

# BEAUTY & LIFE



The beauty industry is still failing black women?

Here you'll find information about which companies are changing these standards and how the beauty community is still failing black women.

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## White women on magazines

Who do you see once you open a magazine? White women. For several years, white women have been the only ones to be models, used for ads and used for magazines. Young Black women cannot look up to women who look like they do, because they feel like they're not part of the beauty industry, and they don't have anything to have as an inspiration or as an example.



## Fenty Beauty by Rihanna

Fenty Beauty, founded by Rihanna, is one of the few companies that has provided 40 different shades of foundation for multiple skin types. This had a positive impact on black women because they didn't have to have a hard time selecting the right color for their skin. In addition, Rihanna featured black women in the magazines and company ads. Women of many different skin complexions and nationalities were in photo shoots and magazines.



The Beauty Industry needs to stop failing black women.

Black women have a harder time finding the right shades for them which makes them spend more money on cosmetics while white women are spending less because it is easier to find their right shade of color. Some makeup companies are improving these problems by offering more shades to darker women. These developments should continue to improve the beauty industry and have more black women apart of it