

Cosmetology industry insights: New techniques, client trends, and trauma-informed practices.

Emerging Techniques in Cosmetology

- **Advanced LED Therapy:** Beyond traditional red and blue light treatments, new spectrums like green (targeting pigmentation) and yellow (addressing redness) are being utilized. Both professional-grade and at-home LED devices are gaining popularity, offering customizable skin treatments.
- [Summit Salon Academy Portland](#)
- **Non-Invasive Skin Tightening:** Techniques such as radiofrequency (RF) and high-intensity focused ultrasound (HIFU) provide noticeable lifting and tightening effects without surgical intervention, appealing to clients seeking effective yet non-invasive options.
- [Summit Salon Academy Portland](#)

Client Trends Shaping the Industry

- **Personalization through AI and AR:** Consumers increasingly seek personalized beauty experiences. AI-driven tools analyze individual skin conditions to recommend tailored skincare routines, while augmented reality (AR) allows virtual try-ons, enhancing the shopping experience.
- [Publicis Sapient](#)
- **Emphasis on Natural and Organic Products:** There's a growing demand for beauty products with natural and organic ingredients, reflecting a broader consumer shift towards sustainability and health consciousness.
- [Exploding Topics](#)
- **Inclusivity in Beauty:** Clients are seeking services and products that cater to diverse skin tones, hair types, and gender identities. This trend underscores the importance of diversity and representation in the beauty industry.
- [Summit Salon Academy Portland](#)

Trauma-Informed Practices in Cosmetology

Recognizing the importance of client comfort and autonomy, some professionals are adopting trauma-informed approaches:

- **Consent and Communication:** Hairdressers like Jordan Palmer have gained attention for practices such as asking clients for consent before touching them during consultations, creating a safer and more welcoming environment.
- [People.com](#)
- **Safe and Inclusive Spaces:** Salons are increasingly focusing on creating environments that respect client boundaries and identities, particularly within marginalized communities, to ensure a supportive experience for all clients.