to stand out because less perfection gives a stronger impact. My advice would be to collaborate with strong personalities, daring and opinionated influencers that match the brands and be inspired by people who opt for different standards of beauty.”

Christina further adds: “I think beauty and fashion help us express ourselves, help us feel what we’re thinking, and can put us in a mood that is definitely empowering! If I have a specific outfit in mind, I always take that into consideration for my makeup look because it will complete everything. Whether it’s a bold lip or a smokey eye, it definitely adds to the overall look and feel.”

It’s important for any brand that wants to be up to date with trends and digital changes, to consider these generational shifts that have started happening. Beauty has become part of the bigger picture when it comes to fashion, individuality and artistic expression. We can find real value when we start seeing beauty and fashion as an item and focus on what can be achieved when the two collide.

Summer epitomizes endless fun in the sun and longer than usual nights. However, the steamy season often hampers skincare, putting a damper on your complexion.

Read on for fail-safe guidance— and prudence— to keep you looking resplendent this season.

Sun Damage

Do: Apply at least one ounce of broad-spectrum sunscreen, which contains protection against UVA and UVB rays, of SPF 30 to your face and body, says board-certified dermatologist Dr. Elizabeth Hale. “When a tan shows, the cellular damage is already done.” Reapply sunscreen every 80 minutes, as well as after swimming or sweating. Take advantage of makeup and moisturizers with SPF. If desired, use bronzers and sunless tanners to deepen skin color safely.

Don’t: Linger in the sun, particularly between 11am and 2pm when the sun’s rays are apt to cause the most damage. If you must be outdoors, seek cover with a wide-brimmed hat, polarized sunglasses and other protective clothing. Maintain protection on cloudy days, too, as rays can penetrate clouds and glass, including car windshields.

Oily Skin

Do: Use oil-free skincare products and light or gel-based moisturizers. Before reaching for foundation or thick makeup, try tinted moisturizer that’s less prone to clog pores.

Don’t: Over-wash your skin or use cleansers designed to combat oil. “This leaves a nice squeaky clean feel, but is actually counterproductive,” says aesthetician Lisa Przygoda. “By stripping the skin of oils, these products are actually stimulating your oil glands to produce more oil.”

Ingrown Hairs

Do: Identify ingrown hairs that may result from shaving, waxing and getting laser hair removal. Similar in look and feel to small pimples, likely with hair right below the skin’s surface, ingrown hairs can irritate the skin and may contain pus. “Exfoliate problematic areas using a loofah, coupled with products that contain salicylic or glycolic acid, says Przygoda. “These acids aid in bringing ingrown hairs to the surface. Also, salicylic acid is both an antibacterial and antiseptic, while glycolic acid promotes skin hydration.” By exfoliating, you expose the outward growth of the hair follicle, thereby enticing hair to grow in the proper direction and averting future irritation