

**BUF 4700: Beauty Culture, Commerce & Innovation**  
**Short Paper #2**  
**Due April 12th**

**(two options)**

In our class discussions and readings, beauty and consumer culture have been used to communicate the concept of modernity. What did it mean to be modern in the *early 20<sup>th</sup> century* and how/when was this concept used by the beauty industry?

What does it mean to be modern today? Give examples of how current beauty culture/industry communicates what it means to be modern.

**-OR-**

The beauty industry has been greatly influenced by *science* (especially chemistry, but also the field of medicine, etc.). In fact, some might argue that without scientific advances and innovation, the beauty industry wouldn't be as large and influential as it is today.

What are some of the scientific advances that allowed new product development in the industry? When did they occur and what was the outcome? What are some of the *cutting-edge* scientific developments in beauty today?

\*2-3 pages, double-spaced, 12 font, 1" margins, APA format.