

**BUF 4700 Critical Argument Paper Assignment #1**  
**Due: March 15<sup>th</sup> (extended from March 8<sup>th</sup>)**

**Topic:** Identify a beauty practice, ritual, and/or product that has been trending recently—or is a commonly accepted beauty practice, ritual, and/or product—and that has historical roots not necessarily apparent to the consumer.

The jade roller is a perfect example of this; it is a product that has been trending over the last couple of years, but consumers are not necessarily aware of the history of the roller and its connection to ancient Chinese beauty practices.

The topic could also focus on a particular *ingredient* that has gained popularity in the beauty industry but that has a history of use not necessarily apparent to the consumer.

**Organization:** In organizing the paper, you should 1) identify the practice, ritual, product, or ingredient; 2) describe its current use and explain why it is popular now; and 3) describe the historical significance. In the case of the jade roller, it would be a description of how the roller was used in ancient Chinese culture, the particular cultural significance of the stone, etc. Since this is a relatively short paper, be careful of going into *too many* different cultural uses! (if there is more than one).

**Details:** Papers should be three to four pages in length (not including the bibliography), double-spaced, and in APA format with regard to in-text citations and bibliography (a title page and abstract are not necessary).