

**Have cosmetics become more acceptable for the male  
population and is it the new form of personal creative  
expression?**

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BA Hons Graphic Design

Word Count: 6246

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*Submitted in partial fulfilment of the requirements for the degree of BA (Hons)*

*UWTSD, Swansea, 10<sup>th</sup> December 2019*

## **Summary**

I have researched the history of makeup. I have discussed whether cosmetics have become more acceptable for the male population and if it has become the new form of creative expression. In Chapter One I discuss the history of makeup and where it originated. Chapter Two covers what it means to wear makeup and the reasons why people feel they need to wear it. Chapter Three explores the history of men wearing makeup. Chapter Four is a discussion of makeup being a form of creativity and self-expression and whether it is a new form of art and expression. This is followed by a discussion about why men do not wear makeup in Chapter Five. Lastly, in Chapter Six the future of the male makeup brand is discussed. My findings are that men are now a key part of makeup advertising and it is an increasingly popular form of self-expression.

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# Introduction

The beauty and cosmetics industry has always been a more female dominant sector, with the launch of the very first cosmetics to be produced being aimed towards women. A recent article released in 2019 featuring Damian Hurley (son of well-known model Elizabeth Hurley) wearing cosmetics in a commercial for the launch of a new make-up line by Pat McGrath, has sparked a discussion in the media surrounding the male populations use of cosmetics (Green, 2019). After the launch of the Commercial Damian, was subjected to online homophobia. The idea of him resembling his mother, due to cosmetics caused an uproar publicly. The internet became divided about the McGrath's campaign, branding it 'Doll Like' and 'Creepy' for Hurley to be wearing makeup and resembling a woman, with comments such as "more like a doll than a man" and other comments defending the campaign stating, "He is rocking the androgynous look and looks good". It is interesting that there was a divide in opinions about a male wearing makeup and how some people find it unsettling that he resembled a woman.

The beauty and cosmetics industry has always been a more female dominant sector, with the launch of the very first cosmetics to be produced being aimed towards women. The idea of men wearing cosmetics never retained as much popularity as it did for women, thus shaping the beauty industry to be fixated on targeting the female gender. It is important to note that the industry is now changing and producing cosmetics for men, and that this notion has taken a significant amount of time to normalise. Topics of gender and sexuality, the male beauty standard, and branding towards women have caused men wearing makeup to be something 'abnormal' in today's society and for these reasons it has made it unacceptable.

Views on the male gender wearing and dabbling in the area of cosmetics have been consistently changing in the past thirty years and the idea of men wearing cosmetics has become more popular within this time period. How make up is affecting and relating to gender, the male standard of beauty and why it has not included cosmetics, and how the idea of men in makeup has affected the way beauty companies brand their products, are all ideas to be explored.

For many years I have watched beauty gurus on YouTube and have idolised Jeffree Star, a beauty influencer and cosmetic line owner, collecting every eyeshadow palette he has brought out. Following his life story in a Youtube Docuseries produced by Shane Dawson in 2018, it is interesting to see how the beauty industry's attitude has changed towards men wearing makeup and what star has encountered in his life whilst being a male in makeup. I have friends and family who are part of the sector of men wearing makeup and it is a subject that I am very interested in and encounter on a daily basis. At thirteen years old I began wearing makeup and have been interested in the beauty world ever since. My younger brother of fourteen has watched me apply makeup for many years and has been interested in the palettes I use. He then took the step of wanting to wear eyeliner himself and has encountered both negative and positive reactions to the decision which I have witnessed personally, first hand. With the rise in male makeup and the beauty industry expanding to men, it is a very recent and current topic to be discussed.

## **Chapter One**

### **The history of makeup.**

The art of painting the face dates back to 125,000 years ago when large quantities of the red pigment 'red ochre' were found in caves in South Africa, there were no paintings or markings in the cave, which leads archaeologists to believe that this paint was used for the face and body. The paint that was used all these years ago was often worn by men and women, usually worn by men as members of a tribe, or sometimes worn for camouflage. This idea of painting the face transpired into women wearing rouge to add colour to their lips and cheeks, this is something women adapted to doing for thousands of years. Women would add this red toned pigment to their faces to associate themselves with wealth, health, and to appear desirable (Eldridge, 2016, p.13). Women's use of rouge and red lipstick is often making them appear more attractive, this is something that women have been doing since the Egyptian period. (Regas & Kozlowski, 1998).

Applying artificial blush is linked to signs of vascularisation which can translate into signs of sexual interest, whilst women are wearing rouge they become more appealing to men this way (Elliot and Niesta, 2008).

The use of face paint cosmetics was taken through into the Egyptian period of approximately 6,000 BC. This is where cosmetics began to expand into Kohl, rouge, painting the nails, and moisturising. The Egyptians left a legacy of remarkable eye makeup paired with a bold red lip and emerald green eyelids.



(Fig.1): Egyptian Makeup

## **Chapter Two**

**What does it mean to wear makeup and why do people feel they need to wear it?**



(Fig.2): #nomakeupselife campaign 2014

Since the rise in cosmetic use there has been a stigma attached, to particularly women who feel that they should be wearing makeup to enhance their appearance. Wearing makeup can allow people to exude a type of confidence, however this can develop a reliance on cosmetic use, feeling the need to wear it. The idea of people feeling most confident when wearing makeup turned into a widespread social media campaign in 2014 dubbed '#nomakeupselife', where participants could post a photo

of themselves online bearing no makeup and in turn raising money for the charity 'Cancer Research UK' (The Guardian, 2014). The campaign also captured an audience of women who made the decision to feel more empowered when not wearing makeup as a feminist movement, as oppose to some women who took the approach of feeling most confident with makeup on. This campaign was short-lived but encouraged people to exuberate the same confidence posting a photo wearing no makeup as they would posting a photo with makeup. According to a recent study which discusses how 'no makeup selfies' can have an effect on a young woman's body image conducted by Jasmine Fardouly and Ronald M Rapee (2019) "viewing idealized images of women wearing makeup on social media may make women more dissatisfied with their overall appearance, and their facial appearance in particular" (Fardouly & Rapee, 2019) meaning women feel a type of pressure to look like an idealised version of other women they see on social media, and feeling like they do not look that way can have negative effects on their confidence.

"painting our faces is as much a part of human nature as the need to EAT and SLEEP" (Eldridge, 2016)

In my personal experience, wearing cosmetics has become a part of most people's daily routine, it is in our nature to paint our faces as doing so has dated back to 6000 BC (Eldridge, 2016). Wearing makeup can empower people and allow them to become more confident, it gives men and women the opportunity to express themselves. The subject of men wearing makeup is something I encounter daily as my fourteen-year-old younger brother, Jones, is someone who indulges in the use of eyeliner, he often has mixed responses by people of all ages when wearing eyeliner in public. I interviewed him to find out how makeup makes him feel and what makeup

means to him. When asked how makeup makes him feel he replied with “Free, it helps me express who I am as a person and overall makes me feel brave” (Jones, 2019) and when asked what it means to him to wear makeup he responded “It means helping you improve your self-esteem while showing people who you are. Walking outside with a face full of makeup takes courage” (Jones, 2019). I also conducted another interview with another young male Gardener (2019), Gardener is a thirteen-year-old male and wears makeup daily and also creates drag makeup looks posting them to the popular social media platform ‘Instagram’. In the interview when asked the question “how does wearing makeup make you feel?” Gardener responded with “makeup makes me feel confident in the sense that we can break gender norms and express ourselves freely, and that fills me with pride” (Gardener, 2019). This statement that Gardener has given shows how the younger generation is promoting an attitude to express themselves, people painting their faces allows them to have the confidence to do so. I also asked Gardener what makeup means to him, he responded with “makeup means the world to me” and continues with “I’ve always felt different and that I don’t want to fit the mould of the masculine, athletic male that we are all brainwashed to believe is normal”. I also conducted an interview with Owen Harry (2019) (Fig.3), a twenty-three-year-old male illustrator who also wears makeup daily. When asking Harry how makeup makes him feel he responded, “Wearing makeup, for me, is just sort of an extent of my personality and passion, and love for a sense of individuality and sense of identity.” He then continues “makeup just makes me feel as though I’m free to express my own individuality” (Harry, 2019). I also asked Harry what makeup means to him, he replied,

“To me, makeup is less of an aid to my confidence, I’m equally as confident with or without it – it’s more of another creative outlet! Obviously, I love to

create my illustrations, but whenever I reach some sort of creative block, I just pick up some makeup instead.” (Harry, 2019)



(Fig.3): Owen Harry

It is interesting that there is a ten-year age gap between the people I have interviewed but the idea of makeup giving them an outlet to express themselves has remained the same. It is also interesting that Harry discussed how he feels the same amount of confidence with and without wearing makeup, and that it makes him feel a sense of creativity as well as a sense of individuality.

In the 2012 article ‘Looking Good During Cancer Treatments’ (Crane, 2012) it is discussed how celebrity makeup artist Tim Quinn would apply makeup to the late actress Farah Fawcett after she was diagnosed with cancer, he has also applied makeup to thousands of other cancer patients through “The Look Good... Feel Better” program which conducts workshops for cancer patients to help them cope with changes to their appearance (Fig. 18). It is stated by the program’s director “It

gives a woman the chance to re-create a sense of normalcy” (Roark cited in Crane, 2012) Makeup and cosmetic use are giving people confidence, even after battling a disease such as cancer, just by applying makeup people feel that they can face the world again and feel normal.



(Fig.4): Tim Quinn applying makeup to cancer patients

## **Chapter Three**

### **History of men and makeup.**

Although men painting their faces dates back to Egyptian times it became more apparent within the glam rock era of the 80s that men wear cosmetics for theatrical purposes, being influenced by the music and the culture surrounding different genres of music. David Bowie famously creating characters and multiple personalities using makeup, created a new type of beauty for men. Bowie embodied this new type of male beauty through ‘Ziggy’ a character designed with the use of cosmetics combined with Bowies flamboyant personality. (Fig. 5)



(Fig.5): David Bowie applying makeup

“Bowie really used beauty to help embody each of those characters” (Valdesolo, 2016) ‘Ziggy’ featured a heavily made up face with pale skin, a red and white circle central of the forehead, complete with red eyeshadow and defined sharp cheekbones, creating a celestial appearance (Fig. 5). This persona changed the perception of male beauty and the stigma of males wearing cosmetics by giving other men the confidence to branch out of the societal norms of only women wearing makeup. As stated by *Glamour* “Here was someone who told us that weird was not only ok, it was beautiful” (Valdesolo, 2016). Giving men the confidence to express themselves saw the beginning of a transformation of the male beauty standard. Bowie was a true testament to this transformation and an advocate for creativity and being true to yourself.

The glam rock era saw two different groups of men wearing makeup; The ‘new romantics’ and the ‘glam rockers’. ‘Glam Rockers’ would wear outrageous costumes and almost embodied a different character on stage, their gender wasn’t questioned, they were still saw as heterosexual and were not subjected to homophobia. ‘New Romantics’ would wear cosmetics to enhance their features, this would often create a more androgynous appearance putting their gender into

question. This is because new romantics were seen to be feminine, linking their love for makeup to homosexuality.



(Fig.6): Nick Rhodes

Nick Rhodes from the popular rock band 'Duran Duran' belonged to the 'new romantics', being branded as a creator for metro sexuality (The Stolen Leopard, 2013), the idea of heterosexual men enjoying activities are usually associated with women such as fashion (Fig 2). "Metrosexual today includes many males in the entertainment industry, although many of them are uncomfortable with that label". (The Stolen Leopard, 2013).



(Fig.7): Nick Rhodes and Julie Anne Friedman Wedding

In 1986 Rhodes married Julie Anne Friedman, the wedding drew worldwide attention and put a spotlight on the world of male beauty. This wedding gained a heavy amount of attention due to Rhodes wearing as much makeup as his wife (Fig 3). A straight male at their wedding wearing as much make up as the bride was something unseen before causing the topic of the male gender wearing cosmetics to surface. Nick Rhodes had always given off a certain exuberance and flamboyance which created this idea of Rhodes being metrosexual. This energy and willingness to indulge in activities associated with women often meant it was questioned whether or not he was gay. “It’s not just changing how we view beauty, but how we view gender” (The Bod Edit, no date). It is interesting that although most men working in the industry of entertainment do wear cosmetics to enhance their appearance, but once the label of ‘metrosexual’ is attached to it people become uncomfortable with their sexuality being questioned. However, the idea that all men in the entertainment industry wear cosmetics is something that has become normalised by society, but when it is not worn for the purpose of entertainment but for personal use, it becomes abnormal and associated with being feminine or homosexual.



(Fig.8): Jeffree Star

As men in makeup are on the rise video blogs by male ‘youtubers’ have become the new trend. According to *The Conversation* “Vlogs about makeup by male youtubers such as Patrick Star, James Charles and Jeffree Star have over 6 million subscribers between them” (Jankowski, 2018). The 2000s have been the era of the ‘beauty boys’, men are filming makeup tutorials to post online, men who paint their faces have a huge female and male following, and men have paved their way in the beauty community building themselves as a brand and are affiliates of leading makeup brands in the industry. World famous makeup artist Jeffree Star has become the most influential male in makeup in the beauty industry (fig. 4), making \$18 million dollars in 2018 within a 12-month period (Berg, Forbes. 2018).



(Fig.9): Jeffree Star MySpace Photo

Jeffree Star began on ‘MySpace’ (a social media website brought out in the early 2000s) and by 2006 was the most followed person on the website. Star created a persona for himself, shaving his eyebrows off completely pencilling in place of them

with hot pink thin brows, pairing this with hot pink hair, and dressing in outrageous costumes (fig. 5). Appearing this way in public subjected Star to homophobia online and offline. In an interview with Shane Dawson (2019), Star discusses the homophobia he encountered ten years ago stating “It was a different time where there was really no men in makeup, ten years ago was a different breed of humans, when I left the house looking like this it wasn’t ‘wow you look amazing’ it was ‘you f\*ggot, freak, disgusting’ I would get spit on, drinks thrown on me, it was a more aggressive time.” (Becoming Jeffree Star for a Day, 2019). Jeffree Star also discusses how he has seen a change in people’s attitudes towards makeup and explains that people are now more accepting, and we are living in a less aggressive time, “That doesn’t really happen as much anymore, people aren’t as aggressive as a whole” (Becoming Jeffree Star for a Day, 2019) Star went on to launch a makeup line in 2014, creating outlandish makeup that represents himself as someone challenging the gender norms. The company went on to sell makeup worldwide, selling up to \$100 million of cosmetics annually (Berg, Forbes. 2018). The figures that Star is achieving annually show that the male gender is entering the beauty industry and they are leading successful businesses and careers in this field.



(Fig.10): James Charles CoverGirl

Popular makeup guru James Charles entered the industry in 2016, becoming the first 'CoverBoy' for *Cover Girl* magazine at the age of seventeen (Fig.6). Charles rose to fame after CoverGirl placed him as an ambassador for the brand, although other leading brands had used men in their advertising, James Charles became the first male ambassador, this was a turning point within the beauty industry to now have a male icon within a leading beauty brand (BBC, 2016).



(Fig.11): James Charles with palette

From 2016 to 2019 Charles has become an affiliate for 'Morphe' one of the biggest beauty brands in the world and has launched his own collaboration of a palette and brush set with the company which has been sold worldwide (fig.7). At just 20 years old James Charles has 16.2 million subscribers on YouTube (YouTube, James Charles Youtube Channel) and has a net worth of \$12 million, becoming one of the most successful beauty boys in today's industry.

## **Chapter Four**

### **Makeup: Creativity and Self Expression**

Throughout my research I have found makeup to be an extension of who we are.

When the average person wakes up each morning we choose clothes that we feel suit our personality that day, that make us feel the most comfortable. In a study regarding the psychology of clothing and dress, it was found that

“when a participant wore casual clothing he or she rated the casual traits as more valid self-descriptions than the formal traits” (Johnson, Lennon, & Rudd, 2014)

meaning descriptions of themselves were different with each outfit. I believe that applying makeup is the same and choosing clothes to wear each day, applying makeup changes people’s perceptions of us. Going beyond the notion of painting the face, makeup is essentially a creative outlet and act of self-expression. During the interviews I conducted myself, I found that each person explained that makeup meant much more to them than just enhancing their appearance, it was an extension of their personality and changes how they are perceived.

“wearing makeup, for me, is just sort of an extent of my personality and passion and love of individuality and sense of identity” (Harry, 2019)

Makeup is a temporary creative outlet, which allows individuals to change how they are perceived. From personal experience, as a woman who wears cosmetics every day, each day I lay out my makeup and apply it according to how I am feeling that day and how I would like to be viewed by others. At the end of each day makeup can be washed away and the next day you can look however you’d like to be perceived that day. I believe that people do this subconsciously, unaware that they are

choosing what they wear in alignment with their personality and daily changing feelings, it is who we are.

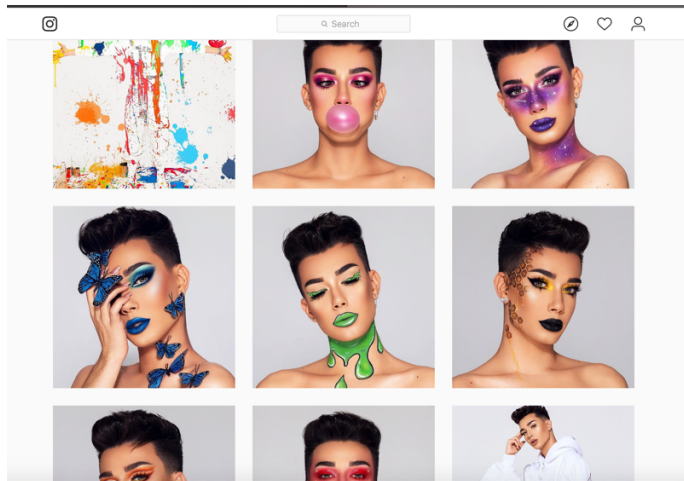
## Is makeup the new form of art and expression?

When James Charles releasing his Morphe Artistry palette (Fig. 7) with the tagline “unleash your inner artist” this tagline was created into a worldwide trend on social media. People using the palette were creating artistic makeup looks using the #unleashyourinnerartist in their photos to grow the trend.



(Fig.12): #unleashyourinnerartist Trend

Charles also released campaign photos to show his artistry palette and how makeup can be a form of art and painting the face, encouraging others to do the same.



(Fig.13): James Charles Palette Release Campaign Photos

This was something that I also discussed with Owen Harry, discussing if it is more of a form of creativity or more of a necessity to him. “to me, makeup is less of an aid to my confidence, I’m equally as confident with or without it – it’s more of another creative outlet!” (Harry, 2019) Looking at this idea of Harry feeling confident with or without it and that it allows him to be creative and pairing this with the advertising photos of James Charles Artistry Palette (Fig), supports the notion of makeup being the next form of art and expression. These looks that Charles has created are not the average everyday makeup look, I believe they are works of art painted onto the body, our bodies are now the new canvas.

## **Chapter Five**

### **Why men do not wear makeup.**

In my personal observations, from the interviews I have conducted I am beginning to conclude that the reasons that men do not wear makeup can vary from having a lack of confidence to express themselves as a result of being afraid what people may

think, men can also feel that wearing cosmetics can infringe their masculinity, and some people can relate a man wearing makeup to being homosexual. In an interview conducted on 2<sup>nd</sup> November 2019, I asked previously discussed Owen Harry what responses he gets to wearing cosmetics in public, he responded

“I have had every reaction possible at this point – I’ve been wearing makeup out for years, and I’ve been harassed by men, both sexually and taking the p\*ss; I’ve had women ask ‘what are you?’ I’ve had teenagers call me names in work, not that it phases me but I’ve also had so many lovely positive interactions with people” (Harry, 2019)

Concluding from this interview I believe that there is often a lack of understanding of male beauty and how it has been consistently changing. While discussing negative encounters with previously mentioned, Gardener (2019), he explained “I’ve had numerous responses to me wearing makeup. My family support me and the majority of people love my confidence when I’m in makeup, but many others are not a fan” (Gardener, 2019). From these interviews, I believe that some men experience a fear of being afraid to look too feminine due to the negative reactions they may receive, and that the negative encounters are received by people who find the idea of a male in makeup unsettling.

## **Chapter Six**

### **The Future of the male makeup brand.**

In 2001 the popular high-street chemist ‘Boots’ made plans to open a chain of stores that would be targeted towards men, but these plans were soon rejected after the idea was tested (Tungate, 2011, p.220). During the early 2000s, the notion of men

wearing makeup still was not normalised, makeup targeted towards men was not really available and the only products pushed towards men were colognes, aftershaves, and razors. As the beauty industry is growing and is beginning to target cosmetics towards men, the most popular beauty boys are becoming the face of many brands and are shaping the beauty industry to become more inclusive of the male gender. In a statement made by Mark Tungate he discusses how brands are now setting a new standard of men wearing makeup “the beauty industry now seems determined to standardise male attractiveness too” (Tungate, 2011, p.219). Within this period of 2001 to 2019 there have been crucial changes to the way products are advertised and the beauty industry and, which have shaped it to what it has become today.

## Jeffree Star Cosmetics



(Fig.14): Jeffree Star Cosmetics Androgyny Palette

In 2014 one of the biggest beauty brands in the world ‘Jeffree Star Cosmetics’ was founded by Jeffree Star (Fig. 4), and in 2017 brought out an eyeshadow palette titled

‘Androgyny’ whilst also releasing a campaign shoot that embodied the message of makeup being available for everyone. The campaign included famous model Nikita Dragun who is a transgender woman, the popular drag icon Adore Delano, male model ‘Jimmy Q’, and also Star himself (Fig. 9).



(Fig.15): Jeffree Star Cosmetics Androgyny Palette Campaign



(Fig.16): Jeffree Star Cosmetics Androgyny Palette Campaign

In an interview with Glamour (2017) Jeffree Star discusses releasing the androgyny palette along with the campaign stating, “People see men in makeup and have so many different opinions, so I wanted to shed light on the subject.” And continuing to say, “I wanted an eclectic mix of beautiful individuals who celebrate the word

androgyny.” (Reimel, 2017). This is exactly what the campaign included and began to start a trend for including men in makeup advertisements and appealing to a wider audience than just women, the future of the male makeup brand is inclusive of men. As a man in makeup himself Star even included himself in the campaign as an androgynous figure, covering his tattoos and shaving his head with a neutral makeup look (Fig.10). This drew positive attention and feedback for Jeffree Star as he had never created a campaign featured the more masculine version of himself.

## **James Charles**



(Fig.17): James Charles X Morphe Palette

After James Charles became the world’s first ‘CoverBoy’ for CoverGirl magazine in 2016 (fig. 6), in 2018 he released his first palette the ‘James Charles X Morphe’ palette. An example of how men are building a brand in themselves and are becoming affiliates of big corporations. The branding of James Charles palette centred around himself and featured him in number of makeup looks completed by using the palette (Fig. 12). The launch of this collaboration was highly anticipated, and the palette sold out in under ten minutes after its release. The campaign photos

taken showed makeup in a different form, it was portrayed as a form of art rather than having a more androgynous gender-related approach. In an interview with Vogue transgender make-up artist and non-binary activist Joseph Harwood discusses how 2019 is the year that men in makeup turns mainstream stating “There’s drag, there’s trans, and then there’s the male who plays with makeup in a creative way” (Zambarakji, 2019). The slogan to the released palette was ‘unleash your inner artist’, which allowed Charles to advertise his palette to a wider audience of people who are creative, suggesting that anyone can be an artist, even men.



(Fig.18): James Charles X Morphe Campaign

## **Patrick Star**

In 2017, makeup artist and YouTuber Patrick Star was signed to MAC cosmetics, a makeup brand sold worldwide and became a ‘key artist collaborator for the brand’ (Fig. 13). By 2018 beauty influencer Manny MUA had set up and launched ‘Lunar Beauty’ (Fig. 14), and by 2019 Damien Hurley (a straight male model) appeared in

Pat McGrath's makeup launch campaign. These are all examples of men who are changing and standardising men in makeup in recent years "As the beauty industry welcomes the era of inclusivity, men worldwide are redefining the standards of male beauty" (The Bod Edit, no date).



(Fig.19): Patrick Star Mac Launch



(Fig.20): Manny Mua Lunar Beauty Campaign



(Fig.21): Damien Hurley in Pat McGrath Campaign.

To date, one of the biggest makeup launches in the history of advertising males in makeup is the launch of Jeffree Stars collaboration with YouTube star Shane Dawson. On November 2<sup>nd</sup>, 2019 Star and Dawson released their collection, the launch sold out worldwide in less than twenty-four hours (fig.16). The highly anticipated release caused each online retailer selling the collection to acquire too many visitors at once, that each website crashed and became unresponsive (Dzurillay, 2019). The idea that this collection sold out in less than a day worldwide and given how much traffic was brought to the online retailers speaks volumes for the beauty industry and how it has changed over the past decade. This release has been highly anticipated due to Star and Dawson currently producing a 'docuseries' on YouTube following the personal lives of the pair while creating this collection. Each episode posted to YouTube is turning over twenty million views while Dawson has 23 million subscribers and Star having 16.4 million subscribers. This is an example of how these so called 'beauty boys' are taking the cosmetic industry by storm.



## Discussion

As a woman interested in makeup, I understand the pressures and beauty standards in the beauty industry for females. When researching the subject of male makeup and having the opportunity to interview men who do apply cosmetics, really allowed me to gain a better insight into the beauty world for men. Asking men numerous questions and listening to them discuss their reactions to wearing makeup in public made my research become real. It allowed me to understand just how important makeup is to people, and that it is not just painting their face, it is a form of freedom and escapism. I have found during my research that negative reactions to men in makeup are often down to a lack of understanding as to why some men choose to wear cosmetics, there seems to always be a questioning of gender thinking that a man wants to be a woman by choosing to wear it, this is the main misconception people appear to have. It was important to me that I asked people younger between the ages of thirteen to twenty-three, as social norms are consistently changing, I wanted to gain an insight into what the world of makeup is like for boys who are within a younger generation. Being a teenager is often perceived as a difficult time for appearance, school, and beginning to encounter social pressures, with the added factor of being a male wearing makeup at a younger age it is a different kind of pressure they are facing in comparison to other children. I wanted to then delve into what it is like being a young adult and a man in makeup in order to have a comparison between the two generations. I found both ages of thirteen and twenty-three to have similar reactions and encounters with people.

Researching the history of men who wore makeup has shown that men are now wearing makeup on a daily basis as oppose to being influenced by their cultural surroundings such as music. Bowie was often seen to wear makeup looks that associated with his 'Ziggy Stardust' character, this was more for performance purposes, being influenced by his music culture. It was an extension of Bowies eccentric personality. The reasons that Bowie wore makeup differed from why Jeffree Star would wear makeup. Star wanted a more androgynous appearance in attempt to challenge gender norms set in place by society. Although the reasons as to why different men have chosen to indulge in the use of cosmetics differ, the factor of self-expression always seems to remain the same.

In 2001 the high-street chemist 'Boots' when testing a launch of stores for men decided to reject the idea due to a lack of popularity. It is interesting that in 2019 'Boots' is featuring men wearing makeup within their advertisements in their stores and is also selling products that are affiliated with men in makeup. This clearly shows that within eighteen years that there is more of an acceptance and interest for men in makeup if large corporate brands are wanting to attract customers using these advertisements. In the recent events of Jeffree Star and Shane Dawson's palette launch one million palettes were sold in less than thirty minutes, I think that this is a clear indicator of the direction that the beauty industry is going and that it is becoming more accepting and inclusive of the male gender.

It has been interesting to delve into the reasons that women wear makeup and the reasons that men wear makeup and to make a comparison of how the reasons differ. I personally wear makeup to feel more confident in my appearance, and I have found this is often the case for many women. In my research, it appeared

that men who choose to wear makeup see it as a form of self-expression and are wanting to break the masculine beauty standard that has been set in place for them, whilst also feeling confident that they are being themselves.

In Jeffree Stars Docuseries on following his life, (YouTube, 2018) discusses how the early 2000s were a more aggressive time for men in makeup. With the rise of social media and male beauty influencers, 2019 is appearing to be the year of acceptance for male makeup, there has been a notable change in people's attitudes towards the subject. Within Stars docuseries he discusses how he has noticed and lived through this change by stating how people are now more accepting and we are living in a less aggressive time for men in makeup. I feel that the current male makeup scene is more popular in America where the most influential beauty gurus online are situated, people are seeing men in makeup more often in these places which means it is becoming more normalised. In places that have a small minority of males who wear makeup they are more subjected to negative encounters.

Now that men in makeup has become a more popular concept, it is important to discuss if a new beauty standard will be set in place for men. During my research I found that women viewing images on social media of idealised women in makeup can sometimes damage their confidence, now that men are wearing makeup and are posting similar idealised images online, the beauty standard pressures that women have been subjected to for many years may now be imposed onto the male gender.

## **Conclusion**

The beauty industry has been consistently changing for many years and the biggest change has been of a recent occurrence. This topic has been brought to light in the

media and has become a subject discussed worldwide, this is due to the current events of Jeffree Star and Shane Dawson's palette launch and the YouTube series (Youtube, 2019) that is currently being released that gives viewers an insight into the behind the scenes of the beauty industry. I believe that these two men have taken the beauty industry by storm and have made significant positive changes for the world of men in makeup. The series the pair have created has become so widespread that people of both genders, all ages, and different sexualities have been following it. This is a huge milestone for men in makeup as it is bringing more attention to the topic and is normalising an idea that a decade ago was not widely accepted.

Therefore, that the reasons why men have decided to wear makeup have changed significantly during the past thirty years. During the 1980s makeup was often worn for performance purposes and in relation to the persons surrounding culture such as the music scene. In current times men are wearing makeup more as an act of self-expression, wanting to defy the societal gender norms. Men wearing makeup has become a part of today's society and has become more widely accepted.

However, I believe have shown that negative reactions are becoming less common. This is because there is a lot of attention on the topic currently it is allowing people to normalise and accept the idea. The future of how makeup is branded will continue to use men in their advertising and big corporate brands will also continue to use men as affiliates to these companies.

I have concluded from my research that makeup is the new form of art and expression. It is becoming increasingly popular as a creative outlet, it is meaning much more than just painting the body and face, it is a form of creative expression allowing people to change perceptions and challenge gender norms. I have found makeup to have a much deeper meaning than just at surface level painting the face, even when interviewing people as young as thirteen, makeup 'meant the world to them' (Gardener, 2019), and is a significant factor in their lives.

With regards to the use of makeup use with Cancer patients, the research showed how it normalised life and this offered me the opportunity to see this creative application in a different light and how powerful painting the body can be to allow someone to feel normalised again while battling a serious illness.

The future of the male makeup brand is making huge changes in how they are viewed, and we are living in a more acceptable time for male cosmetic use. This industry has now welcomed both genders, and currently the male beauty gurus in the makeup industry are the most influential and popular beauty influencers of our time. These are the people who are paving the way for the beauty world and have made it a more inclusive and positive place for men. Men have entered the beauty industry and are there to stay. I personally find joy in this art form and feel that men can now also find creative expression in this art craft.

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