

August's leading beauty hashtags

A monthly snapshot of the beauty hashtags showing the strongest current activity across Instagram and TikTok.

This edition moves beyond the ranking to examine what these hashtags reveal about how beauty is organised, discovered and searched across platforms.

INSIDE

Top hashtags, platform split and strategic implications



Beauty hashtag leaders by platform

August 2026 snapshot

Instagram

Recent posting activity

1	#beauty
2	#makeup
3	#skincare
4	#makeupartist
5	#nails
6	#nailart
7	#makeuptutorial
8	#lipstick
9	#hair
10	#hairstylist

TikTok

Cross-market trend ranking

1	#eyes
2	#browneyes
3	#beauty
4	#glowup
5	#medicube
6	#hairtutorial
7	#bob
8	#parfum
9	#curlyhair
10	#curly

ONLY ONE HASHTAG OVERLAP

#beauty is the only hashtag appearing in both top 10s.

HAIR TAKES IS DOMINANT

#hairtutorial, #bob, #curlyhair and #curly occupy four TikTok positions.

TOP TWO ARE FEATURE-LED

#eyes and #browneyes rank #1 and #2 in the cross-market ranking.

Instagram figures are rounded recent posting-activity estimates (Flick / IQHashtags snapshot, Aug. 2026). TikTok ranking is the cross-market analysis of Creative Center Beauty & Personal Care Top 25s across 16 selected markets, last 30 days.

The difference is in the level of specificity

Instagram is category-led; TikTok is more interest-led

INSTAGRAM

#beauty #makeup #skincare
#nails #lipstick #hair

The ranking is led by broad category terms and familiar content formats.

TIKTOK

#eyes #browneyes #glowup
#bob #curlyhair #medicube

The recurring hashtags more often name the exact feature, technique, texture or result that makes the content relevant.

TikTok's ranking is more often organised around a precise entry point (what someone wants to enhance, learn, choose or achieve) rather than the category alone.

TikTok Next 2026 points in the same direction: it highlights search-led discovery around more personal queries such as #mymakeuptype, alongside smaller interest communities and curiosity-led 'rabbit holes'.

Two signals worth watching

01 Hair breaks into multiple conversations

Four of TikTok's top 10 hashtags are hair-related, but they point to different intentions.

#hairtutorial #bob #curlyhair

Hair is not emerging as one broad trend.
The ranking shows several distinct ways into the category:
learning, choosing a cut and navigating texture.

02 Medicube breaks into the top 10

#medicube ranks #5, making it the only brand name in TikTok's cross-market top 10.

#medicube

**Only brand name in the
TikTok top 10**

10.8K

posts with #medicube

103.3M

video views

What this means for beauty brands

Three implications from the August hashtag signals

01 — Give each platform a different role

Instagram's leading hashtags provide broad category context, while TikTok's ranking is built around more specific interests. Use Instagram to establish the beauty territory; use TikTok to lead with the feature, texture, technique or result.

02 — Break categories into real consumer interests

Hair takes four places in TikTok's top 10, but through very different angles: **#hairtutorial**, **#bob**, **#curlyhair** and **#curly**. Plan content around these smaller interests rather than treating "haircare" as one conversation.

03 — Build content around proof that can be repeated

#medicube is the only brand hashtag in the TikTok top 10. Its wider TikTok presence shows the value of products that creators can demonstrate clearly, around one use case and a visible result.

The opportunity is not to chase hashtags, but to use them as signals of how beauty interests are being framed on each platform.

The Beauty Insider

Monthly intelligence on beauty conversations, consumer signals and emerging market narratives.

WE ARE AKTIVISTS The beauty-first creative think tank

We are the first ecosystem of creative agencies specialized in the beauty sector. The first creative think tank focused on professionals and brands leading the industry.

With international reach, we strategically lead the value chain of creative services in the beauty, cosmetics, and fragrance sectors.

Our ecosystem of agencies delivers coordinated, tailored, and highly specialized solutions across every area of the value chain. Our unique expertise puts you one step ahead of the market & competition.

Be an Aktivists and get your customer in love with you.



The Beauty Insider
Brand, product, customer and
trends consultancy



Aktiva
Packaging & Branding creative
design agency



Kulture
Digital, Social & Influencers
creative design agency



Aktiva Talent
Coach & team building for beauty
executives