

FLARE

This Skincare Trend Might Be the Most Luxurious Thing Ever

From targeted serums to made-to-order masks, customizable skincare is the latest beauty trend with serious staying power. Here are the brands leading the charge

Mar 1, 2018 Emily MacCulloch   

Beauty trends come and go, but sometimes one so genius comes along that it has serious staying power. Over the last year, the beauty world has been buzzing about [customizable skincare](#) and the trend has only been gaining momentum.

Bespoke skincare is all about products that are created just for you—no more buying any old moisturizer off the shelf. Sounds pretty luxe, right? The best part is it's created to target your specific skincare issues—from redness to large pores, these innovative prods can treat a gamut of beauty woes. Customizable skincare is becoming so popular that it's being touted as the [future of beauty](#), nbd.

Here are a few of the brands that are leading the charge in customizable prods.

Universkin



UNIVERSKIN P SERUM, \$199, AVAILABLE AT [SPAMEDICA](#) IN TORONTO AND OTHER [UNIVERSKIN](#) SPA LOCATIONS ACROSS CANADA

Founded in 2006 by a group of French dermatologists (so you know it's the real deal), [Universkin](#) began as a skincare line to help patients recovering from cosmetic and dermatological procedures but later expanded into the bespoke skincare biz. For their custom serums, clients have a selection of 19 active ingredients to choose from and can add up to three to day and night formulas. The actives, such as ferulic acid, vitamin C, aloe vera and glycolic acid, are pharmaceutical-grade and available in three potency levels.

After your in-office consultation, your actives are selected and mixed into your serum right then and there. The serums contain no preservatives so once you take your formula home it expires after eight weeks. It's safe to say that this line has some serious cred behind it, and with potential to create up to 1,159 unique formulations you can tackle a plethora of skin conditions and concerns.