

## Inclusivity in the Makeup Industry - Final Project Reflection

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When I was younger, I used to watch videos on youtube a lot. In particular, makeup tutorials and 'lifestyle' videos. I never had any makeup when I was younger but it looked fun to do. A lot of my friends watched them too and there were certain people who were very well known because of it. We would talk about our favourite YouTubers and their best videos. Nowadays I do not watch them very often but, I like to keep up with major makeup launches and artists that create looks that inspire me. This is when I came across the Beauty Blender hype. I had not seen any of the controversies about it yet but I saw that they had launched a foundation. I started watching some reviews and this is when I decided to do my video about inclusivity. I had noticed when I was younger, that the drugstore selection of shade range was not diverse enough. And back in those days, inclusivity was not really something people talked about in the makeup industry yet. All the Youtubers I watched were white. Once I started watching many more youtubers of colour, I realised that they struggled to find good shades and often they would use the same foundation in each of their videos because that was the only one that worked for them.

In my video, I wanted to highlight some of the deeper problems with the discussion about inclusivity. Rather than just highlighting that there aren't a lot of inclusive brands, I wanted to include some of the problems dealing with being 'inclusive' in the industry. A brand, like Beauty Blender, may advocate for inclusivity, however, it needs to prove that in a thoughtful way. This does not mean throwing four deep shades at the end... There must be thought put into the shades not just red and orange tones. Diversity must be evident throughout a makeup collection. To show this, I compared Beauty Blender to a new company that is already doing better than Beauty Blender; Fenty Beauty. By comparing Fenty to Beauty Blender, I was able to show the viewer how drastic the problem with the Beauty Blender Bounce foundation was.

Initially, I started off with the keywords: Race, Beauty and Inclusivity. However, I decided to change Beauty to Exclusivity halfway through because I thought it matched what I was trying to say better. I am not talking about Beauty or Beauty products rather, I am trying to highlight how makeup brands exclude a certain group of people because of their race. My first keyword was Race because I wanted to focus on the actual shade range and how it didn't appeal to people of colour. Because race is influenced by skin colour, and makeup is all about skin and colour, I thought that this keyword was appropriate for my arguments. I initially chose the word inclusivity because I wanted to show a lack of it in the makeup industry. But then, I had the idea to bring in Fenty who is the face of inclusivity and this fit perfectly. This is added Exclusivity. My main point is about Beauty Blender and how it severely failed at being considerate of everyone.

For this project, I used various different sources such as Twitter, Google, Instagram and Youtube; basically the main sources of social media these days. I wanted to use as many sources as possible because my video was all about reaction. The most important reaction is from the public who are inevitably buying these products. In order to get an understanding of the Beauty Blender launch, I used almost all the media platforms to show the blatancy of institutional racism. I thought it was appropriate to use various different Youtubers to describe the problem and have their authentic reaction to the collection because these are the people that have an impact on makeup lovers. While there were hundreds of videos made about this collection, I wanted to use Youtubers that were influential as well as some that were of colour. Back when I watched Youtubers, I had never heard of Jackie Aina or Nyma Tang. These were women who started a while ago but didn't get attention until recently. I found Nyma Tang a while ago because she tested products on her dark skin and this really started to raise awareness for the problem. It was really important for me to use Jackie Aina and Nyma Tang because they are people who are affected

by makeup releases like this one. I ended up using Jeffree Star because his video was the most informational that I could find and I wanted a segment that talked about the backlash and controversy before the launch. He also provided good swatches of the light-toned colours together looking exactly the same.

Making this video showed me a lot about the world of social media. There is a constant discussion on almost every single platform about various different things. People are free to publish and respond in many different ways and the information can be overloading. When Beauty Blender realised the foundation campaign image everybody was quick to respond. There was no shortage of media to include in my video, in fact, I had to severely cut down. It can be a daunting place when you are under the firing line because everybody is constantly talking and critiquing. After watching a lot of videos about Beauty Blender, something that Nyma Tang really stuck out to me about the way that media, culture and identity work together. She mentioned the fact that the outrage for inclusivity in the makeup industry didn't use to be such a widely talked about issue. However, nowadays it seems like almost everyone is discussing it. She said that this isn't a trend for her, this is something that she has to live with every day. When people stop talking about inclusivity in the makeup industry, it is still going to be a problem for her. With all the liking and reblogging of tweets and comments, it is sometimes difficult to zoom out and realise the real-life implications it has on people. However, outrage in media can change the way that things work. The media has a real effect on industries. It is nice to see that there is a change coming. Fenty Beauty has raised the bar for inclusivity in the makeup industry.

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