

October 2025's Must-Have Beauty Launches You Might've Missed

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As the beauty world gears up for autumn, October 2025 saw a slew of fresh launches across categories—skincare, makeup, haircare, fragrance and more. Editors and experts agree: if you're looking to update your regimen, now is the time. Below are some standout picks and what makes them special.

Skincare Innovations

- Dr. Althea 345 Relief Cream Mist: A fine mist designed to calm redness and hydrate sensitive skin—useful as temperatures drop and skin becomes more reactive.
- Trinny London Naked Ambition Serum: Combining slow-release vitamin C with azelaic-acid alternatives, this serum is aimed at brightening and calming.
- Exosome + multi-molecular hyaluronic acid moisturisers: Several premium lines rolled out formulas targeting barrier repair, hydration and anti-ageing with lab-backed tech.

Makeup & Fragrance Highlights

- Merit Solo Shadow Sheen: A subtle shimmer eye-shadow line offering wearable glow without heavy finish—perfect for understated daytime looks.
- Balenciaga Fragrance Collection: The luxury house expanded into ten new gender-fluid scents, emphasising legacy, design and modern scent story-telling.
- Seasonal ready-to-wear fragrances and candle/home-scent drops: Brands are increasingly tying beauty with lifestyle via scent capsules and ambient-fragrance launches.

Hair & Body Care Picks

- Virtue Overnight Hair & Scalp Elixir: A night-time hair treatment that works while you sleep—repairing strands and prepping hair for the next day.
- Multi-purpose body- and hair-care blends: Launches that blur the lines—such as hair + body mists or scalp scrubs.
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