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**Critical Argument Paper #2**

Without the help of science, the beauty industry would not be where it is today. In fact, the beauty industry and science work hand in hand with each other in order to create the products we use throughout our everyday lives. As time progresses we see scientific advances and innovation making tremendous strides which in turn allows the upbringing of unique new ways to create something new. Things in our everyday lives such as lotion, oils, perfumes, and makeup are all things we almost take for granted in this modern age. However, these things wouldn't be possible without the help of science and the creative minds leading innovation.

One of the beauty industry's most important and helpful products is lotion. We use it almost, if not every day in our lives without even realizing it. The first ever skin moisturizers can be dated all the way back to 3000 B.C from the Ancient Sumerians and the Ancient Egyptians ( Nevada Inventors, 2019). The ancient Egyptians used things such as animal fats and oils to create their lotions because they realized it helped serve as an extra layer of protection to help prevent dryness, itching, and flaking. When we fast forward to the modern age we can see that today's lotion is very sophisticated and can be highly complex. If you stop and think about skincare alone there are so many different options that have been cultivated to help fit a person's specific needs. This of course couldn't be done without the help of scientific advancements such as the microscope which allows the user to observe things on a microscopic level. By being able to see things on a molecular level scientists have found the proper ways to combine and remove certain bonds and components in order to provide you with something that is most suitable for your skin type. Scientist have found that in order to keep the skin hydrated a substance called

humectants are needed to help draw the water in. “When applied on the skin, humectant molecules attract moisture from the environment and retain it inside the skin” (Ashish, 2022). By understanding how lotion functions scientists have been able to create a variety of different lotions in the beauty industry. Brands such as Aveeno, Bioderma, CeraVe, Lancôme, Cetaphil, Olay, Lubiderm, Aquaphor and so much more have been curated to help aid your specific skin needs. These brands have helped dry skin, flakiness, and eczema, soften your skin and even provide your body with certain vitamins needed to help you feel rejuvenated.

Another very important advancement in the beauty industry is makeup. Makeup is another daily item that we take for granted throughout our lives and don't really realize how often it is used. It can be traced back once again to Ancient Egyptian times where they primarily used makeup to mark their wealth and hierarchy while also believing that it appealed to the gods (Matthias, 2020). Eyeshadow, lipstick, and eyeliner have been seen on both men and women as early as 4000 BCE. In today's world, we can see that make-up has come a very long way with the birth of so many options to choose from. The scientific advancement that we have to thank for that is the study of cosmetics. Cosmetic science is the study and development of products that are specially designed to improve the feel/ look of your skin, hair nails, or other surfaces of your body (Romanowski, 2020). Science has allowed there to be a deep study and understanding of our skin and how certain chemicals and materials will react to them. Cosmetic science is all about applying something to the surface of your skin so a deep study is needed in order to achieve the best possible results. This has allowed the creation of so many different types of makeup needed to enhance your look. There's eyeshadow, lipstick, mascara, concealer, and many more to help give us a great look to make us feel and look confident.

Today there are so many cutting-edge developments in the beauty industry that there is something for everyone. Science has allowed there to be something for people from all different walks of life to help beauty be accessible, helpful, and ready for the user. One of the most popular technological beauty innovations is the use of a “virtual try-on”. A virtual try-on is making use of augmented reality and allows users to see what they would look like with certain makeup on without ever leaving their house. Consumers can see how they may look with a certain color of eyeshadow or lipstick without all the hassle of trying it on then wiping it off and trying another. For many consumers, it has become an annoying and tedious process that has now been solved with new innovative technology. This has been made even more useful on social media as you can use this same technology for pictures and videos. You can now take a picture of your face and make it seem as if you have a full set of makeup on, complete with lipstick, eyeshadow, eyelashes, and contoured cheeks. This is all possible without having to once pick up a utensil needed to apply real makeup onto your face.

One of the most innovative creations for the beauty industry is the construction of a smart mirror. We look into a mirror every day to see how we look and make the proper adjustments to ourselves to ensure we look our best. However, what if there was a product that allowed us to see exactly where those imperfections are when we look at our reflection? A beauty group in Taiwan has invented a mirror that scans the user's face and then allows them to see exactly where blemishes, red spots, fine lines, wrinkles, and other imperfections are. This helps serve as a way to effectively see these imperfections as oftentimes we may glance right over them. You will be able to quickly identify where it is and how you can deal with it. These advancements have come a long way from where we began a long time ago and only show promise for getting better as the future approaches.

## Citations

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