

# What to Watch: Inside the Aesthetic Trends Set to Take Hold in 2026

With the natural look still in fashion, experts expect more refreshed looking facelifts, regenerative treatments and fat transfers — but filler will still be prevalent.

By **Kathryn Hopkins**  January 6, 2026, 7:30am



If 2025 can be characterized as the year of natural looking facelifts and salmon sperm, what does 2026 hold in terms of facial plastic surgery and aesthetics?

The answer, in part, is more of the same to some extent.

"As we head into 2026, we can extrapolate from what we've been seeing on the rise over the last 12 to 18 months. The through line is relatively clear: less is more, smaller, more subtle, more beautiful, more aesthetic and less done," said New York-based plastic surgeon Dr. Adam Kolker.

To Kolker, this means restoring volume lost in the natural aging process. While the overdone look has led to filler fatigue, fat transfers, though around for a long time, will continue to rise in popularity.

"Over the last few years we've come to understand it a lot more clearly. When you're doing a restoration of the anatomy, you cannot ignore the volume," he said. "We can spend hours talking about different techniques. We talked about SMAS techniques and deep plane techniques. They all, for the most part, do about the same thing. It's restoring that inverted cone of youth, taking the volume away from the lower face, but it doesn't always get it into the cheek area and the upper face and the zones of the face that people have lost it. So fat transfer is absolutely invaluable, complementary to any facial aesthetic surgery, but also more of a structural solution on its own, rather than just a cosmetic add on. That's an important change."

A big factor continuing to drive these trends is the increased use of GLP-1s, which can lead to the so-called ozempic-face. "We see that even with a small to moderate amount of weight loss that people are actually losing some of that youthful volume," said Kolker.

In derm aesthetics, the use of salmon sperm, known as PDRN, will continue to be prevalent with new treatments like Ante Age's P.E.A.R.L. Advanced Cell Signaling System, which combines exosomes, PDRN, antioxidants, growth factor and amino acid in a singular, in-office micro needling treatment.