



# 7 Nigerian Makeup Trends on Social Media

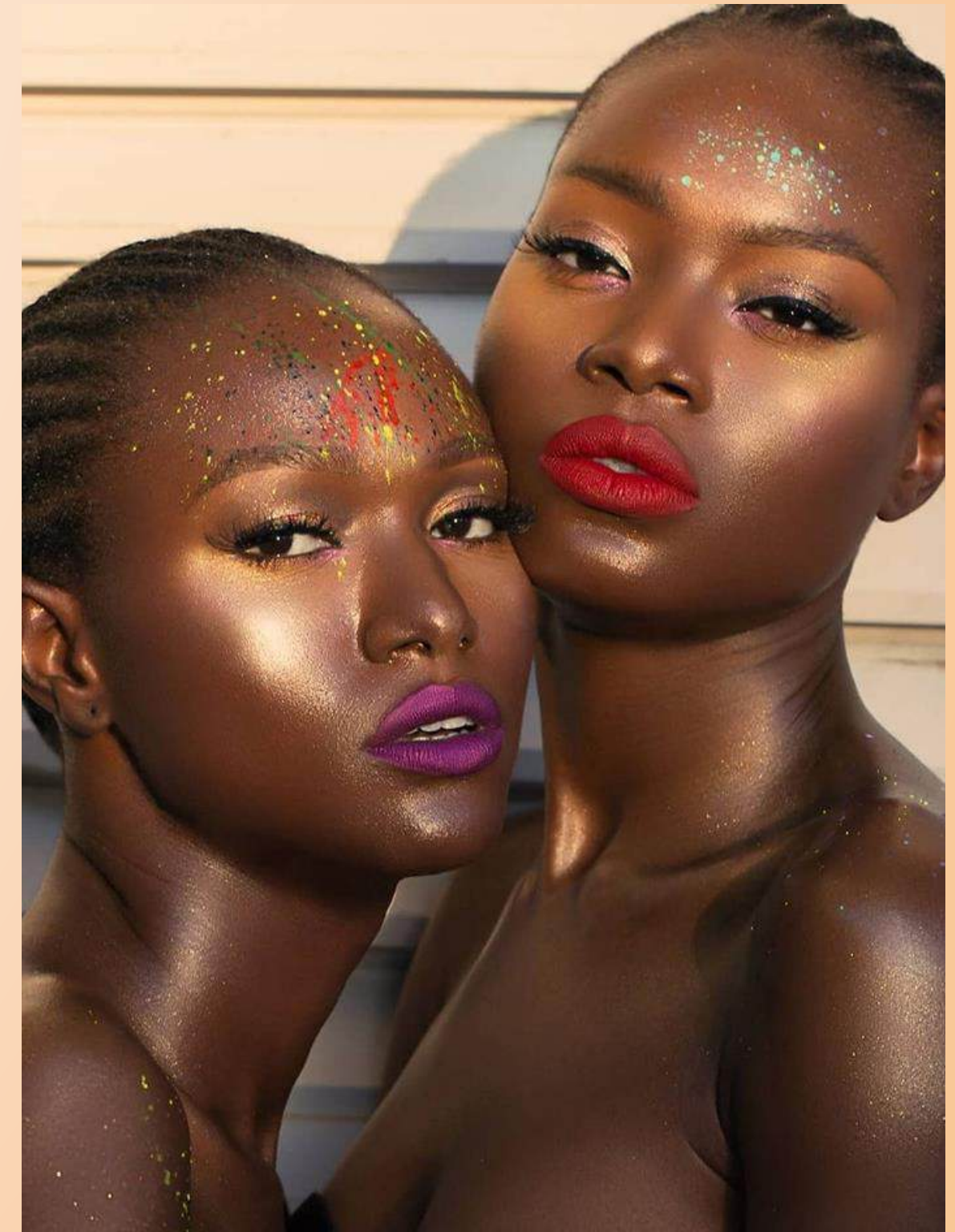
R o s e l i n e   M g b o d i c h i n m a





# Introduction

The Nigerian beauty and makeup scene is a captivating blend of contrasts and dualities. Microblading can trend alongside thin brows, or no-makeup makeup alongside bold Owambe glam. Glossy lips can share the spotlight with matte finishes. With over 250 ethnic groups and 235 million people, Nigeria's population and diversity fuels a beauty industry that celebrates individuality and variety in so many distinct ways.





# 1.Nollywood Y2K Makeup Trend



Yesterday's Icons are Today's Trendsetters.

The Old Nollywood makeup trend, popularised by beauty icons like Genevieve Nnaji, Rita Dominic, Ini Edo, Stephanie Okereke, Eucharika Anunobi, and others who are still shining stars in the industry today, has made a resounding comeback.





This makeup trend is a fusion of the 90's and Y2K aesthetics and is capturing the imagination of a new generation—especially Gen Z because of its visual flair and semblance to [Alté \(Alternative music\)](#) genre-bending music style that's popular with Nigerian youth. The look features thin eyebrows, black lip liners, glossy or bold lipstick, red blush, frosted or hot pink eyeshadow, and a prominent black dot on the cheek and just maximalism & individualism in the expression of oneself through fashion and beauty.







“On TikTok, there are over 30 billion searches for this trend. On [Nigerian](#) TikTok, the hashtag search has over 28 million. Right now, thanks to the resurgence, there’s a current ongoing challenge on these platforms where Gen Z creators recreate beauty and makeup looks that were inspired by the '90s. As they make their renditions of unmissable Y2K beauty looks,” says Elvis Kachi, Fashion and Culture Writer, in his article “[The Rise, Fall, and Rise of the Y2K Beauty Aesthetics.](#)”





Gen Z creators are bringing a contemporary take on Y2K beauty thus championing self expression and individuality. Stylists and Celebrities like Ashley Okoli and Ayra star have become torchbearers of the Y2K revival.

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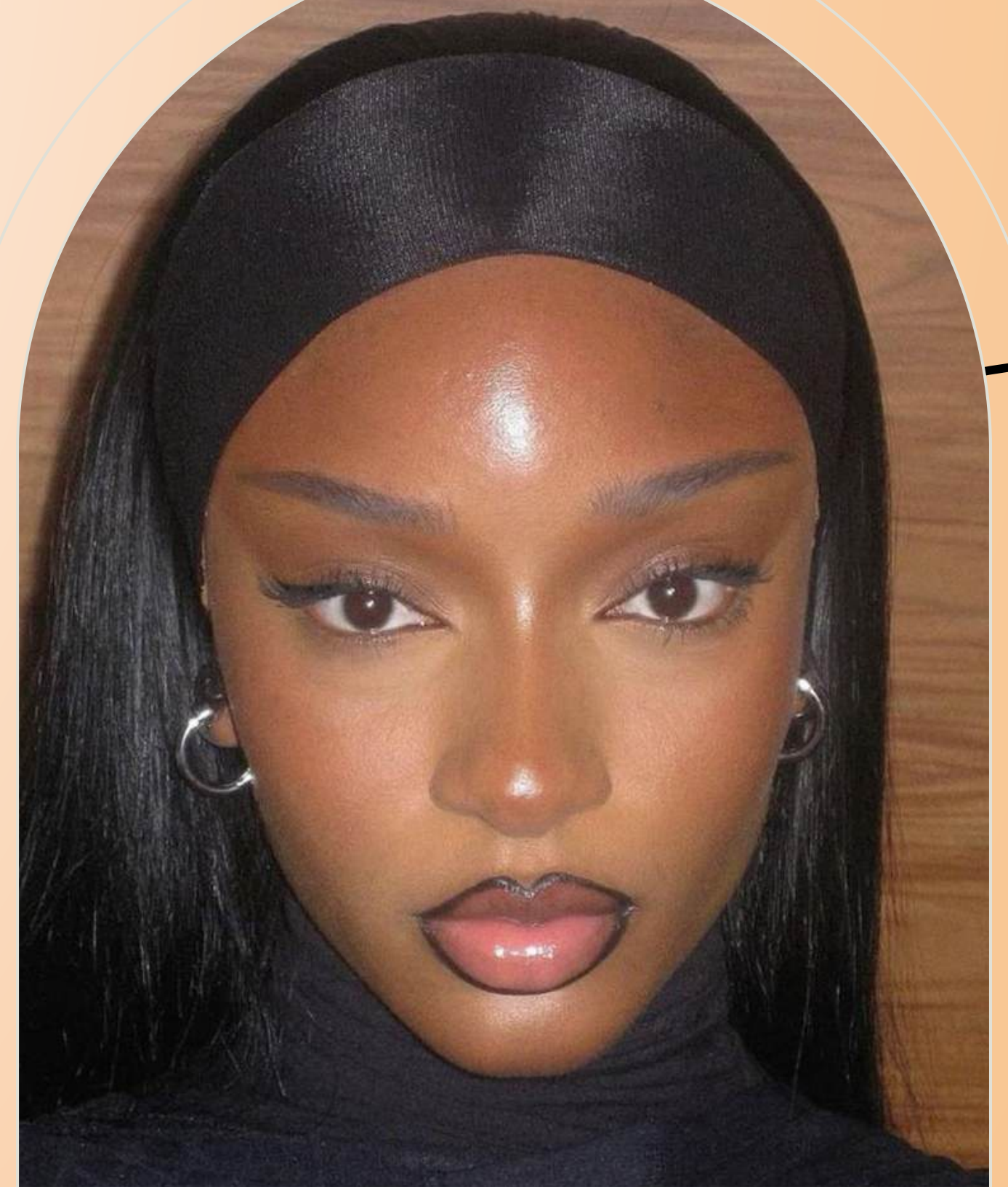
Ashley's style draws from a flirty mix of goth, grunge, punk and Y2K, recalibrating these trends with her own edgy and confident spins. This has influenced her community of mostly young people to do the same.

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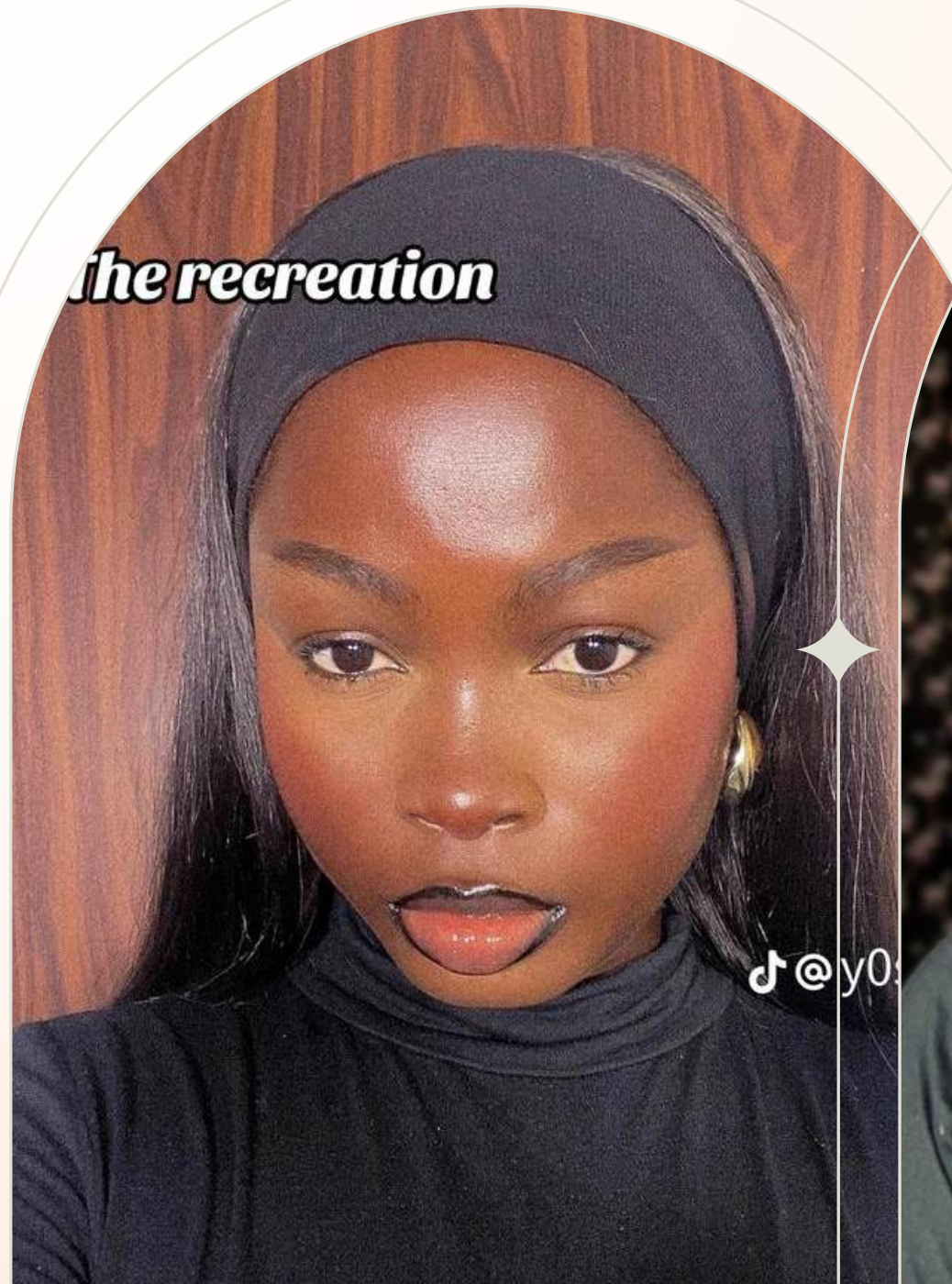




The Gen Z Afrobeats singer [Ayra Starr](#) has taken the Y2K trend and infused it with a Nigerian Alté edge. The internet went crazy when she posted [photos](#) of her Y2K makeup look for the Balenciaga fashion show. The makeup look was done by London-based Nigerian makeup artist [Chelsea Uchenna](#). This look started the viral “[Ayra Starr Makeup Trend](#)” on social media, with Nigerian women recreating it in large numbers. The 21-year-old singer has taken the Y2K trend and infused it with a Nigerian Alté edge.







*the recreation*



**THE RESULT**



**The results:**





## 2. Microblading & Microshading


... a beauty trend for the perfect eyebrows...

*Microblading* is a semi-permanent technique that uses fine, hair-like strokes to create the illusion of fuller, natural-looking eyebrows. *Microshading* blends tiny dots or shading for a soft, powdered makeup effect. These semi-permanent eyebrow makeup lasts 1-2 years before retouching. Perfect for **busy women, celebrities** or **moms** who have little time for makeup. The precise origins of microblading in Nigeria are not extensively documented, its rise can be attributed to global beauty influences, the proactive adoption by local beauty professionals, and the amplification through social media and beauty academies.





ellasessential




1,890 posts   19.8K followers   5,483 following

LAGOS BROW ARTIST | MICROBLADING | LASH ARTIST

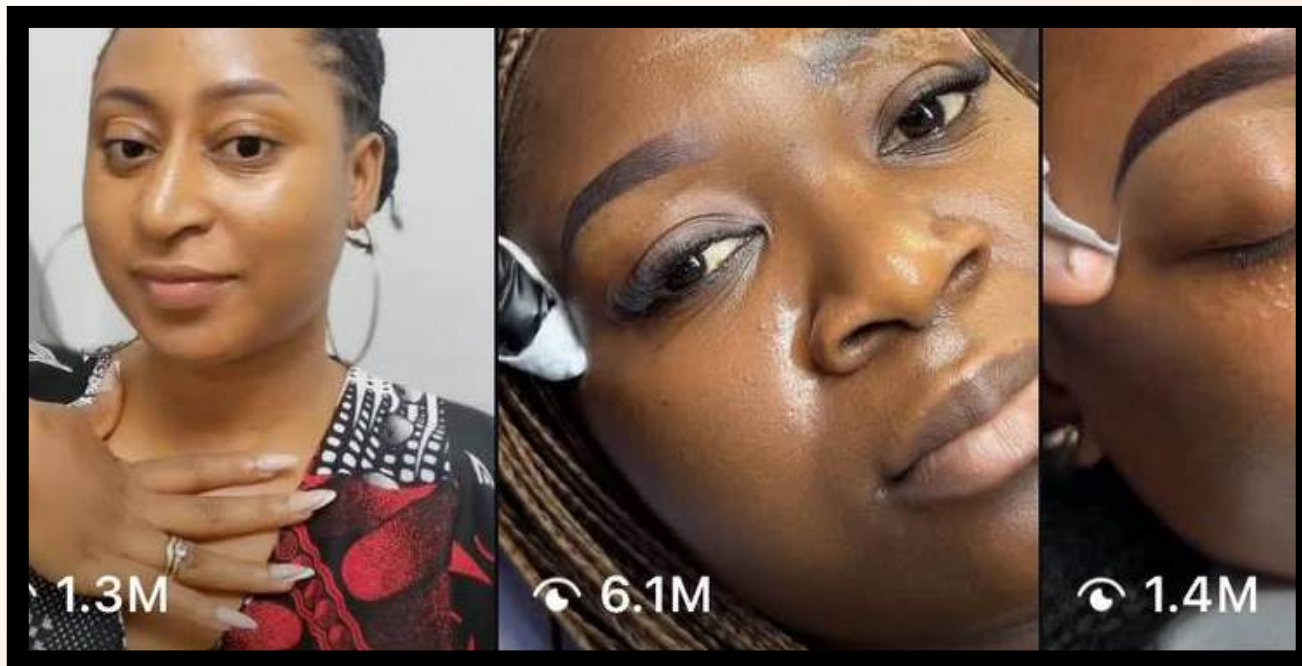
Effortless beauty with brows and lash extensions.

beautifixx




2,159 posts   43.8K followers   5,583 following

Microblading / makeup guru in lagos Artist




temitayo\_beauty



2,008 posts   12.6K followers   1,042 following

Temitayo  
Beauty Salon  
Advanced Aesthetics.  
Semi Permanent Makeup

beautish\_ng



640 posts   17K followers   2,177 following

NANO BROWS | MICROBLADING | LASHES | LAMINATION IN LEKKI

Leading Semi-permanent Makeup and Lash Salon  
Brows Lip blush Lashes Lamination EXPERT

Region: Microblading & Microshading is most popular amongst Lagos women because of the concentration of beauty professionals and technicians, social media influencers and creators as well as the cities fashion forward culture and vibrant lifestyle.



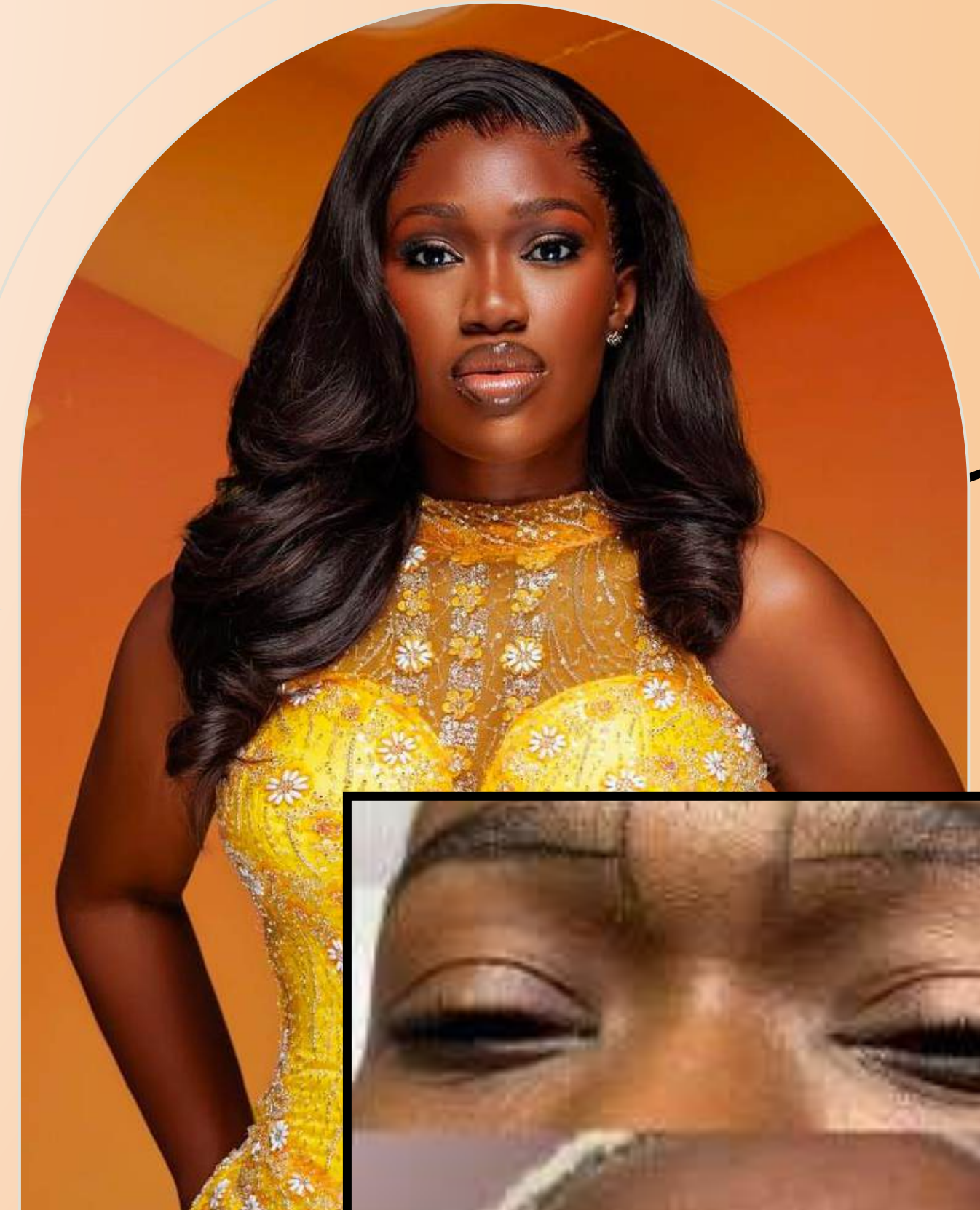
“You can’t be serious about being a **Lagos baddie** without having popping eyebrows,” says **Nicole Chikwe** (*beauty, motherhood, and lifestyle creator*) in an [instagram reel](#) on her way to get her microshading color refreshed and retouched after two years.

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*“I don’t want to be doing makeup all the time. I can just bathe, wear my clothes, instead of drawing eyebrows. Don’t forget, guys, I’m into showbiz, I’m an entertainer, I have to look good, and I’m a content creator,”* says comedian Anita Asuogha (@[Realwarripikin](#)) in a viral [Facebook video](#) posted on March 27th 2024 addressing followers who have reservations about her decision to get her eyebrows microbladed.







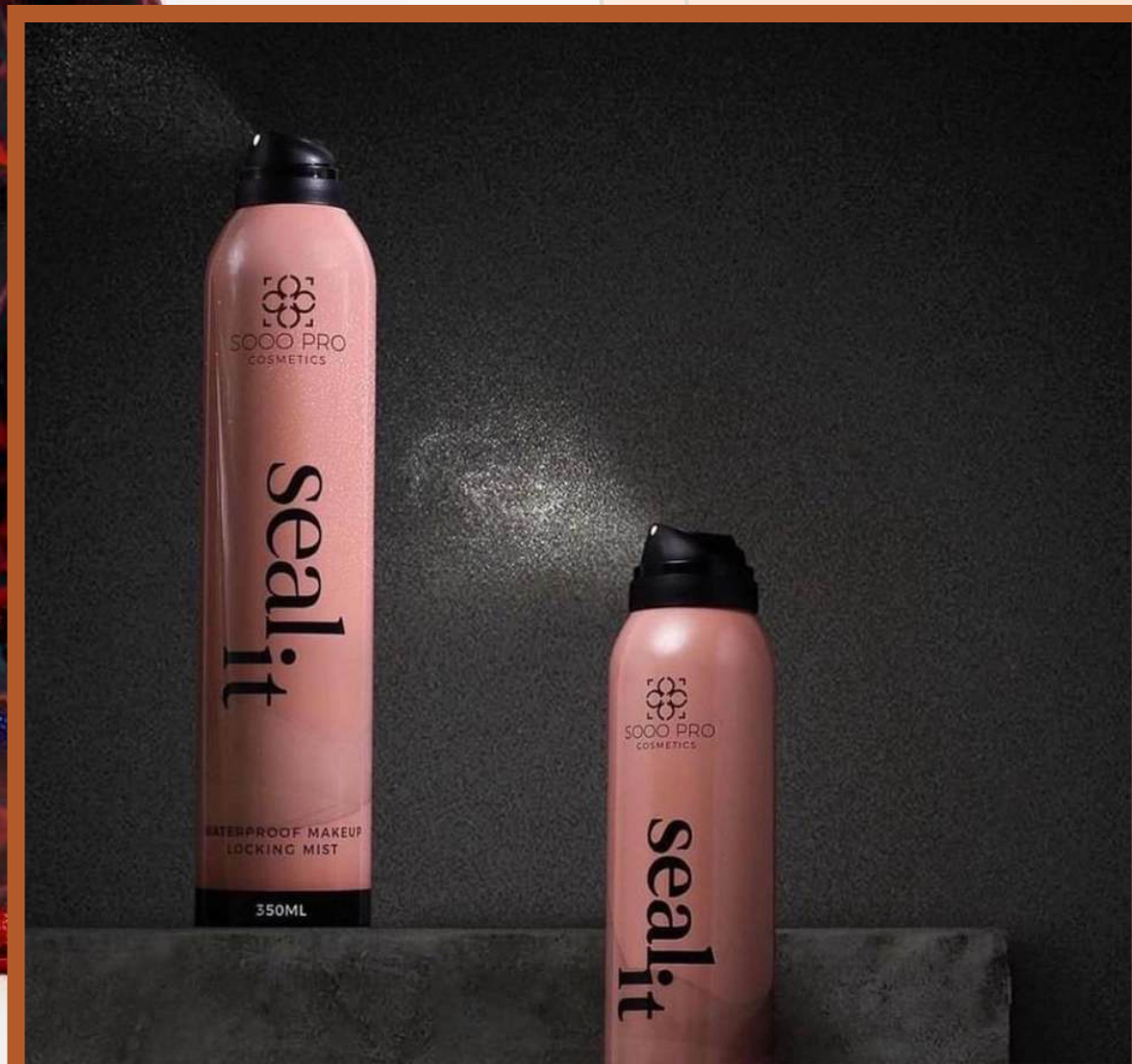
Some Nigerian Celebrities & creators with MicroBladed eyebrows



### 3. The Viral 'Sooo Pro' Seal It Locking Mist Spray



Nigerian and Huston Based Bridal Makeup Artist [Sidahome Omomene](#) created the Viral Sooo Pro Seal It Locking Mist Spray. The product has been used by Nigerian beauty influencers and makeup artists who see this finishing spray as a holy grail for long lasting make up looks.







Nigeria's hot and humid climate makes long-lasting makeup essential, and locking mists have become a game-changer in the Nigerian beauty routine. Unlike traditional setting sprays, the Sooo Pro Seal It Locking Mist Spray, offers a next-level finish.





Designed to lock makeup in place while preventing creasing, fading, or smudging, it's no surprise this innovative product sparked the curiosity of many online, who went and got the infamous product to see for themselves. With its waterproof, sweat-proof, and transfer-proof formula, it has become a staple for everyday makeup enthusiasts, [beauty creators](#), and professional makeup artists, solidifying its reputation as a homegrown favorite.





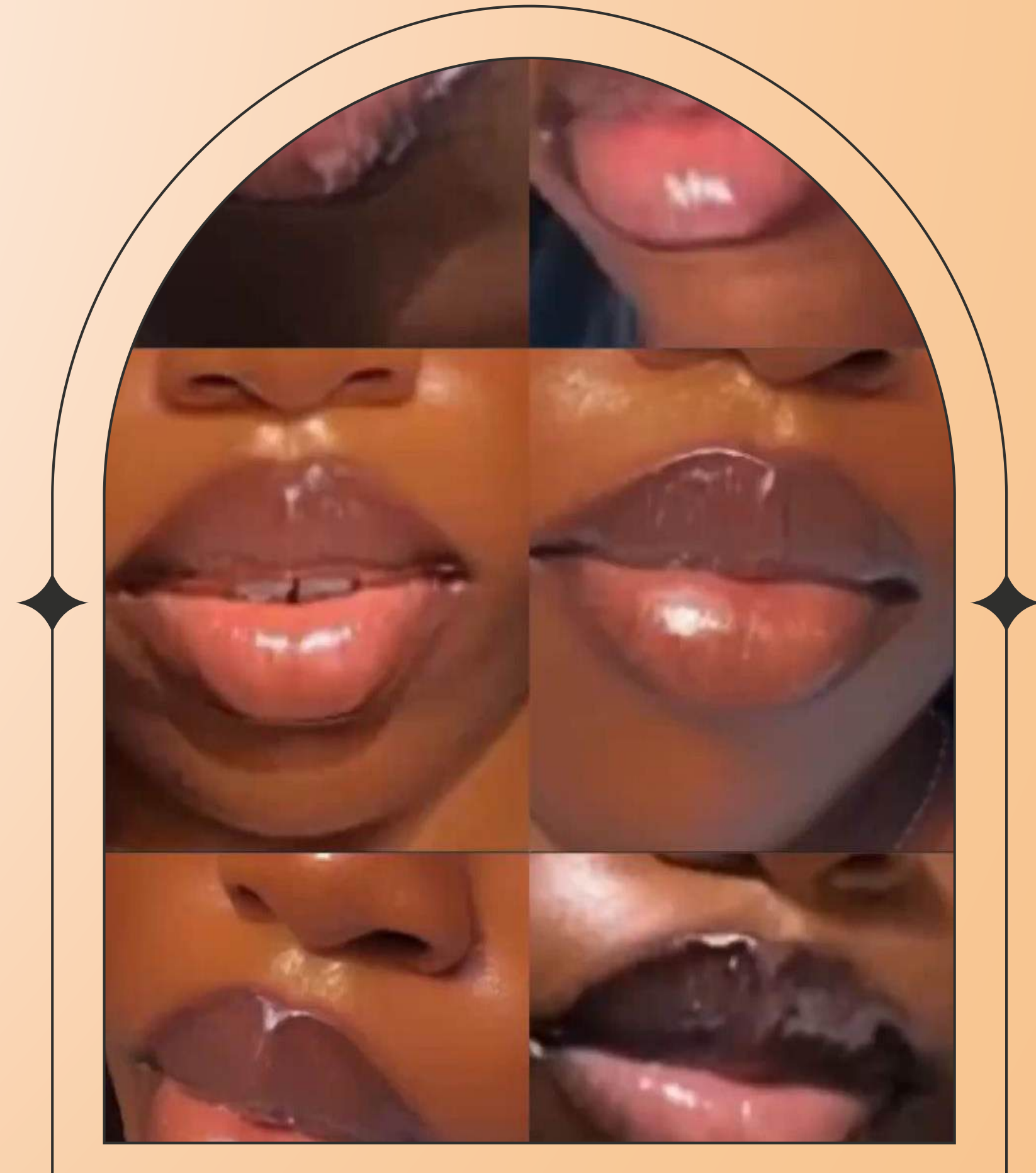
  
TikTok  
@celinakama

Waterproof makeup? 🤔



## 4. The Lip Gloss Trend

Lip balms, lip oils and glosses are especially popular as hydration and shine become top priorities among the makeup gurlies in Nigeria. The desire to have glossy and supple lips has the Nigerian beauty lovers buying lip glosses in bulk from wholesale suppliers. Nearly every Nigerian woman carries a lip gloss in her bag—whether to enhance her beauty or protect her lips from chapping during the dry harmattan seasons.





SAMPLE



 TikTok  
@candy\_lene

A lot of Nigerian Women swear by the absolute clear lip gloss because of its thickness and affordability. Despite its "Made in China" label and anonymous manufacturer, it remains a top choice among Nigerian women





Recently on [TikTok](#), Shine On Cosmetics, a Nigerian makeup brand, launched a lip gloss set priced at ₦70,000, sparking heated debates. Many criticized the price as excessive, noting that Nigeria's minimum wage is less than ₦70,000, while others defended it, citing the brand had a target audience in Nigeria who would not mind paying that amount after 70k is only about \$40. The controversy also inspired discussions about affordable alternatives like Classic, Squeeze and Shine, and MAC.



Over a 100+ pieces of lipgloss was sold on the first day of the Launch, even with the Outrage of Nigerian women on the price point of the Lip gloss.







*“What people don’t understand is she didn’t just launch a lip gloss and people didn’t just buy the lip gloss, they bought into a brand that she has worked on built for so long, they bought the experience and the prestige that came with the launch” says [Tumi](#), Content Marketer and Tiktoker.*



## 5. Clean Girl / No Makeup Makeup Trend

The clean beat, or no-makeup makeup trend, emerged from a desire for a natural, understated look defined by glowing, healthy skin. This shift may be linked to the rising popularity of [Korean skincare](#) in the Nigerian beauty market. With the glass skin trend in full swing, the no-makeup makeup look has gained traction among Nigerian women as a refreshing alternative to the heavy, full-glam makeup often seen at Owanbe parties and celebrations. Its practicality makes it perfect for everyday wear, especially in Nigeria's hot climate, where lighter makeup feels more comfortable. Beauty creators and influencers, have popularized this trend, propelling Nigerian women to embrace this simple and soft glam. The simplicity and beginner-friendly nature of this trend has made it widely accessible.

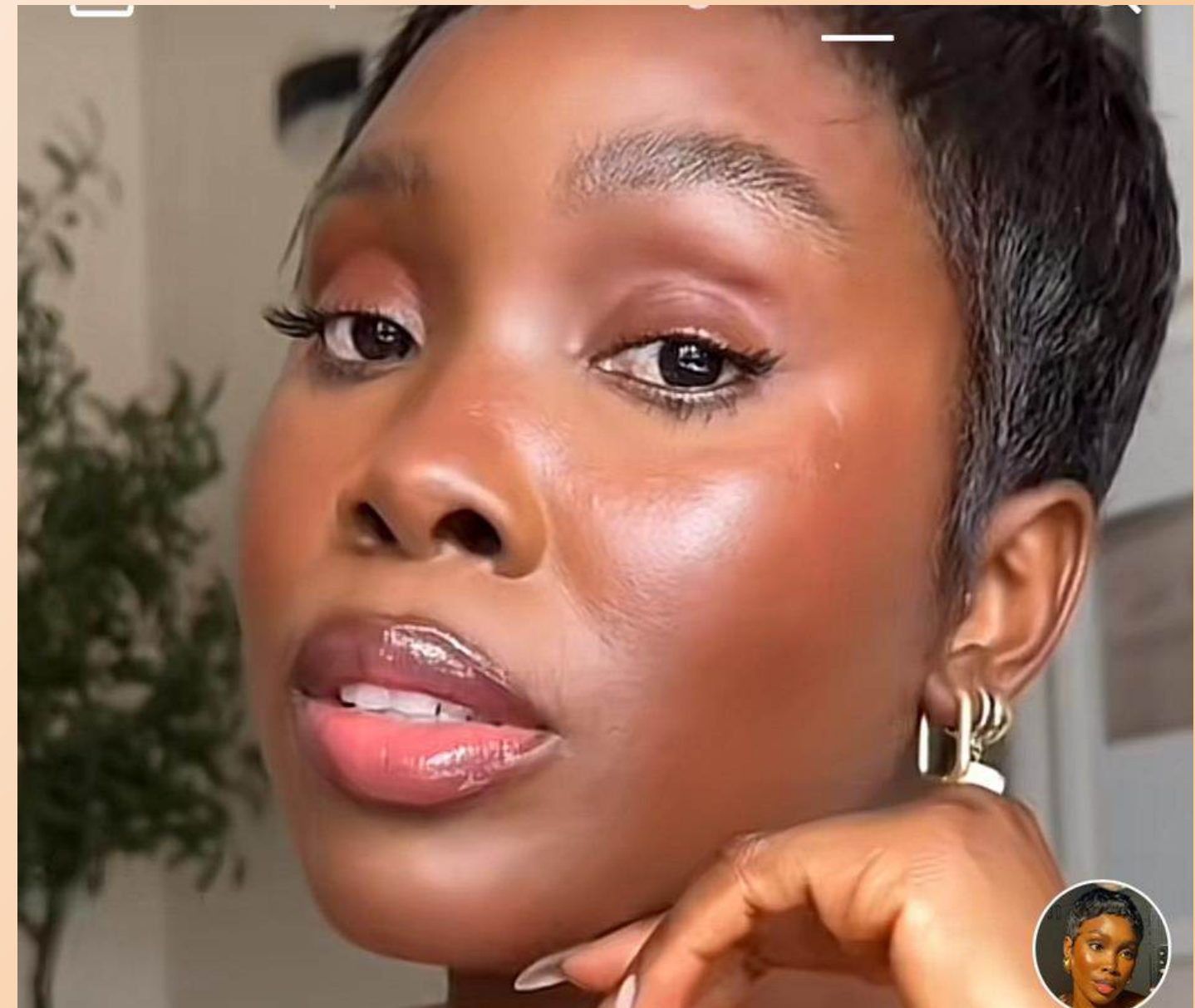


[Dimma Umeh](#) one of the pioneers of beauty influencing in Nigeria is the go-to for clean everyday glam, where less is more and skin is always glowing. Dimma is loved for her effortless style and relatable vibe. She makes beauty feel accessible, breaking down looks in a way that everyone can recreate, from students to busy professionals.





[Dodos Lydia Uvieghara](#) is a talented makeup artist and beauty influencer known for her clean girl aesthetic. She creates soft, dewy looks and shares easy, elegant tutorials that make professional makeup feel effortless. She creates timeless looks that inspire every day Nigerian women to look sophisticated.





Anita Adetoye, aka [Anita Brows](#), is redefining beauty with her mastery of clean girl makeup and skin-like finishes. Her collaboration with Nigerian brand [RLG Cosmetics](#) on the Skin Is In foundation cements the no-makeup makeup look as a lasting trend. Together, they champion flawless, hydrating makeup that feels like second skin.





## 6. The Eyeliner Trend

Everybody is looking for that perfect wing.

In Nigeria, black eyeliner is more than a trend—it's deeply cultural. Traditionally used to enhance beauty, cool the eyes for medicinal purposes, and ward off the evil eye, these eyeliners have become so ingrained in beauty routines that a makeup look without them now feels incomplete. In Yoruba a variation of the eyeliner is called Tiro, Tanjere/Otanjele (Igbo), and Kwalli (Hausa)





Nigerian women are top tier when it comes to their eye makeup game. They are inventive and experimental, so the Bold & Graphic eyeliner quickly became a trend for achieving artsy and colorful eye makeup looks.





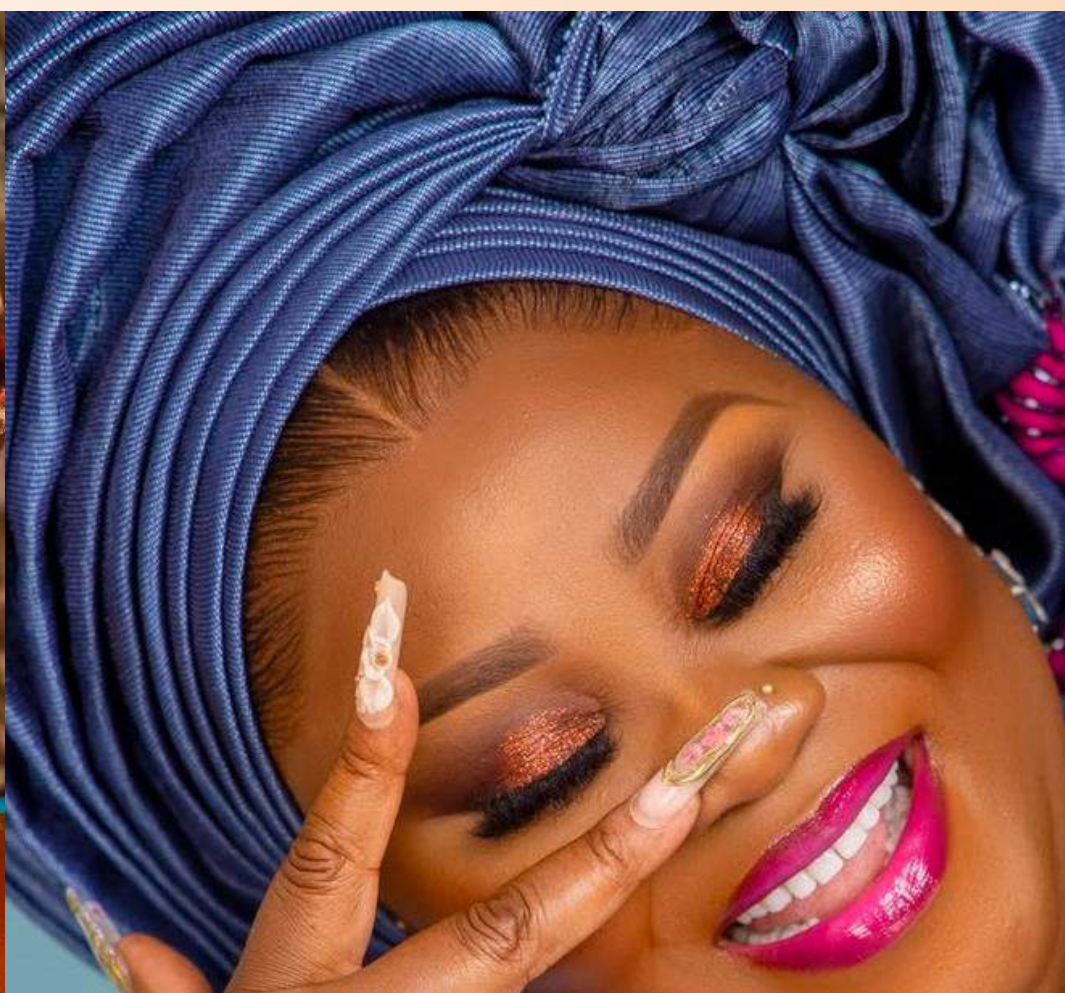
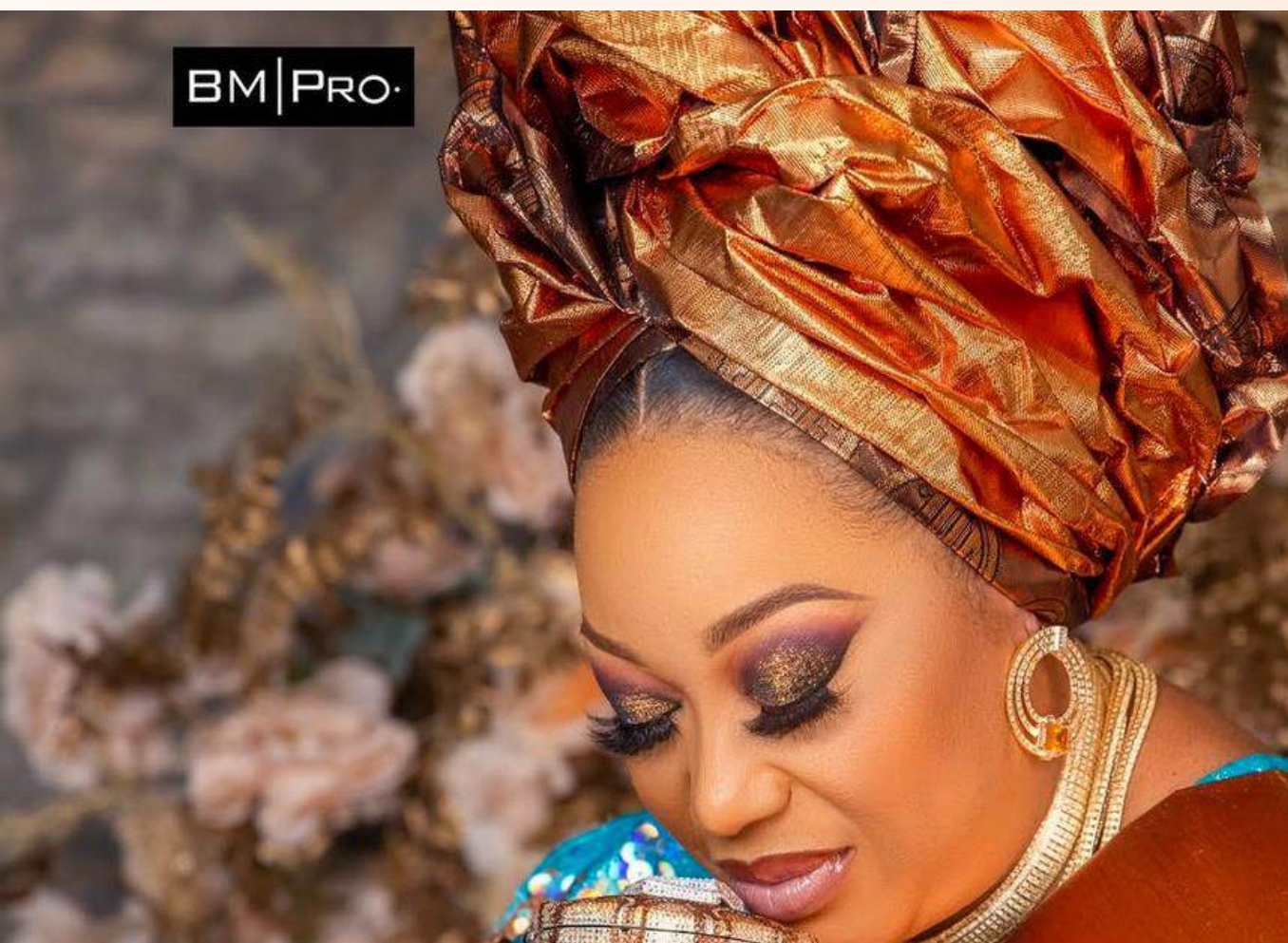
# 7. The Owambe Makeup Trend

In Nigeria you can be guaranteed a wedding or party almost every weekend. The Nigerian Owambe makeup glam is a hallmark of Lagos's vibrant party scene, especially among the Yoruba people who are known for their lively party culture and extravagant fashion. This makeup style typically features bold eyeshadows, dramatic lashes, and meticulously sculpted brows, complemented by matching traditional attire and headgear (gele). Its global appeal stems from its rich cultural significance, artistic expression, and the seamless blend of traditional and contemporary beauty trends, inspiring makeup enthusiasts worldwide.





With 65 products globally and numerous awards, Banke's impact on Nigeria's beauty industry is unparalleled, making her a true visionary. Banke Meshida-Lawal, CEO of BMPro, stands for innovation and excellence in beauty. Known for creating all round iconic looks, her Owambe makeup looks and bridal artistry continue to set the standard for many women and artists in Nigeria and beyond.





There are currently over 28 million posts under the hashtags [#Owambemakeuplooks](#) on TikTok with Nigerian women either recreating looks or just glamming up for an Owambe.





# Some Popular Nigerian Makeup Brands



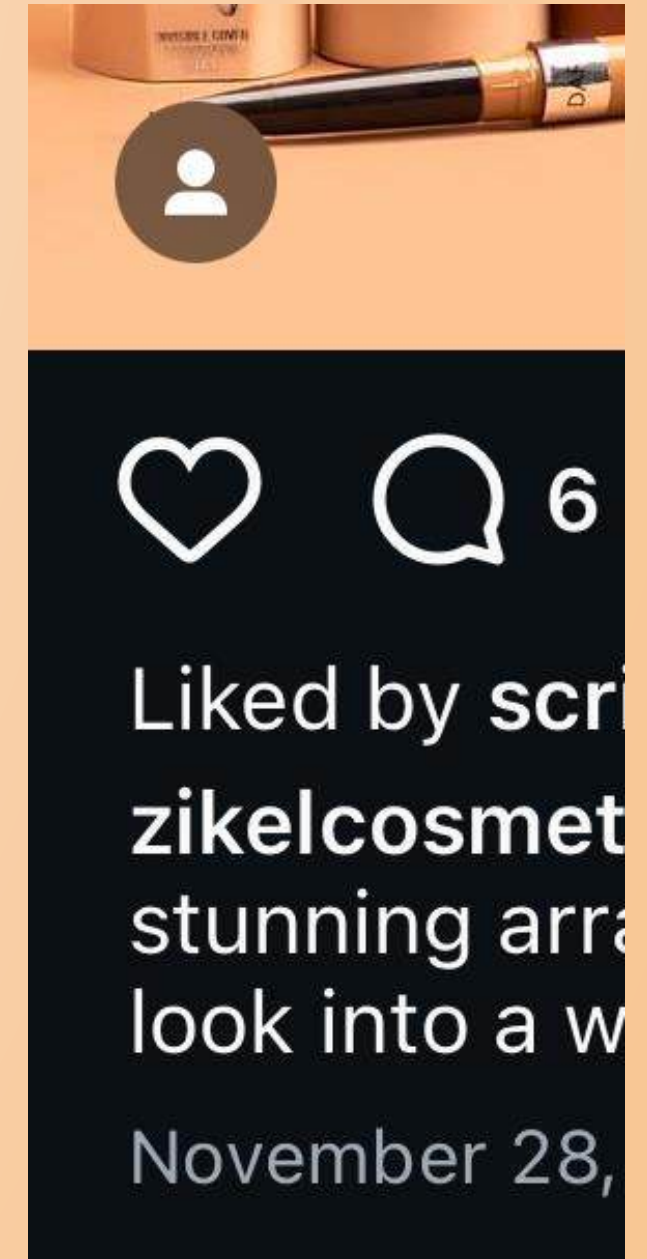
Yanga Beauty



Nuban Beauty



Vee Beauty



Zikel Cosmetics





**Thank  
You!**

