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ASSIGNMENT #2: THE BATHROOM

In 2021, common households consist of at least one full bathroom. Homes without bathrooms are virtually unheard of and are only around in rural areas. Some homes in extremely rural, outdated zones may still utilize the historical outhouse. Imagine the beauty industry without your bathroom. The bathroom is the place where every individual undergoes their daily skincare routine. In the morning, we rise and go straight to the bathroom to perform our awakening skincare routine then again at night when it’s time to wind down. Some individuals may use a lengthy list of expensive cleaners and serums while others only use one or two. The fact of the matter is, the bathroom is the place where you perform these daily skincare rituals every day.

Individuals today, take their bathrooms - and indoor plumbing in general – for granted. Believe it or not, indoor plumbing and the installment of bathrooms in the home did not take place until the early 1900s. This means that the common home, prior to the need for indoor plumbing, kept bowls in the bedroom for relieving themselves. According to Antique Home Style (2008), “In 1900, a bowl, pitcher, and chamber pot were standard issue in most bedrooms and kept in a small cabinet called a commode.” Bathrooms were only common amongst the rich rather than be a commonality in all homes. Bathing was not a common practice either, bathing was done once a week in a large galvanized tub that was either in the kitchen or in the backyard. Bathing was not a common practice due to its inaccessibility. It wasn’t until the early 1900s that new sciences of bacteria and viruses became aware to the public which instilled the idea that a bathroom was necessary in the home. According to Antique Home Style (2008), “Companies like Standard Sanitary Manufacturing, with their easy-to-clean porcelain fixtures, were instrumental in bringing the concept of the modern bathroom to the attention of the average American”. The average American at this point in time, did not have the mentality of the necessity of the bathroom. By the 1920s, the construction of houses were accompanied with a full bathroom.

With houses being built with bathrooms, this led to a room that an individual would be able to take proper care of their body. Individuals fail to comprehend the importance of the construction of the bathroom and indoor plumbing that made it possible for hot water to become easily accessible for American families. With hot water and bathrooms being a commonality, a huge wave of new beauty products such as facial cleaners, serums, oils, scrubs, etc. became extraordinarily popular and widespread throughout the United States. According to Reagan (2015)“After World War I and II, the glamour of Hollywood movies and the rise of the middle class demanded certain luxuries in the bathroom. Like the kitchen, the bathroom was becoming a source of pride, especially for the woman of the house.”. The bathroom became a place where women were able to go and beautify themselves through new cosmetics and cleansers. The widespread luxury of the bathroom called for a huge increase in the development of new beauty products.

In today’s society, we have highly advanced technology to make the bathroom even more luxurious. According to Reagan (2015), “We see more and more technology entering the bathroom. Sensors for automatically turning on lights, multiple shower heads with programmable temperatures, stereo equipment and televisions, steam-free mirrors, refrigerated medicine cabinets and in-floor heating have certainly created spaces of extreme luxury and comfort.”. The technology that has entered our bathrooms are allowing the consumer to spend more time and money in the bathroom. New innovative beauty products such as refrigerated cosmetic fridges, calls for new development of a wide array of products to put into our bathroom.

With the scientific and constructional advancement in the development of the bathroom, the beauty industry has been able to flourish at a rapid rate. The huge wave of new beauty products became apparent due to the American woman being able to have a room solely dedicated to cleansing and caring for the body. The construction of the bathroom allowed an array of beauty products, such as cleaners, serums, toners, essential oils, teeth whitener, lotions, etc., to become a major part of the American woman’s daily routine.

REFERENCES

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