

Next week will see Her Majesty celebrate her 70-year reign on the throne. In recognition, Boots is taking a nostalgic trip down memory lane to uncover the beauty trends, icons and best-sellers over the decades. Create your own take on history when celebrating the Platinum Jubilee next week and shop the look [here](#)

50s

A fresh face, defined eyebrows, block-coloured eyeshadow and bold lips



[Ponds Cold Cream Cleanser](#) was a best-selling brand in the 50s and is still popular today (£5.99)

A bold red or pink lip was signature to the era and still sported by the Queen today. During the 50s, Elizabeth Arden was an iconic brand.

[Elizabeth Arden Bold Liquid Lipstick in Fiery Red](#) (£18)



Treasured in the 50s the [Boots Glycerin & Rosewater](#) (£2.39) has stood the test of time, helping to achieve the desired fresh faced skin from the era.



60s

Doll-like eyes with long lashes and pale pink lips

Having launched in the 1962, **No7's** lipstick in shade **Gay Geranium** (£10) still rules the beauty shelves today



Doll-like eyes took over in the 60s when Boots introduced the original Seventeen range – which became the best-selling teenage brand within months of launch. Inspired by the original range- try the recently relaunched [17 Extreme Extension Lengthening Mascara](#) (£4)

70s

Playful, relaxed make up with iridescent finishes



Pearlized eyeshadow shades were huge, as was Max Factor cosmetics. [Max Factor Masterpiece Nude Eyeshadow Palette](#) (14.99)



70s were all about being bold. To replicate the 70s high shine gloss, try out this modern day favourite. [Smashbox Clear Lip Gloss Angeles Extra Shine](#) (£16)

80s

A spectrum of colour clashing with no rules and all the drama around the eyes, cheeks and lips

Lilac was THE colour of the 80s with the 17 Twilight Teaser becoming one of the biggest-selling products at Boots, alongside Revlon cosmetics. Go purple with the [Revlon Super Lustrous Lipstick](#) (£7.49)



Colour cosmetics and extensive eyeshadow palettes with kaleidoscopic shades really took flight. Take inspiration from [Huda Beauty Nude Obsessions Eyeshadow Palette Light](#) (currently £27 and set to drop to £19.52 for one day only on the 1st June. Online only)

90s

Effortless, simple beauty inspired by the celebs



[Boots Eye Gel](#) (£1.50)

After two decades of cosmetics being in the spotlight, skincare was on the up and high-performing, easy to use and affordable beauty products were key. Boots own range became hugely popular and still is today, with the [Boots Lipsalve](#) (£1) and **Boots Cucumber** range being top-sellers. **Natural Collection** was also a high-performing brand during the 90s.



[Natural Collection Blush](#) (£1.99)



00s

Think arched brows, glittery eyes and lip gloss with dark lip liner. Skincare was also being taken seriously

The arrival of Soap & Glory with it's distinctive products and affordable pricing led to 'Sexy Mother Pucker' being a best-seller. [Soap & Glory Mother Pucker Lip Gloss](#) (£9)



With a high demand for effective anti-ageing products, No7 Protect & Perfect range was launched. [No7 Protect & Perfect Day Cream](#) (£24.95)



The 2010s

Beauty gets a shake up and is more diverse and inclusive than ever before

No7 Match Made Service was hugely popular in the 2010s. [No7 Stay Perfect Foundation](#) (£15) and [No7 Match Made Moisture Drench Lipstick](#) (£9)

