



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

Should There Be Gender in The
Beauty Industry?



The Beauty Industry

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 LGBTQ Community. Today, men are wearing color cosmetics and it is acceptable and appreciated by society.

History of Men and Makeup



*Cosmetics Box for Rouge and Patches, circa
1750-55*



21 century

- Now fast forward to the 21 century, social media has made a major impact in today's society. We as individuals are making up society and deciding what is acceptable and what we can do to change. Influencers have changed the beauty industry dramatically.

Influencers



“Makeup for Men”

- Even though makeup is not segmented towards one specific gender regarding their race, skin color or sexual orientation, there are companies who have reached out and created lines for men due to a high demand in society.
- Tom Ford - coming out with products specifically for men

Chanel- Boy de chanel

Clinique- Skin Care

Menaji- first makeup line and product line made for men



MY PERSONAL OPINION

- Overall the beauty industry is changing and will continue to change
- Color cosmetics is a form of expressing yourself and using your creativity, anyone has the ability to use color cosmetics, no matter their race, skin color, sexual orientation
- Society as a whole is not perfect, some people will accept the fact that the it is changing and others will refuse to believe that there's a change



Thank
you