



# Beauty Riot!

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**WE  
ARE IN  
THIS  
TOGETHER.**

### An Introduction!

For the longest time in America, ads for beauty products and fashion has sent the message that to be beautiful you must be white! This is due to whiteness. This causes insecurity and feeling of unworthiness across the country for those who don't meet society's perception of "beautiful."

Whiteness in a racist, corporate-controlled society is like having the image of an American Express Card stamped on one's face: immediately you are "universally accepted."

*Manning Marable*

### What is "whiteness"?

Whiteness was introduced when a racial hierarchy made by white Europeans that placed people on top of the pyramid and black people on the bottom.

### So what?

Due to this racial hierarchy, it is saying that white is the norm, which then creates privileges that are invisible.



According to the New York Times in 2017, Dove released a body wash ad on Facebook showing a black woman taking her shirt off and then underneath transforms a white woman. This ad implies that people of color are dirty and need to use Dove body wash to be clean. It also implies that you must be white to be clean. Since Dove did not vocally express this perception, it contributes to whiteness and how big corporations can influence these negative ideas without directly saying so.



### Whiteness in Ads



Dollar Shave Club did not let whiteness in the media stop them from creating an ad showing inclusion. This ad showed how their products are made for everyone by launching their inclusion based campaign. Where the ad shows people from the LGBT community, people of color, people with all different body types, and people of all ages enjoying their hygiene products. This leaves viewers feeling accepted by this company and makes the viewers want to purchase the product.

# Whiteness in makeup

Whiteness in makeup, what is it? It's implying that being white is better, having white features is beautiful, and only having white models for campaigns.



On July 24 of 2018, beauty blender released a foundation line that consisted of 32 shades, and only 8 were for dark skin tones. The creators claimed they were trying to aim towards Latino skin tones, but did they forget that there are Latinos of darker skin tones and not just light skin Latinos?

To dismantle whiteness in makeup, foundations that change color to match one's skin tone should be marketed more! TLM is a drug store makeup brand, that has a foundation that does this! This kind of foundation could be marketed more if brands that are higher end produced this foundation.



## Highlighting & Contouring

**CONTOURING** • **HIGHLIGHTING**

Use a foundation 2 shades lighter than your skin tone to highlight. For contouring use a low or non-shimmer bronzer. Set with powder.

Contour around the hairline to warm the face and shorten the forehead.

Contour one inch above the temple to add depth to the face.

Highlight between the brows where a furrow may appear.

Highlight under the eyebrow arch to lift the brow and brighten the eyes.

Highlight the bridge of your nose to lighten the face, avoid the tip.

Highlight the high point of the cheekbone to define the cheek.

Contour on each side of the nose to make it look more slim and defined.

Contour the underside of the cheekbone to strengthen your bone structure.

Contour the tip of the nose in a V shape to shorten the length.

Highlight creases that catch shadows such as in the nasal fold area.

Contour under the jaw line to add definition and slim the face.

Makeup contouring supports whiteness in the makeup industry, because contouring and highlighting are supposed to slim down one's features, and then emphasize the features that they want. Contouring and highlighting is used to make the face slimmer, which is considered to be attractive in American society.



## 5 Whiteness in the Fashion Industry

Fashion is described as styles of clothing and or accessories in groups of people. Fashion is constantly changing!



In the 20th century, it was rare for a person of color to be a fashion designer. Jobs like dressmakers, were considered to be done by "professionals." Anne Lowe, a famous African American designer, stripped away the image of designers being white. A special opportunity was given to her. Lowe designed first lady, Jackie Kennedy's, wedding dress! **UNFORTUNATELY...**



Jackie Kennedy never gave credit to the talented Anne Lowe. In a viral tweet it was stated, "When asked who made the dress Jackie simply responded "a colored dressmaker." Jackie's response shows whiteness institutionalized. Referring to Lowe as a a colored dressmaker, contributes to whiteness by making people of color designers look less talented than white designers, and as the first lady it implies she believes people of color are not worthy enough of being in government.

## 6 Discrimination in the Fashion Industry

The modeling industry is a competitive field that lacks diversity. It's difficult for people of color to find a career in modeling. This is due to most of the models one sees in the media are white. This causes the modeling industry to construct what beautiful looks like. If more people of color were given the opportunity to model, this would help dismantle whiteness definition of beauty in America.



Covert Bruce discussed in his article, that 82.7% of models are white, 6% are Black and 2% are Latina. The lack of diversity in modeling tells America that you must be white to model.



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