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Modern beauty in the 20th century

The word modern in the early 20th century signified the transformation and reconstruction of the world, the people, and overall culture. Modern is connected to the present time instead of the past period of time (Oxford English Dictionary, 2023). As years go by through developments, there will be changes and challenges many will face and will need to accept. In the 20th century, people were optimistic and had hope where there was enlightenment, education expanded, communication amongst each other, and some sort of freedom to create movements (Lewis, n.d.). However, there were changes that one did not see coming. The First World War broke out in the 1900s, people fought for women's rights to vote, and the Titanic sank (Lewis, n.d.). Many events occurred in the 1900s. Businesses spread rapidly as well as reformation so that the American citizens can have a well and safe environment to live in (U.S. History Primary Source Timeline, n.d.). People started to form unions to fight against businesses due to unfair treatment and living conditions. Businesses needed to take responsibility for providing low wages and offering horrible working conditions one had to work in. America wanted to make the global system become democratic and the United States, Great Britain, and France joined forces (U.S. History Primary Source Timeline, n.d.). The economy grew which benefited the middle class and made the rich even more richer than they already are.

Cosmetics has been around for quite a long time and still used in the present. During the ancient times, cosmetics were used in different practices such as religious ceremonies, in Egypt,

and other cultures (History of the Beauty Business, n.d.). Egypt played a major role by influencing Rome and the world by outlining their eyes and lining their lips. However, cosmetics declined over time when Rome's influences did not reach more audiences during that time. Christianity began to spread and people started to follow which impacted the norms of beauty (History of the Beauty Business, n.d.). Individuals would not use cosmetics as much except for actresses and the rich. For example, Queen Elizabeth II seemed so white by applying cosmetics to whiten her skin tone to appear pure and perfect. As businesses and production inclined, celebrities helped the industry through their influences which allowed beauty to enter the markets. In the early 1900s, pale skin was a trend where lemon would be used by the lower class to make their skin look whiter (Kavanagh, 2016). One can see in other countries that white skin tones are still being seen and preferred. People in the early 1900s sought a youthful look and were bare-faced where those who wore a lot of makeup are those who are acting on stage or work as a prostitute. Makeup innovated making the brand Maybelline and Max Factor mass productive in productions (Kavanagh, 2016). People were able to purchase basic makeup products such as eyeshadow, lipstick, and mascara from their local drugstore. Beauty in the 1920s, the eyes were the main focus where others applied eyeshadow to darken the eyelid and lined the eyes to exaggerate the look (Beauty ideal over the decades part 11: The 20's, 2014). This kind of makeup style was used in the 21st century, the trend from the past will make their way back to trend in the present. In the 30s, celebrities made thin eyebrows a trend while blush was applied underneath the brows. In the 40s, the hair was tied up and the face features such as arched brows and red stained lips but also nails were in. In the 1950s, the economy boosted, people would go marry which increased the rate of marriage and birth making women main objectives is being a wife and a mother (Barbera, 2015). This affected the focus of the current

beauty where the norm is to have a perfect wife and be feminine. The silhouettes such as having a narrow waist and a lifted rounded bust were trending for decades. In modern society, one can see that this silhouette trended as well by the influence of the Kardashians. Women would wear heels and corsets to accentuate their bodies. As for makeup setting sprays and primer are being used in one's daily makeup routine. During the 70s, bronzed skin and heavy glossy lips with full bushy eyebrows were accepted and embraced (Tilbury, 2023). The cheeks and the forehead were the key points to apply the bronzer while the lips were in the color nude and glossy. Makeup and fashion are gradually developing and changing over time making the world modern each day.

Every day many things are changing and developing into new innovative ones to fit the needs and wants of what the society sought. In a capitalistic society where people work their life off for a fixed wage and buy consumer goods with their hard earned money, they would buy rather than produce the items themselves (Giuntini, n.d.). This can also lead to workers being exploited. Modern human being's lives are being taken away and being worked to be able to survive in society. Time is going at a fast pace and others want everything to be perfect, especially modern human beings. As people slave away there would not be a creative and joyful aspect in life. People today are finding ways that are convenient for them and free thinking has faded away (Mesgari, 2021). Some may see this as productivity making lives mundane and dull. There needs to be a line drawn between productivity and passion. In addition, as years go by and one's mind is changing and evolving they are also thinking fast which impacts the vibrancy in one's life (Mesgari, 2021). There would be no space for creativity due to mental thrives and the act of machinery. However, without the investment and money by some genuine wealth and the middle class, there would not be developed technology, businesses, and other industries to develop for the fast paced modern society.

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