

# Are Lip Oils Overtaking Lip Glosses? Beauty Experts Break Down the Trend

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Lip oils — once a niche product — have surged in popularity this year as beauty lovers embrace formulas that **blend skincare benefits with cosmetic appeal**. Unlike classic glosses that primarily add shine and colour, lip oils are often infused with nourishing ingredients like jojoba, almond or argan oil, along with vitamins and hydrating agents. Their lightweight, non-sticky texture delivers a **natural, dewy sheen** while deeply moisturizing the lips.

This fusion of makeup and skincare has made lip oils especially appealing to consumers looking for products that *do more than just look good* — they feel good too.

## How They Compare to Classic Lip Glosses

At a glance, lip oils and lip glosses might seem similar because both can deliver shine. However, experts note clear differences:

### Texture & Feel

- **Lip oils** are typically *lighter* and *less sticky*, absorbing into the lips for a soft, hydrated finish.
- **Lip glosses** often have a *thicker* base that sits on top of the lips, creating a more pronounced, high-impact shine.

### Shine & Finish

- Lip oils offer a **subtle, natural glow** that enhances the lips without overwhelming them.
- Glosses deliver a **high-reflective shine** and often more visible colour payoff, ideal for bolder, statement looks.

### Skincare Benefits

- Lip oils are formulated to **hydrate and nourish** lips over time, and some products even help repair dryness.
- Traditional gloss doesn't typically provide significant lip care — it's primarily cosmetic.

### Trend Context in 2025

This rise of lip oils aligns with broader makeup shifts toward **hydrated, natural finishes** — as highlighted by beauty trend coverage on hybrid products that merge care and cosmetic effects. For example, hybrids like lip oil-gloss formulas

are emerging that seek to combine the best of both worlds: hydration *and* mirror-like shine.

At the same time, other lip trends — including juicy gloss and lip stain hybrids — continue to flourish, showing that the lip category in 2025 accommodates a *variety* of finishes and preferences.

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