

The Beautiful World of Makeup

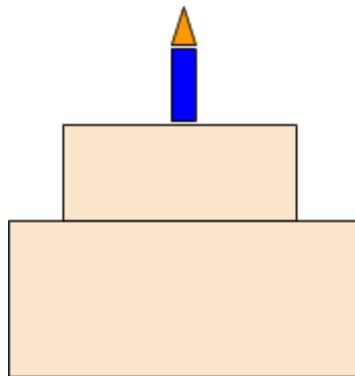
Alex Hutson

HOW TO CAKE YOUR FACE – A RECIPE!¹

WHAT YOU'LL NEED...

- MOISTURIZER
- EYESHADOW
- PRIMER
- MASCARA
- FOUNDATION
- LIPSTICK/LIQUID LIPSTICK
- CONCEALER
- LIP PENCIL (OPTIONAL)
- POWDER
- LIP GLOSS (OPTIONAL)
- BRONZER
- SETTING SPRAY (OPTIONAL)
- BLUSH
- MAKEUP TOOLS (SPONGE, BRUSHES, ETC.)
- HIGHLIGHT

- EYEBROW PENCIL



FROM THAT.... TO THIS!!



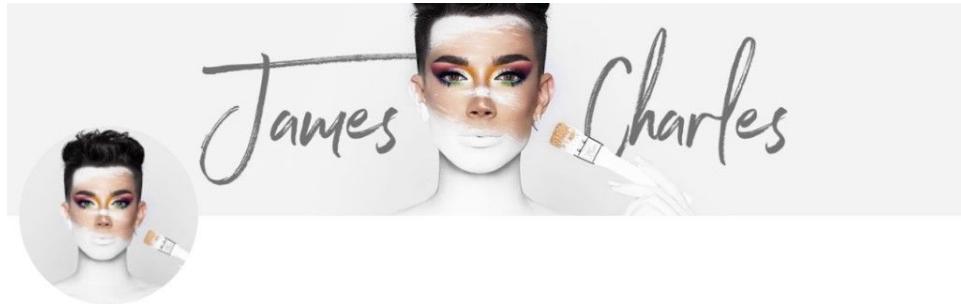
DIRECTIONS

1. Prepping the Face- Moisturizer is a key to make your foundation sink into your skin! In this step you can prime, and this depends on your needs. If you have dry

skin you might want to add extra hydration, or if you have big pores you might want to fill them.

2. When you are done priming, you can wet a beauty sponge, if you have one, and bounce in your foundation. Make sure you blend down your neck!
3. After foundation, your face looks pretty flat and blank. Concealer will help add dimension and cover the dark circles! Put the concealer under your eyes, on the center of the forehead, on the chin, and down the middle of the nose. This covers and highlights at the same time. I prefer blending this out with the same sponge as before.
4. Now, everything should be feeling wet and tacky. You can set your face with the powder on hand, because if you skip this your makeup will crease.
5. Once everything has a nice layer of powder over it, you can move to the cheeks and apply bronzer. Put the bronzer in the hollows of your cheeks and the perimeter of the forehead. The blush will go on the apples of your cheeks. Then the last step on the cheeks is highlight! Put the shimmer on the tops of your cheeks where the light hits them.
6. On to the eyes! Fill in your eyebrows with the eyebrow pencil where they appear sparser, and then you can start with the eyeshadow. Prime your eyelids with the concealer for a blank and smooth canvas. Then follow by putting a matte shade in the crease, and remember to blend, blend, blend. When you're comfortable with your crease put a nice shimmer all over the lid. Mascara can be applied for a more flirty look.
7. Now we are on the lips. All of these steps have been optional, but most are necessary to have a "complete" look. You don't really need a lip liner; it can just help when putting on a lipstick so you don't go out of the lines. Then you can choose if you want a glossy or matte look! If you want it to be shiny, you can apply a coat of lip gloss.

8. Now that you've finished everything, you can choose to melt all of the powder together with a setting spray. Sometimes this can help make your makeup last all day! Enjoy the new look!



James Charles

 [SUBSCRIBE](#) 16,320,922

James Charles is an ambitious 19-year-old who is amazing and super creative with his makeup. He got into makeup because he was very into art, such as drawing and painting. His channel is very entertaining because he is always doing new challenges and his personality is outgoing and funny. "Sisters" is his coined term, and it is printed on all of his merchandise, so you know who you are wearing.

Makeup is an **art**.

It is a place to escape,
Where you can be you.

Makeup has no rules.
You're free to do as you wish.
There is no judgement.

People

Always ask me the same question:

“Why do you wear all that makeup,” they say,

“It’s too much, you don’t need it.”

Maybe, it’s not for you,

Or anyone,

For that

Matter.

I do it for

Me. I decide

What goes on

my body. No one

else can make me

Feel how I feel

When the look

Is done. It’s

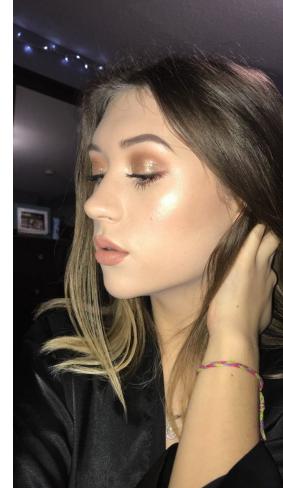
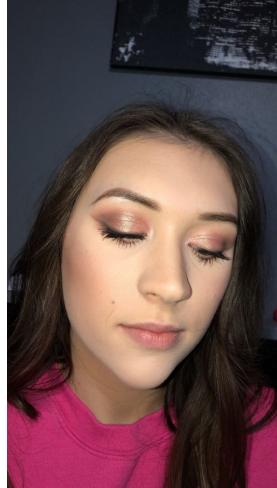
Not me

They

See,

But it should be.

Some Thoughts²



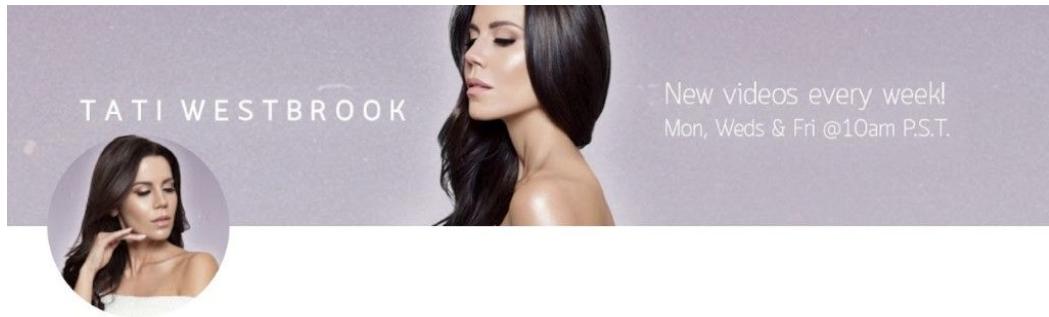
What I enjoy about makeup the most is that I can make it look so different every time I do it. I only use the same handful of products each time, so that shows how versatile makeup can really be.

These are not the best pictures, but the left shows a pop of color on the lower lash line. I'm not the most adventurous, so a simple trick like that makes me feel bold. I know color isn't as "wearable," but with makeup that shouldn't even be a thing. Everyone has different tastes and preferences, so if you don't like how someone has done their makeup – too bad. I know some people do their makeup every day to make them more attractive to others, and that's okay, but it should be for yourself. It doesn't matter what others think.

In the middle, I tried to channel my inner beauty guru by winging it out towards the tail of my eyebrow. This gives a cat eye effect and I discovered that it isn't my favorite look, but another great thing about makeup is that it is only temporary. It can be wiped off in a second, so if you mess up it's no big deal. That is what I find enjoyable. Doing it over and over until it is just right can be annoying to others, but that is how I learn what works and what doesn't. Okay, that's

definitely a lie. It is definitely frustrating when my makeup doesn't go how I had pictured in my head.

The right is different from the others not in the eyeshadow, but in the face makeup. I applied more highlighter and setting spray for a wet and dewy look. The highlighter doesn't make it look natural by any means, but when it is dewy, I feel like it doesn't look so much like makeup. I find it looks more like my skin and I really love it. When I use a lot of powder and a little setting spray, you can still see all the particles sitting on top of my skin. Not my favorite look, but some do prefer it that way.



Tati

SUBSCRIBED 5,786,706

Tati Westbrook is always honest when giving reviews, and is always giving away her excess makeup. She is always laughing and cracking goofy dad jokes. This channel in particular is great at informing you about makeup because she is always trying new techniques (and shares them when she has success), and she makes videos telling you in depth about drugstore and high-end products. These videos just explain why she likes them or why they didn't work out for her.

Alex Hutson

Mrs. Connolly

English 8A

April 10, 2019

Issues in the Makeup Industry

Nala has been waiting for this day for months: the day her favorite makeup brand launches its first foundation. It does everything she wants and needs, such as last all day, fill in pores, and it covers blemishes with ease. She gets in her car and runs to the nearest store, so excited she almost crashes along the way. When she arrives, she asks the clerk where it is located and she hurries to the stand - only to be let down. She looks at the shades from lightest to darkest, but it doesn't even get dark. The deepest shade is one she wouldn't even be able to use as a highlighting concealer, and it is as orange as a bad spray tan. She then pulls out her phone and unleashes her thoughts on every platform possible.

Social media has its pros and its cons. The fact that things spread incredibly fast is both, but for the people of color who enjoy using makeup, it is a good thing. When a makeup brand drops a new product and its shade range is lack luster, everyone knows about it and everyone can share their opinions to the world. Sometimes the response from the company is great, but sometimes the people's voice is not heard. The year is 2019, so the industry of makeup needs to step up their game and include people of all colors and undertones when creating new products.

Many popular makeup brands, such as Tarte and YSL, have had this issue. When the pictures of the range in color are released, an outcry of objection follows. Not only are individuals on social media upset, but hundreds of articles are made to join the debate. When the

infamous Beauty Blender foundation, Bounce, was dropped, Teen Vogue said the brand was “offering a plethora of light beige shades, with darker options feeling like an afterthought” (3). I agree one hundred percent that this is how it feels, and people of color deserve to have options when experimenting with makeup, too. The world is growing and everyone is becoming more accepting. Racism should be a thing of the past, but it is shown in situations like these that it still isn’t an even playing field.

Nyma Tang is a beauty YouTuber with a skin tone that is incredibly dark. On her channel, she frequently talks about how she isn’t able to do a review on a product because she can’t find anything in her color. Recently, she did a video where she tried every bronzer she could find in Sephora. The best match could hardly set her foundation. She goes on to describe how she has to “finesse product and make it work” by using a tiny eyeshadow color instead, because there aren’t any shades that color in a bronzer (12:35-12:39). While this does force people to get more creative with makeup and think outside of the box, no one should have to work so hard to do what they love. Doing makeup is a hobby and a release from the real world, but not when certain shades of skin tone are left out.

While the lack of shade range is a way bigger problem for deeper skin tones, there is also an issue for those who are the same color as a blank piece of paper. Jeffree Star is one of these people, and he has trouble finding products light enough for him. Luckily for him, he has his own makeup brand and made sure to come out with a concealer where the lightest shade is white. This way, even the palest boys and girls can still get that highlighted under eye effect. The shades were revealed in a recent video, that came earlier than expected due to a break-in at his warehouse, and he welcomed constructive criticism. He even says, “I can’t wait to hear if we’re

missing anyone's shades, [so we can] create them" (13:05-13:10). A positive influence on the beauty community, great job, Jeffree!

The world isn't perfect, and probably never will be. However, it is getting better. Some of the makeup companies that didn't come to par in initial releases, such as It Cosmetics, have later come out with more shades. They still should have been there in the first place, but at least they tried to fix their mistakes. When everyone meets the standards that Fenty Beauty has set, girls will no longer miss out or feel bad about who they are when they aren't included.



Nyma Tang

 **SUBSCRIBE** 966,174

Nyma Tang's YouTube channel opens eyes because her skin is a super deep shade. She challenges the beauty industry to broaden their shade horizons by making videos like her "Deepest Shade" series. Many times, Nyma cannot find makeup dark enough for her and it makes it difficult for her to explore the world of makeup like everyone else. She has a more quiet personality that is soothing to watch, and her videos are never too long.

How it all Begins³

An alarm rings through the silent house at exactly six o'clock in the morning. A woman, around the age of thirty, lifts her arm to shut it off. She lugs herself out of the comfort and warmth of her bed, and crawls to the bathroom to begin her daily beauty ritual. On the opposite side of the house, in a room with powdery pink walls, a young girl is awoken from the stirring of her mom. She sleepily rubs her eyes, hoping to wake herself further, and hops off of her twin sized bed. She patters across the house, like a mouse, and through the dark to find the source of the noise. She stumbles upon her mom in her bathroom, and watches in awe as her mom transforms her face, right before her eyes.

Her mom smooths a cream over her face, and the blemishes are no longer visible. Her eyes, normally closed and tired, are opened and awakened with another cream lighter than the previous one. The nose she always complains about becomes slimmer with a brown powder, and she does the same to her cheeks. Although she doesn't know what it is, the little girl has fallen in love.

She continues observing as her mom takes a pencil, almost like one she would use in school, to make her eyebrows darker. Her mom glances at her in the mirror, so she turns and darts back to her bedroom. She waits until her mom is finished, and won't be returning to the bathroom for a while, to sneak into the drawer she saw her mom use earlier. When it is opened, her eyes are amazed. Her hands plunge into the pool of products, dig around, and grab this and that. One object after the other is yanked out as she begins to color on her face like her mom, not exactly staying in the lines. Looking like a clown, red lips and all, she jumps a foot in the air when she is interrupted by her mom. Instead of being scolded as she expected, her mom bent down to correct the girl's mistakes and taught her how to properly apply the makeup - so it's called.

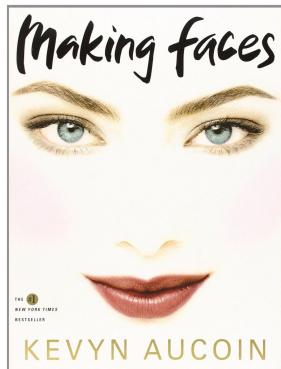


ALISSA ASHLEY

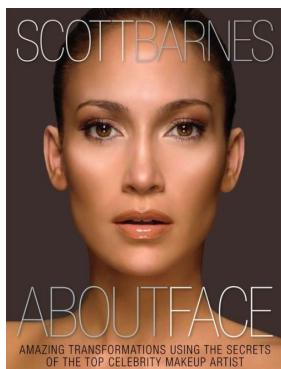
 **SUBSCRIBE** 1,880,879

Alissa Ashley has a makeup channel, but she takes us on her hair journey as well. She has a sweet demeanor and gives in depth tips in her tutorials. Taking advantage of the voice that she has, she always makes sure to share her thoughts about a new launch's shade range. Sometimes she will throw in a creative challenge video, and she's always giggling. Her looks aren't repetitive and natural, because she really throws in some colorful and fun ones, too.

If You Want to Learn More...⁴



Kevyn Aucoin is a famous makeup artist known for working with popular celebrities such as Madonna and Janet Jackson, and he even made an appearance in an episode of *Sex and the City*. Kevyn has his own makeup line, and a lot of people admire his techniques. His book not only gives you an insight to makeup, but a look at who he is on the inside.



Scott Barnes is most known for doing makeup on Jennifer Lopez. He is responsible for the "J-Lo Glow" that everyone wishes to have. In this book, his technique for a bronzed-up face and body is explained. Scott also has a line of makeup brushes that are pretty pricey, but said to be worth the money.

Dear Reader,

By this point, I hope I have opened your eyes by pointing out some major issues not just in the beauty industry, but also in the world for allowing these things to happen. I also hope I made some boys, or people who think makeup is just for girls, realize that it is not a bad thing if boys wear it. Maybe I have even ignited the makeup spark deep inside them/you that they/you didn't know they/you had. If my point so far has been unclear, let me tell you now what my goal is.

I get told every time I do my makeup, that it is "too much" or that I "don't need it." Well let me tell you what Linda, I bet you didn't need that three hundred dollar purse, either. Makeup is looked at like something that is taboo. Like, if I use it I am insecure or trying to impress someone. I want you to know that I, and most other people who do their makeup, don't care what you think. I do my makeup because it is relaxing to feel the brushes stroke my face. I find it fun and exciting to change up the routine, and maybe go crazy. But I can also make it look natural, which I sometimes prefer.

I also want you to know that makeup is for anyone and everyone, that there is no gender. If you know a boy who is interested in painting his nails or doing his makeup, let him know that it is okay and that you support him. So many people out there are hiding inside of themselves because of all the rude and unkind people in the world who will judge them. They may feel alone or like something is wrong with them. However, they aren't alone and yes they are different, but that is good. If everyone was the same the world would be boring. We need people to open each other's eyes.

I am fully aware that I am as white as they come, but I want to be a voice for people of color. I find it difficult to find my shade in things because it always ends up too pink or orange. I couldn't imagine going to the store and not being able to even get close to the right shade. That is why I watch people like Nyma and Alissa, so I am not blind to the horrors of the world. Everyone deserves the right to have options, and it must be a slap in the face when you don't have any, yet there are many light color selections.

Brands like NYX and Fenty Beauty have proven that it is completely possible in the drugstore and high end price range, so where is everyone else at? Covergirl and Maybelline embraced boy beauty when they hired James Charles and Manny MUA to be in some of their campaigns. It is time for the rest of the world to wake up and come together, because hate and judgement don't make anyone happy. Boy or girl; black, white, or somewhere in between; young or old; it doesn't matter. Get out there and explore, have fun. I won't judge you, and it shouldn't matter if anyone does. If something makes you happy – do it.

Sincerely,

Me

Works Cited

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Abstracts

1. This idea came to me in the form of a quickwrite. In the makeup world, the word “cake” is used to describe how makeup looks in various ways. Therefore, I thought it would be fun to connect the two here! I tried to research recipe formats, but they are all so different. I just decided to leave it the way it is. Hope you don’t mind. :)
2. I intended for this to be a more structured essay, but once I started typing, it just became a sort of stream-of-consciousness thing. So I went with it! I even gave it a title I believe to fit the style. Also, sorry for the extremely awkward photos. They were taken with the idea that I would be the only one to look at them, in case I wanted to recreate the look. Then I didn’t feel like doing my makeup for the sole purpose of this paper (because I don’t have the time or energy) and used my resources.
3. This is a fictional story, but when you ask people how they got into makeup, they almost always say because they watched their mom do it. I based it on that idea and gave it a twist of how I think the topic of makeup should be dealt with. As I mentioned a few times throughout this paper, I frequently get judged for wearing makeup and hear others getting the same treatment. I think it should be a more welcoming experience, and I hope people do as they read here.
4. I didn’t actually read these books, but I wanted to mention the makeup artists who wrote them in case someone does actually want to do more research on their own. After reading reviews and summaries, I decided these books would be helpful. Also, I wanted to use the pictures of the covers. I wrote a small summary of what I know about those artists in case you didn’t already know who they were, so there might be some really cool stuff about them that I didn’t mention. If you are really that curious though, you can go find it out by yourself! ;)

MEET THE WRITER



Alex is a current senior in high school, taking advantage of every moment that she can. She is on track to be 1st in her graduating class and plans on attending Saint Louis University next year. She has accomplished many things in high school such as Student of the Month and a Personal Choice Award from two of her favorite teachers. She comes from a family of four: herself, a brother, mom, and

dad. She has always had a dog in the house and is very glad for it,

because they teach her to love unconditionally. She doesn't play any sports, but really enjoys a lot of things. She is very active in school clubs such as National Honor Society and Foreign Language club, and her favorite hobbies are reading and experimenting with makeup. She spends a lot of time with her friends making memories that will last forever, so she can look back at high school

and smile. She is sad to leave all of the teachers and friends she has come to know and love, but is very excited to see what awaits her in the future.

