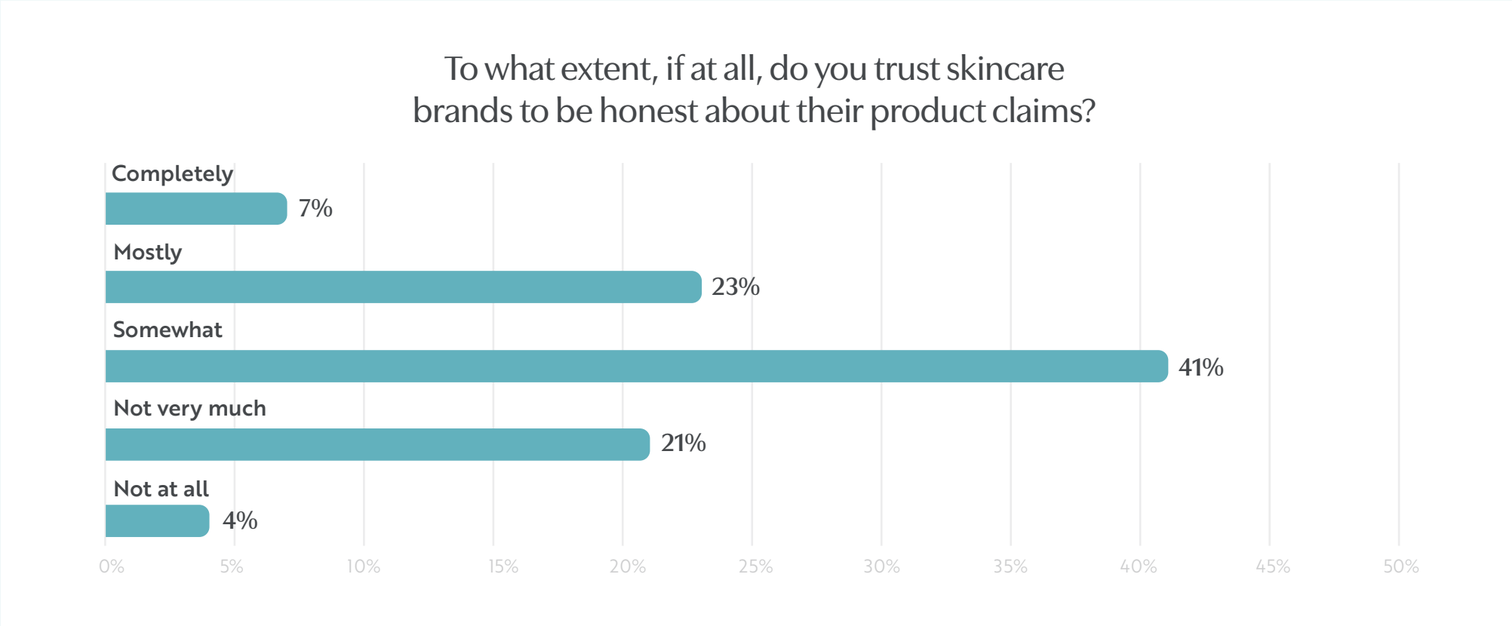
When it comes to choosing a cleanser, ingredient lists can feel confusing, but a good face cleanser doesn't need to be complicated. Look for formulas that prioritise skin comfort and clarity, using ingredients chosen to cleanse effectively while respecting the skin's natural balance.

Ultimately, the best simple skincare regime is one you can use every day with confidence. When skincare feels supportive rather than stripping, it becomes easier to trust your routine, reduce overwhelm and focus on caring for skin.

Celebrating an icon

Cleanse & Polish™ Hot Cloth Cleanser

It revolutionised how we cleansed our skin when it was launched in 1995 and it's just as relevant, and relied upon, today. By introducing the hot cloth ritual, it transformed a functional step into a moment of care, gently exfoliating while thoroughly removing makeup, SPF and daily grime. Beloved across the generations, it's a suits-all skincare step and a true British beauty icon.



DON'T TRUST EVERYTHING YOU READ?

Why honesty matters more than ever

Trust in skincare brands is variable. **While 71% say they trust brands to some extent, only 7% say they trust them completely, and nearly a quarter (24%) say they don't trust them.**

We want to do better than this and we know that in this landscape, clarity matters. We'll always explain what our products do and why, without any exaggeration. We're here to rebuild your confidence.

Since 1995, Liz Earle Beauty Co. has been committed to combining the highest quality, naturally active ingredients with plant science. Our ingredient principles are the same today as they were on day one. Every botanical ingredient is responsibly sourced and carefully selected for its proven efficacy and ability to work in harmony, ensuring formulations that are both intelligent and reliable.

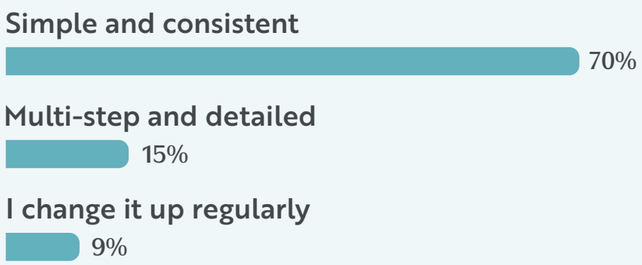
BEHIND CLOSED DOORS

Real daily routines

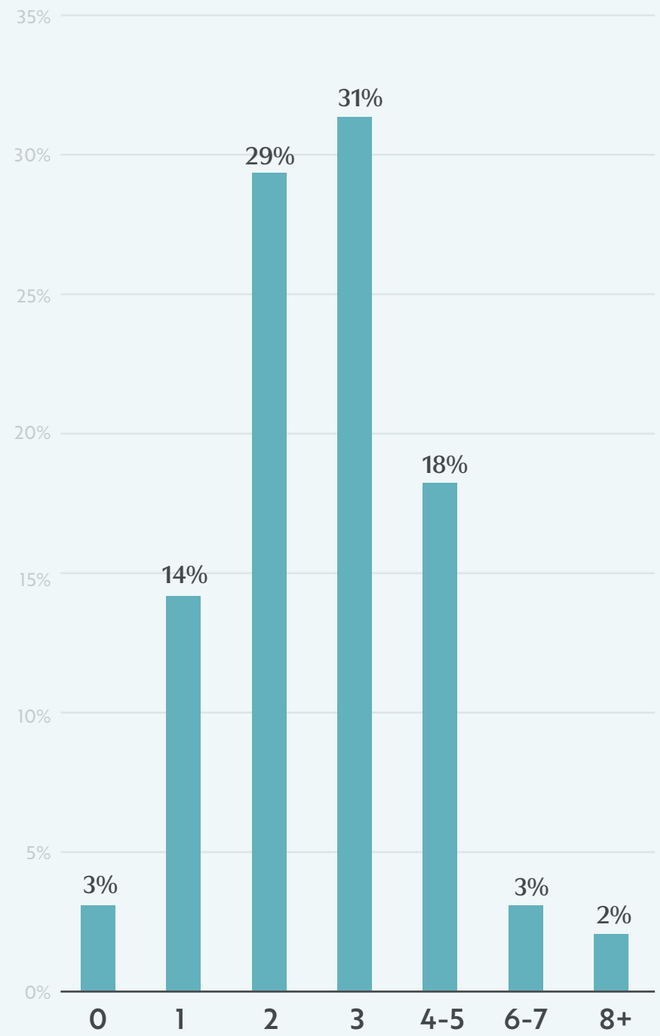
Despite the current noise around skincare, with relentless product launches and trending multi-step routines sometimes straying into double figures, real daily behaviour tells a simpler story. **Seven in ten skincare users describe their routine as simple and consistent, using an average of 2.8 products. Nearly half use two products or fewer, and just 5% use six or more.**

When it comes to products, **moisturiser (82%) and cleanser (61%) are the most commonly used.** Proof that practicality, comfort and protection still come first.

How would you describe your current skincare routine?



How many skincare products do you typically use in your daily routine?



MOISTURE MATTERS

The crucial product

51% Over half
of skincare users say moisturiser is the single most important product in their skincare

Moisturiser stands out as the most essential step in all skincare regimes. **Over half of skincare users (51%) say it is the single most important product in their routine, with cleanser ranking second at 16%.**

This suggests we're prioritising care over trends and complicated regimes. Moisturiser plays a central role in any skincare routine, helping to maintain hydration, comfort and skin barrier health. The best face moisturiser is one that suits your skin's needs, life, leaving skin feeling balanced, supported and comfortable, rather than heavy or sticky.

Which of the products in your regular skincare routine would you consider most essential to you?

51% Moisturiser

16% Cleanser

8% SPF

5% Serum

FINDING THE ONE FOR YOU

Skin Repair™ Rich Cream

A rich, comforting face moisturiser that provides long-lasting hydration while supporting the skin barrier, making it ideal for dry or sensitive skin that needs extra care.

Revitalise & Glow™ Radiance Reveal Night Cream

Curious about the power of a dedicated night cream? If you long for skin that feels revitalised, looks luminous, and wakes up with a healthy glow, then the answer is yes. Crafted to work its magic while you sleep, it visibly brightens and renews your skin's natural vibrancy for a radiant start to your day.

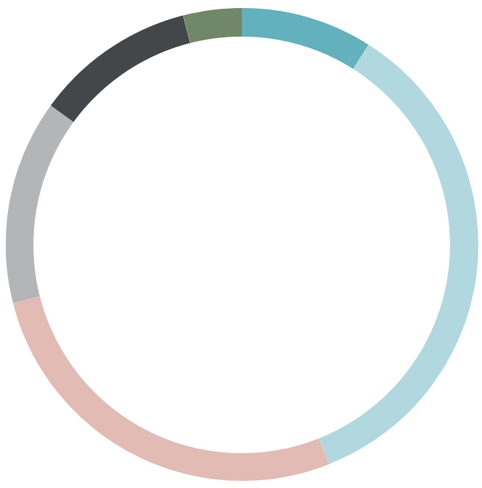
Skin Repair™ Light Cream

A lightweight moisturiser that delivers hydration without heaviness, perfect for normal to combination skin or those who prefer a fresher feel, particularly under makeup.

Superskin™ Moisturiser

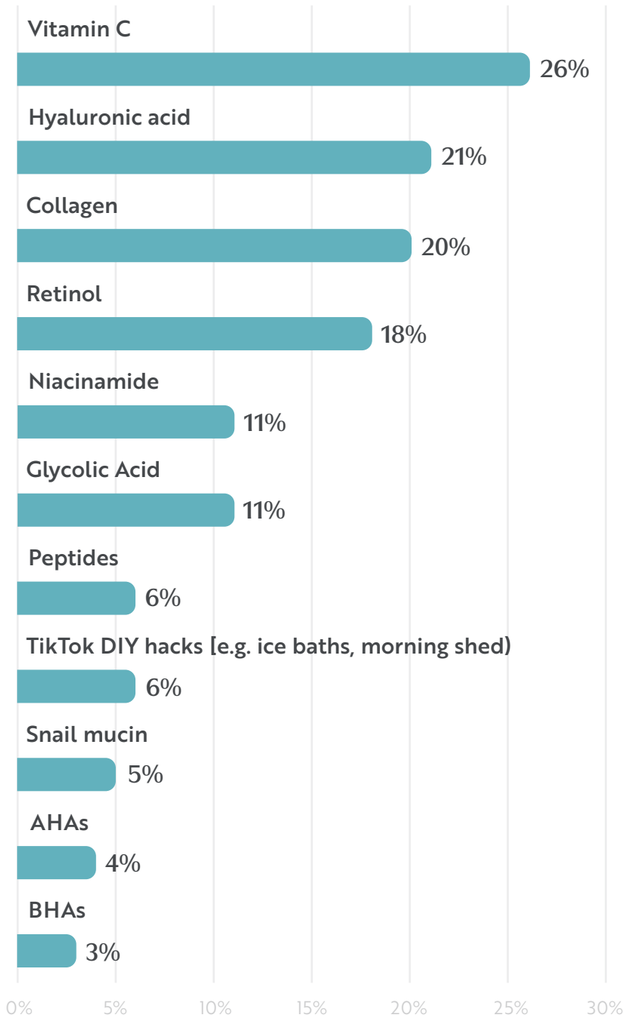
A nourishing moisturiser designed to support skin as it changes over time, helping improve comfort and suppleness while promoting a healthy-looking complexion.

How confident, if at all, do you feel when it comes to understanding skincare ingredients and what they do?



- Very confident - 9%
- Somewhat confident - 35%
- Not very confident - 27%
- Not at all confident - 14%
- N/A - 11%
- Not sure - 4%

Which, if any, of the following skincare trends have you tried specifically based on social media / internet hype?



INGREDIENTS 101

More explanation is needed

It can feel like you need a chemistry degree to decipher today's skincare offerings. While interest in ingredients continues to grow, and product launches continue to respond to this, confidence in ingredients remains low. **Less than half of skincare users (45%) feel confident understanding skincare ingredients, with only 9% feeling very confident and 41% not feeling confident.**

We're still driven by what we see and read around us, even if we don't fully understand it. **26% reported that they had tried Vitamin C due to social or internet hype.** This calls for greater education and clarity in communication from brands.

A FINAL WORD

This report shows that skin confidence is about comfort, consistency and feeling supported in your own skin. Across all ages and life stages, women describe skin as something that goes beyond appearance, instead shaping mood, confidence and behaviour mood, confidence and behaviour daily.

The data highlights a shift away from overly complex routines, overconsumption and 'quick fixes' towards achievable routines that feel manageable and reassuring. Consistent regimes centred around cleansing and moisturising help build trust, reduce overwhelm and support skin health. It is these everyday practices, rather than rapidly obsolete trends, that underpin lasting skin confidence.

Methodology

Survey conducted by OnePoll on behalf of Liz Earle Beauty Co. of 5,000 UK women between 23 December 2025 - 8 January 2026.

Secondary dataset used in 'Don't trust everything you read? Why honesty matters more than ever', of 5,000 UK women between 7 - 14 January 2026.

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