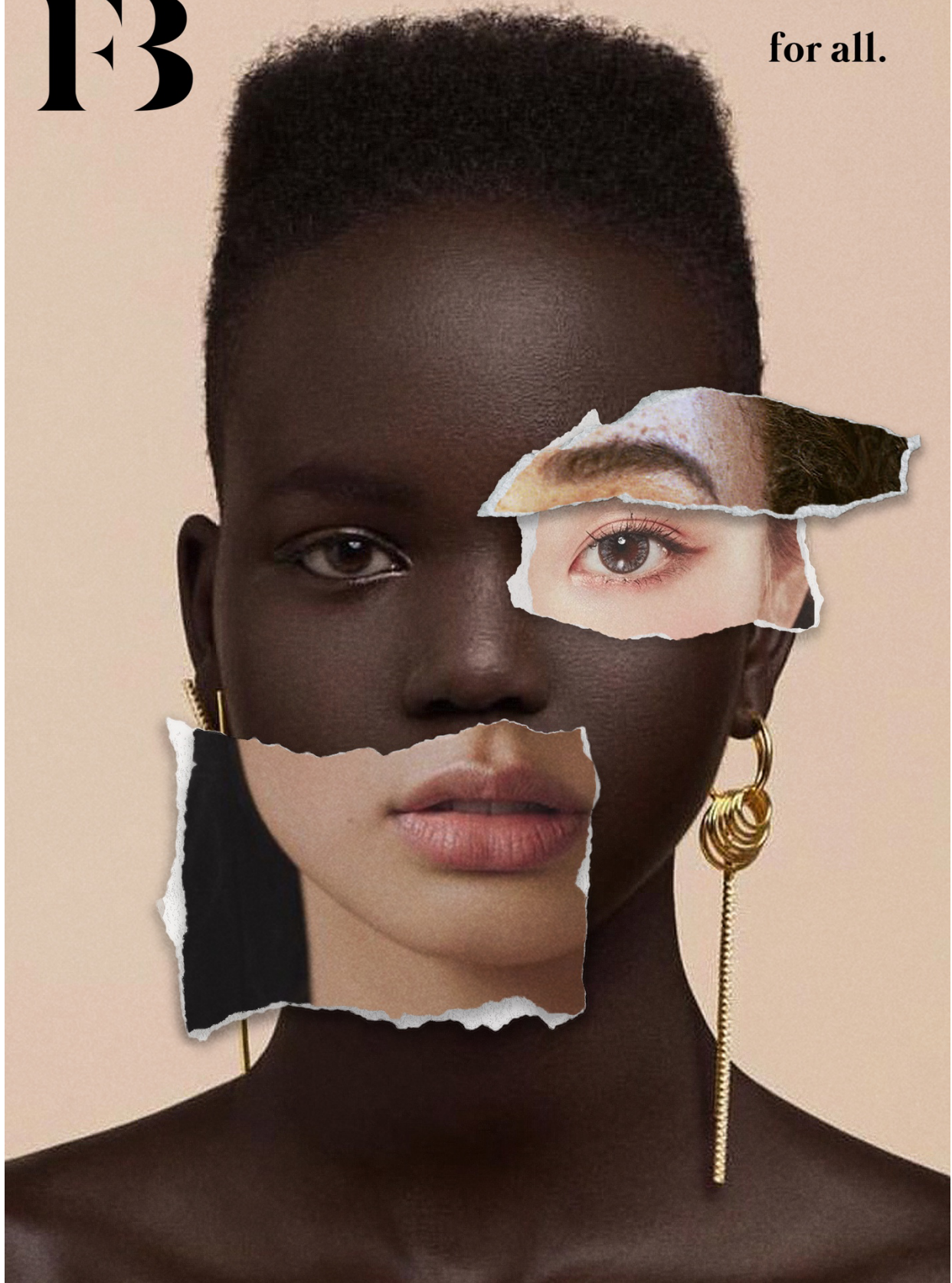


FB

for all.



Malik Lee

November 13, 2023

Dr. Sutton

BUF 4700

Inclusion is the process of creating an environment in which every individual, regardless of dissimilarities, receives treatment with respect and consideration. It refers to the process of ensuring that no one is prevented from participating to an organization or society due to their persona or history. Stated by Karchin “the use of cosmetics contributed to a sense of aspiration, or the pursuit of aesthetic value, along with the expression of creativity and personal identity.” (Karchin,2023). However, for a few years cosmetic companies fail to promote diversity along with inclusion through the choice of advertisement as well as showcasing the specific target audience the media deemed as beautiful. The cosmetics industry is worth billions of dollars making women hold the responsibility for the use of countless beauty products each year. Several variables contribute to the size of the beauty sector.

The media plays a significant role in the immense pressure to appear a specific way. Brands such as Fenty Beauty created a way to celebrate everyone and expand views on inclusion eventually allowing every customer to feel beautiful not only wearing but purchasing the product. The absence of diversification among advertisements and lines of goods is one of the biggest concerns in the beauty business. Companies are frequently criticized of neglecting to include a variety of complexions, and physiques in their

advertisements and goods. As a result of the shortage of inclusion, numerous individuals find themselves estranged along with overlooked in the cosmetic business.

The contemporary cosmetics business arose in Western Europe, carrying the legacy of the old art of residence-based fragrance factory through the 18th century to modern manufacturing facilities and brand activities in the international marketplace. As early as the Egyptian period cosmetics have been used as a way from women to enhance their features, with the use of combinations created from plants and herbs became the products one would use to decorate their face as well as the body. Individuals utilize cosmetics to modify their appearance with eyeshadows and lipstick. During the Roaring twenties make up entered the consumer retail market allowing products to be available in department stores and various location.

The film industry during the early 1900s assisted with the popularization of beauty products such as eyeshadow due to film techniques women in the film would apply the products heavy to accentuate their features stated by Karchin “With the introduction of Technicolor, films featured (somewhat) wider ranges of skin tones and hair colors, causing cosmetics companies to begin producing broader shade ranges and color variations” (Karchin, 2023). Companies such as Max Factor launched by Maksymilian Faktorowicz allowed women to feel as glamours as the women they see in cinema with the use of his products gaining attention to win an Oscar later to sell products outside of the film industry. In 1916, he introduced a cosmetics collection of eyeshadows and brow pencils with the hopes of making all ladies feel more beautiful. Max Factor invented the first contemporary foundation and popularized the phrase "make-up," accelerating the movement of beauty products.

Women In Business

Two entrepreneurs who dominated the beauty industry Helena Rubinstein and Elizabeth Arden set the tone for women to become business owners. Elizabeth Arden was a businesswoman who owned her own salon carrying skin care and cosmetic products. Karchin states “Through the purchase and application of cosmetics, individuals could play with their appearances, display an aspect of their identities or moods, and even navigate changing political environments.” (Karchin, 2023). Both women dominated the industry during this time becoming competitors with their shops being block apart from one another. In 1912 during the suffrage movement Arden took a product that received negative backlash associated to prostitutes transforming it to a new meaning allowing women to regain a new sense of power “There could not be a more perfect symbol of suffragettes than red lipstick, because it’s not just powerful, it’s female,” (CNN, 2020).

Helena Rubinstein is another business owner who became an art collector and a philanthropist. Helena Rubinstein worked as her father’s bookkeeper and studied medicine before immigrating from Poland to Australia in 1902 (Alper, 2023). Rubinstein built an empire selling skin creams the gradually moved to cosmetics, Rubinstein targeted Jewish women due to her experiences when trying to rent property and being turned away. Rubinstein knew her audience were seeking new products along with the sense of belonging. When opening her salon Rubenstein was able to combine beauty, fashion, and art providing her clients the best experience possible “She understood that women prefer to perform their beauty rituals in elegant environments. She therefore created particularly exquisite beauty

salons; the Paris branch was notably decorated by the fashion designer Poiret” (L’Oréal, 2023). Helena Rubenstein and Elizabeth Arden both were able to create name for themselves in the beauty industry. Both women generated a new avenue in the industry to allow women to have an identity as well as a new image. These two women possessed two different styles one having an edgy, urban feel while the other was more feminine however both women strived to allow their consumers to feel their best using the products.

The Fenty Effect

Throughout many years, the cosmetics business was mostly aimed at consumers with fair skin, with both concealer and foundation offered in a narrow hue spectrum that included pale and medium tones. Today there are various industries from apparel, cookware, home décor, fragrances with celebrity names attached to them. As the industry becomes overpopulated with celebrity endorsed products resulting in most failing trying to make their item(s) stand out from the rest. Fenty Beauty is a cosmetic brand launched in the fall of 2017 (LVMH, 2023) founded by singer and entrepreneur Robyn “Rihanna” Fenty who rose to fame during her teenage years after signed a record contract. Over the years Rihanna has become a staple in music and a full force in the fashion industry, the singer produced various collaborations with brands ranging from Manolo Blahnik, Puma, Dior, Chopard and River Island before branding her name and creating her own house Fenty. Rihanna was inspired to create Fenty Beauty & Fenty Skin under the umbrella of LVMH (Louis Vuitton, Moët Hennessy) after years of experimenting with the best-of-the-best in beauty and still seeing a void in the industry for products that performed across all skin types and tones” (Fenty

Beauty, 2023). Rihanna chose to have the brand be able to compete with the others but obtain individuality. This launch focused on hard to match skin tones, pinpointing universal shades, and creating formulas for all skin types, “Fenty Beauty by Rihanna was created for everyone: for women of all shades, personalities, attitudes, cultures, and races. I wanted everyone to feel included. That’s the real reason I made this line.” (Espy-Jones, 2023). Today, Fenty Beauty obtains an assortment of products from lipsticks, eyebrow pencils, highlighters, body bronzer, compacted items and accessories such as brushes, LED mirrors (See Appendix A).

Before Fenty Beauty, other brands lacked diversity which reflected their advertisements, campaigns and the audience products were offered to. The introduction of Fenty cosmetics sparked an enormous transformation in the cosmetics business, operating as an inspiration for innovation. The brand's groundbreaking success defied expectations and dispelled the myth that catering to a wider range of skin tones is commercially dangerous. Rihanna challenged the other heavy hitting brands to become inclusive to all skin tones, beauty brands before Fenty Beauty failed to create shades to include consumers with darker skin tones, companies like YSL carried a few numbers of shades ranging from light, medium, ending with what could be considered the darkest shade with with a hint of red associated with words such as almond, mocha, chocolate, and mahogany. Due to the failure of producing the correct shade consumers with dark skin tones would result in a process of mixing multiple foundations to achieve the perfect hue that is suitable for them. Fenty Beauty took the initiative to debut 40 hue ranges with their darkest shade selling out first, other businesses have introduced a first range of hues and subsequently developed range additions, giving the impression that consumers with deeper complexion aren't given much consideration. It was believed that Fenty's wide array of debut tones catered to both men and

women with different skin tones and complexion types showcasing the variation in coverage from sheer to entirety (See Appendix B).

From then, several cosmetic companies decided to expand their cosmetic collections in response to favor Fenty Beauty's new standard. Revlon's Flesh line featured 40 foundation shades as an attempt to compete with Fenty "When Flesh debuted, it was Revlon's attempt to build out an in-house brand while playing into the emerging 40-shade-foundation standard set by Rihanna's Fenty Beauty" (Rao, 2019). Introduced by CoverGirl, TrueBlend Matte 40 hues of foundation in liquid form were created, Maybelline created the fit me foundation which features various shades. These companies made great efforts in spreading diversity within their products. Women found joy in seeing the expansion of foundations especially women of color but still found issues with the outcome of the product in terms of the foundation giving a grey look over time once its applied. Fenty beauty's foundations feature undertones for all shades warm, neutral, and golden to provide consumers with a long-lasting hydrated look elimination the ashy look the other may give along with making the process of finding the perfect shade easier. The extensive rang of foundation is one of the many contributions to the brand's success, in an additional to the 40 shades Fenty added 10 extra foundation allowing consumer to browse 50 ranges. Through the company Rihanna was able to identify the issue of diversity and inclusion not only within the product development sector but as well as in marketing and advertisement.

Similar to most brands Fenty Beauty target consumers belonging to the millennials ranging from ages 27 to 42 as well as Generation Z ages 11 to 26. Using the Segmentation model, which is broken into 4 parts demographic, psychographic, geographic and behavioral to analyze their target audience along with studying background factors and spending

behaviors, stated by Karchin “Each generation has varying levels of comfort with technology, unique consumption behaviors, distinct cultural values, and preferred aesthetics, all of which impact a cosmetics marketer’s communications with them.” (Karchin, 2023). Millennials have shown to be an asset to both humanity and technological progress. They handle things independently and according to their own schedules, always tackling an issue in the most effective way for all parties involved. Although this group is perceived as being able to obtain qualities such as adaptation to technology, most individuals from the older group “baby boomers” view millennials to be spoiled or lazy. Millennials are individuals who work hard to buy items that align with their expectations “millennials tend to gravitate toward purchases that are an expression of their personality--the brand must speak to them at this level and make them feel good.” (Woo, 2018). Generation Z are alike to millennials when it comes to spending money on item that match with their beliefs or political views “They're more likely to buy less of something if it doesn't matter to them and to splurge on the things, they say matter most” (Thornton, 2023). Generation Z are more socially conscience when in regard to the various types of gender identity from transgender, non-binary, gender fluid, and androgyne which is the mixture of femineity along with masculinity. Fenty Beauty has shown to brand that invite all people from walks of life to enjoy their brand showcasing campaign such as “beauty for all” featuring women with various skin tones, in a commercial a model was seen wearing a hijab to give a message of religion being dismissed when it comes to the brand (See Appendix C). Through the slogan the brand extends their audience to men, besides women men tend to have the same desires of having a flawless face without the use of color or hyper pigmented products. As mentioned above YouTube is one of the most utilized platforms from Fenty Beauty display

consumers on how to use products, one video on the brands page specifically targets the men on what products one can purchase to obtain a lightweight refreshed groomed face. Little tactics like this breaks down the serotype of men in beauty and skin care industry creating a gender-neutral market. The success of this cosmetic line Rihanna created Fenty Skin keeping the same values Fenty Beauty possess with the tag line “The new culture of skincare” which gives men the message of feeling included in beauty conversations along with the acceptance of being interested in taking care of your skin and looking your best without the judgement from others “That’s right baby...@fentyskin is for my fellas too! No matter who you are, you deserve to have great skin!” (Owoseje, 2020)

Continuing to push “beauty for all” Fenty Beauty utilize social platforms such as YouTube, along with Instagram where there are postings allowing customers to view tutorial videos on how to use, layer, blend products and provide consumers information on the products with its benefits which can serve as the best way for one who’s in the beginning stages of make-up. Colorism is a type of discrimination or prejudice based on a person's skin color or tone, usually within the same racial or ethnic group. This refers to the belief that people with fair skin are better than one with darker skin. This prejudice can manifest in many ways, including social, economic, and political disadvantages against individuals with darker skin. Colorism can be identified within the media with the use of whitewashing. This happens when an individual who was initially portrayed to have deeper skin tones gets assigned to actors who are lighter or pale in complexion, entertainers who are African American are frequently substituted for lighter-skinned performers in the film business, preventing prospects for authentic depiction.

The issue of colorism can be seen on television along in films even children's cartoons, Catherine Knight Steele from Colorado discovered children's television shows such as *The Proud Family* created by Disney features a light-skin mother and daughter displaying intelligence while the father character who has darker skin is portrayed as having less intelligence viewed as the joke of the show. In the beauty industry colorism can be seen through campaigns along with advertisement with the feature of fair skin models and certain phrases. Cosmetic commercials play a significant role, mentioned by Nikki Khanna in her article "Whiter" brands like Elizabeth Arden's promoted colorism with the use of the phrase "Turn down the dark, turn up the bright" to display the discrimination towards darker skin tone making lighter skin the most acceptable and most beautiful, with the use of only fair skin model consumers notice the lack of representation. Instead of using a traditional slogan to draw consumers in, Fenty Beauty decided to take a route making their message simple. In comparison to Anthony Overton, a Louisiana born became the first entrepreneur to win the NAACP's Prestigious Spingarn medal, Overton created hygienic products in a female oriented industry starting with baking powder before creating a line full of cosmetics intended for African American women. Overton curated the *Half-Century Magazine* which was used to showcase African American women with product most importantly a magazine where they went racially insulted. Overton was able to analyze the audience his product would benefit along with a strategy to allow his consumer to feel included during a time of hate, discrimination, and colorism.

In conclusion, celebrity owned companies along with merchandise skyrocketed following the wake of Rihanna's enormous popularity in the beauty industry. Since the launch of Fenty Beauty Rihanna has been continuously growing her LVMH partnered empire

with Fenty skin as well as a lingerie line Savage X Fenty where she furthers her efforts to push inclusivity. Other influencers decided to venture off into the beauty industry like Kim Kardashian with KKW Beauty, Jennifer Lopez creating JLO Beauty, Hailey Bieber launching Rhode, Ariana Grande curating R.E.M Beauty and male artist Harry Styles selling nail polish under his brand Pleasing. Fenty Beauty has proven to be a brand that will push stereotypical normality in the cosmetic industry with the main goal to creating a new standard that will not only celebrate all consumers but allow them to feel included from slogans and advertisement//campaigns regardless of complexion, gender, religion, or race. The brand displays to consumer how they differ from the competitors by identifying the global issue and establish themselves as a company that values the individuals who buy their products allowing them to be seen and heard in an industry that's not used to putting consumers first, "Over time, the cosmetics industry has changed significantly to meet and anticipate ever-evolving consumer demand" (Karchin, 2023). Fenty's growth may be linked to a number of things, such as price tactics, a nonrestricted in choice of products, and strong rivalry. Unquestionably, Fenty has the potential to a lasting impact becoming a frontier in the cosmetics business, embracing underrepresented cultures, and igniting a long-overdue discussion about diversity in the field. Below one will be able to read statements from Fenty Beauty customers discussing their personal reasons for their linking to the Fenty Beauty brand and struggles they face dealing with the cosmetic industry.

- Before Fenty Beauty I use to buy two foundations and mix them in order to achieve my shade. I've noticed in the beauty industry there were only products for fair skin and dark skin women which left others like myself who fall in between left out, when I thought I found the perfect shade the undertone wouldn't match verses with Fenty Beauty their undertones range from warm to cool making it easier to find the perfect match. I noticed a shift in the industry after Fenty Beauty with Maybelline creating the FitME collection which offered a wide range of shade. I feel it shouldn't have to take a brand like Fenty to notice a issue especially with making their customers feel include to make a change.

SHADE: 410



**TATIANA
DAVIS**

- With Fenty Beauty I didn't have a hard time finding my shade in the foundation, concealer or bronzer. I struggle with finding cosmetic products that work for my skin. Suffering from dry skin and sensitive skin most products from other brands would irritate my condition but the Fenty product hydrate my skin, working amazing especially with the dewy finish.

WHAT EVER IS IN THE FORMULA IS FORMULATING . The shift in the industry with fenty is very obvious through their marketing as a black women representation is everything for me, seeing women that look like me in advertisments and campaigns bring me joy.

SHADE: 420



**TISHIMA
RIGGINS**

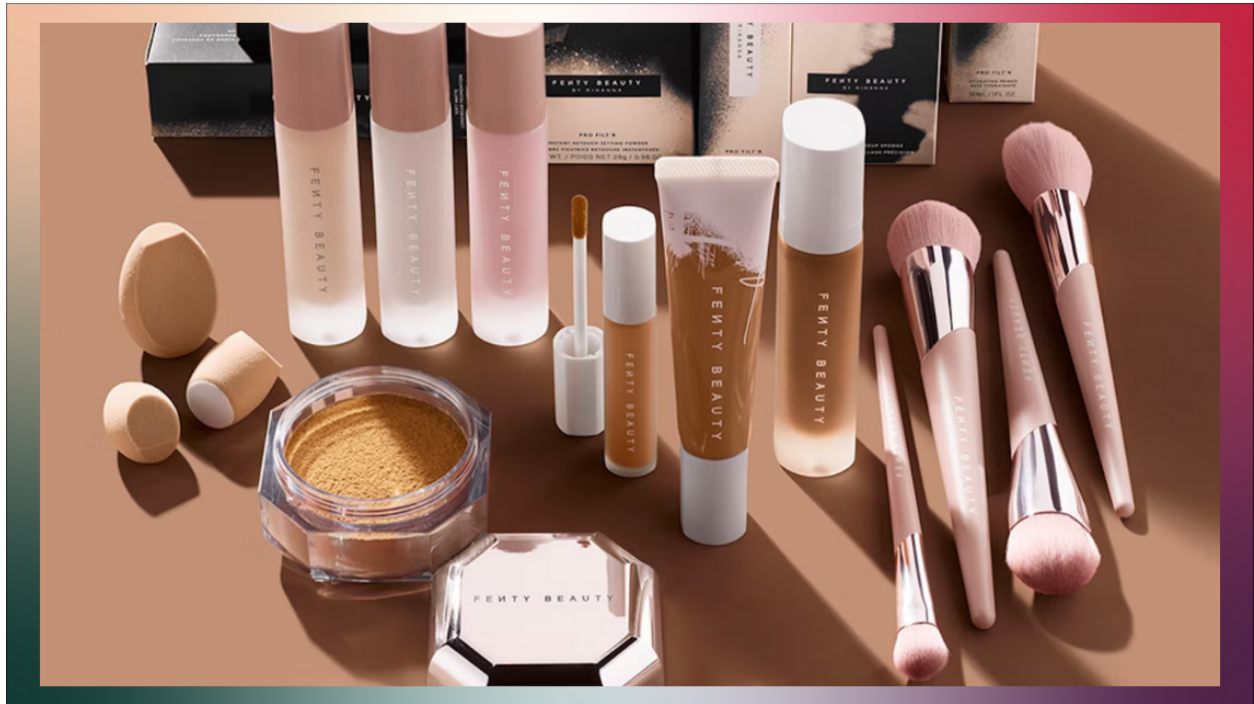
- When I began to use/wear make up I would struggle with finding my shade due to my skin not being fair enough or dark enough. In result of not finding the perfect match I would create a mixture of products that would help me achieve the right color. Once Fenty Beauty came into the industry it was much easier to find my in between foundation along with help from their shade finder on the website. The shift from Fenty allowed me to be seen in the industry along with setting a new tone for other brands to reformulate their products creating a new inclusive standard in the beauty industry.

SHADE: 420



**BRITTANY
GREENE-LEE**

Appendix:



Appendix A



Appendix B



Appendix c

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