The Beauty Industry Adapting to Society & How Society is Accepting it

Should There Be Gender in The Beauty Industry.

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Abstract

This paper covers the idea of social acceptance in the Beauty Industry. The industry is adapting to change and society is reacting to this change. As color cosmetics for men becomes appreciated, the demand for products has increased by social groups such as the LGBTQ community. Influencers in the industry have changed, and owners of companies have noticed and created products specifically for men. As this paper is further explained, different individuals will be giving their opinion on the change in society. The reality of the industry is that not everyone is going to accept the change, that is just the reality.

Key words: Color cosmetics, LGBTQ community, Influencers

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The Beauty Industry through time has been segmented towards one gender, females. Society made it only acceptable for female to use color cosmetics. However, as society changes the industry is growing just as fast, creating acceptance for everyone, such as the LGBT Community. Today, men are wearing color cosmetics and it is acceptable and appreciated by society. Overall, the beauty industry needs to be intact with the changes in society.

History of Men and Makeup-

"The earliest records of men wearing makeup date as far back as 3000 BC in China and Japan. They used natural ingredients to concoct nail paint, which was indicative of status in society `` (NADIA ZAIDI). The use of color cosmetics in England was used to show wealth and social status. Their way of showing wealth was using a white face powder, which was very dangerous since it was made of toxins such as lead. Men would then use blood from animals to make blush, creating a pale yet rosy cheeks effect. "During the Victorian era, makeup was considered "an abomination" by both the crown and the church, creating strong, widespread associations between makeup, vanity, femininity, and "the Devil's work."(Amanda Montell).
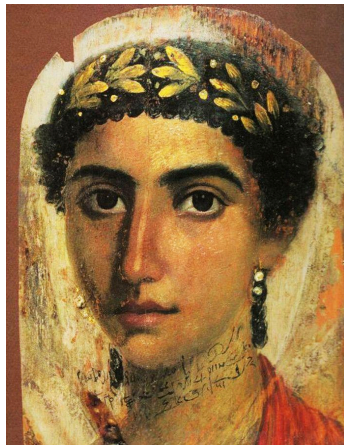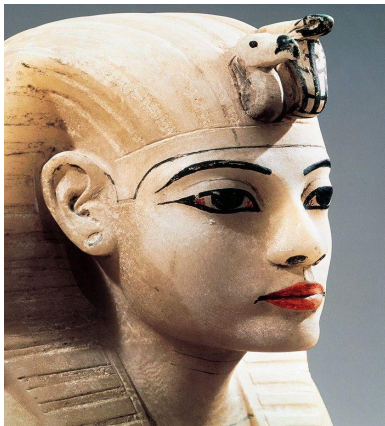
All around the world, where there was a monarchy, the wealthy and higher class distinguished themselves using makeup. As centuries pass by, fast forward to the 20th century, a more "polished look" was considered to be socially acceptable in the industry being a more

masculan look. As pop culture rises in the 20th century, the idea of makeup for men begins to

properly be acceptable, mainly for artists. The use of eyeliner and eyeshadow became a trend in

rock and roll and heavy metal.

Images and captions used are from www.byrdie.com/history-makeup-gender

Ancient Egypt- the use of eyeliner, eyeshadow,pigments on the lips and cheeks was used to look pleasing, The more dramatic look, the wealthier you were	Ancient Rome- men used red pigment for the cheeks and white powder to make them seem lighter, the use of pig fat and blood was popular

1930s- " Clark Gable's polished look **was perhaps the first example of "metrosexual" beauty.**	1970- The rise of pop culture influenced an era of rock and roll, artists began to use makeup. The rise of the makeup industry

What Society thinks. Interview

Everyone has different opinions about the beauty industry adapting to change. Asking individuals their personal opinion of the Beauty Industry. So, I asked the same question to two different people from different gender to get an understanding from each perspective..

Person one:

What would you consider socially acceptable in the Beauty Industry?

" When you can do whatever you want with makeup, it is a way to be creative.New innovations in products is created for everyone. For example Jeffree Star and Shane Dawson two male influencers creating a products that everyone can enjoy" (Johan Muller)

Who do you think is a major influencer in the Beauty Industry?

" My girlfriend, ha but in general, anyone who can create and inspire an individual. If you can be creative and upload it on social media" (Johan Muller)

How do you think society has reacted to the change in the industry?

" The industry seems to be doing great, it is now more acceptable for all individuals to access and use makeup" (Johan Muller)

Person two:

What would you consider socially acceptable in the Beauty Industry?

" I don't think there is a boundary to what is acceptable in the beauty industry, as long as you have the determination to do what you love."

Who do you think is a major influencer in the Beauty Industry?

" Definitely Shane Dawson and Jeffree Star, since they are all over the media."

How do you think society has reacted to the change in the industry?

" Society as a whole is not perfect, some people will accept the fact that society is changing and others will refuse to believe that there is a change. That is totally fine as long as everyone's boundaries are respected." (Evelyn Corona)

 Both of these individuals are from similar age ranges but one male and female born in the 21 century. Their idea of the beauty industry is similar, believing it's acceptable for anyone to wear and express themselves with makeup.

Influencers in the Beauty Community

Social Media as a whole has impacted society. Creating an image in peoples heads giving them an ideal understanding of what is being done in the industry. The social media platform is a place where anyone can upload their creativity and share it with everyone to see. "The industry's inability to quickly and authentically change in a holistic way gives rise to a new type of beauty entrepreneur: the social-media savvy individual who is on a mission to make the beauty industry more diverse and inclusive" (Siraad Dirshe) Now, in modern times we see many male influencers. Their creations have inspired a lot of individuals, like myself in a way that makes us feel connected with them.

"With big personalities to match their bingeable tutorials and reviews, these beauty influencers boast impressive, largely female followings. It's no wonder cosmetics companies are eager to partner up with these men and make it known that their products are suitable for all. It's important to take a moment to acknowledge how special this is–men who like makeup are being represented in a major way" (vilda magazine) Examples of male influencers consists of , Jeffree Star, he has become a millionaire by creating products that his fan base demanded for. His unique sense of style has influenced many other retailers creating a broad competition with other companies. James Charles, another male influencer whos ideal market is for one to unleash their inner artist. So he created a product that is inspired to create whatever you please. The list of influencers can go pn. Overall, the acceptance of male influencers has changed and they seem to know be populating the beauty industry. In my opinion, this change in the industry is

outstanding, proving that anyone with raw talent can be an influencer and the idea of creating

something is never restricted. No matter your gender, race or sexual orientation. "What's

important is to find a great product that is appropriate for your skin – not your gender." (vada magazine).

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1. Interviewing individuals and asking them about their opinions, primary source.