As a cosmetic dermatologist practicing in Calabasas, I am constantly being made aware of and asked about the latest beauty trends. In this article I predict the hottest beauty trends for 2015.

→ 1. Big Big Booty

As we enjoy the entertainment value of Jennifer Lopez and Iggy Azalea’s new music video, it would appear that the big booty has officially become in vogue. In music videos, in Instagram photos, and on today’s most popular celebrities, the measure of sex appeal is undeniably linked to the prominence of a woman’s behind. For years it was exactly the opposite; a large butt was not something one aspired to, rather something one tried to reduce in countless exercise classes. Perhaps we have Jennifer Lopez to thank for sparking the booty movement. When she first arrived on the scene in the late nineties, a lot of the buzz focused on her back side. Now we have a veritable celebration of the booty via Nicki Minaj’s single Anaconda, as well as Kim Kardashian’s recent nude spread in Paper Magazine, which seems to highlight—you guessed it! Beyonce asked a long time ago: “Can you handle this?” in Destiny’s Child’s Bootylicious song. Apparently, the answer is yes. So how does one go about maximizing their booty, ahem, glutes? Well, let me say that a lot of it has to do with genetics, but there is still hope! Lunges and squats are the healthiest way to increase the roundness, firmness and prominence of the buttocks. Fillers and implants are possibilities, but there are many risks associated with large-volume filler procedures. To avoid having to resort to bubble buns panties, we can take advantage of the fact that the size of the derriere is relative to the rest of the body and midsection fat reduction might be the best option. CoolSculpting is a breakthrough, non-invasive procedure that uses cooling technology to noticeably eliminate fat without surgery. Attachments to the waist, love handles and lower abdomen can help with a more targeted “whittling.” This decreases the waist to hip ratio, which is one of the tenets of female beauty. So squats, lunges, corsets, Coolsculpting! Viva la booty!

→ 2. New Jenneration Lips

In the last week, no less than three twentiesomethings have brought Kylie Jenner’s “new” lips to my attention and asked me to give them the same. Kylie Jenner may be single-handedly responsible for bringing back a full pout trend. Kylie’s lip look, which features a defined cupid’s bow and fuller lip body overall, has inspired Instagram’s community of beauty babes to embrace lipliner in a major way. Whether her full, gorgeous new pout is the result of filler or lipliner, there is no denying that people are obsessed with the youngest Kardashian sister’s mouth. The world is determined to discover the secret to this young lady’s newest sexy selfies. For patients who desire a fuller, more voluptuous pout I use Juvederm XC, a hyaluronic acid filler. I first explain that I will fill them in similar proportions, but they will have a fuller version of their own lips, since not everyone starts with the same shape. Juvederm is my favorite because it results in a more natural look and feel, and is dissolvable overnight if necessary. This procedure results in minimal downtime and excellent results.

→ 3. Sexier Selfies

The selfie trend will continue in 2015: there are no signs of it stopping. In response to the current obsession with social media selfie photos, more people are resorting to cosmetic dermatologists to fix imperfections like bumpy noses, unacceptable wrinkles or curves, or hands that don’t look youthful in close-up shots. If someone is going for a procedure, minimal is the way to go. People want to look natural but beautiful. The filters are helpful, but they want a real-life airbrushing, which we can achieve with low down-time, minimally invasive procedures. Non-surgical nose reshaping with Juvederm or Radiesse can minimize the appearance of a bridge bump or smooth out a tip indentation from previous surgery. Voluma, a longer term filler introduced in 2014 helps to improve the cheek contour and restore the youthful appearance of the face. Even Ultherapy, a non-invasive procedure for jowl and neck tightening will continue to be popular for those who suddenly notice their neck when contorting for a selfie!

→ 4. Doe Eyes

The hottest female celebrities have doe eyes, for example, Mila Kunis, Zoey Deschanel, Kate Middleton and my favorite, Katy Perry. These women can captivate you with one look. Huge, expressive doe eyes are considered to be a very attractive trait, but it also gives off a very innocent and vulnerable look. We are born with our eye shape, but it changes over time. Hooded lids can make the eyes look smaller and less expressive. Also, short or broken eyelashes or brows can make the eyes lose a bit of sparkle. How can we get our eyes to look more doe-ey? Eyelid surgery is one option, but if you’re not up for that, a great non-invasive option for hooded lids is Thermage. This is a no down-time procedure that firms eyelid skin. Another Disney princess feature that can be capitalized on is the eyelashes. The latest trend is eyelash extensions, which can be mink or synthetic. The only caveat is that they can cause irritation if allergic to the glue, and they must be removed and replaced every two weeks. For longer, fuller, darker lashes and eyebrows, Latisse topical solution is my favorite option. It is applied nightly and encourages your own lashes to grow.
5. Eye Spanx
Eye bags? Dark circles? Wrinkles under the eyes? None of these will be "in" in 2015. What will be in are the cures for them. The newest is aptly named Neotensil, and the tried and true is Juvederm. The eyes are the first area of the face that betrays our age. Sure we can get rid of crow’s feet with Botox®, but what about those tiny irritating lines on the lower eyelid and the puffiness right beneath them? Jennifer Aniston’s company, Living Proof, has partnered up with some geniuses from MIT, Obagi and a company called Strateris® to bring us a revolutionary new product called Neotensil. Neotensil™ is a first-of-its-kind, invisible shapewear™ film that dramatically reduces the appearance of under-eye bags within hours. This technology creates an invisible film that tightens, smoothes and lifts the appearance of skin. The two-step application provides instant, dramatically visible results within an hour that lasts all day. Completely breathable, invisible and wearable, this cross-linking polymeric film works by adhering to the skin, and recontouring the appearance of loose skin and bulges. For longer lasting results, Juvederm filler can be used to reduce the appearance of puffy and tired eyes by filling the hollows of the “tear trough”. This smooth gel filler improves eye problems such as under-eye circles, puffy eyes, and a generally tired appearance. There has minimal down-time and results that last for up to a year.

6. Skinny Chin
Remember when double chins were in? Not! Skinny chins will be in in 2015. What we could only achieve with surgery or liposuction will hopefully be possible with a new injectable, currently known as ATX-101. The company, locally based Kythera is expected to release this drug for use in the next few months. ATX-101 is currently in late stage clinical trials for the reduction of submental fat, which commonly presents as a double chin. It is an undisclosed formulation similar to a naturally occurring molecule in the body that aids in the breakdown of dietary fat. If approved, ATX-101 will be a first approved injectable to reduce volume! There is currently no FDA-approved injectable drug to reduce fat under the chin. ATX-101 treatment contours the area under the chin by getting rid of fat cells, while leaving surrounding tissue mostly unaffected. After damaging the fat cells, the body’s clean-up crew takes the dissolved fat away promoting new collagen formation—a positive bonus.

Dr. Guanche is not a consultant for, nor receives any consulting fees or compensation from any of the product or device companies mentioned in this article. This article is written for general informational purposes and does not substitute for individual medical advice.

Beauty trends are relatively easy to predict, since desirable features are timeless: healthy, smooth skin, beautiful expressive eyes, high cheekbones, strong jawline, and small waist. The trend comes from the newest solutions that allow us to achieve these results.