

“Applying make-up is an art, it takes patients, skill to achieve the preferred look” - Jihan

Why do we wear makeup?

“Simple is beauty” - Eva

OUR FACE IS OUR IDENTITY, SO DOES THAT MEAN BY WEARING MAKEUP WE ARE CHANGING OUR IDENTITY OR COVERING UP INSECURITIES?



Makeup in the 21 century plays a big role in young adult's life. Different people wear it for different reasons; some wear make up to enhance their beauty whilst others wear it to boost their confidence.

Dr Lance workman is an evolutionally physiologist and a senior lecturer and subject leader for psychology at Bath Spa University. He is interested in looking at the behaviour in the mind; for instance looking at the reason why make up is worn by lots of females.

Dr Workman conducted experiments in Bart's to see if women really wear make up to attract the opposite gender. A group of women were put in a room with a group of men and the results showed that the women with lip-stick on attracted more men the females without lipstick. Many argue that it's the women's conscious decision to wear

makeup, however according to Dr Workman although women choose to wear makeup they unconsciously tell the opposite gender that they have “eggs and that they are fertile”.

Connie Fisher an actress and singer, who won the BBC One talent contest recently went out and looked at the reason behind why women wear makeup, examining their commitment to it and exploring whether pressure from society plays a part in the routine. An average woman spends an estimate of two years of her life putting on an estimate 12000 pounds worth of beauty products. Most girls would spend around £50 to £100 pounds worth of makeup a month.

With YouTube stars and billions of makeup tutorials the makeup industry has become larger than before employing over a quarter of a million people across UK. The way celebrities are betrayed makes it a pressure to have the

perfect skin, perfect eyes and perfect body and selfies and social media magnify everything. Some people believe that women wear makeup to fit in to society, as it has become the norm. Whilst not wearing makeup is something courageous, something brave and something exceptional; so the natural look without makeup becomes something so strange and alienated.

According to Dr Yan Wu from Swansea University there is a great relation between the media and the beauty industry. “Advertisement today is cleverly designed; they often incorporate feminist ideas into selling”. Even if you're forced into buying but the advertisement give you the impression that you made the choice that you made your self-look better and you are the one that achieved the look. If the audience are exposed to the same message again and again the outlook will be shaped by that message.”

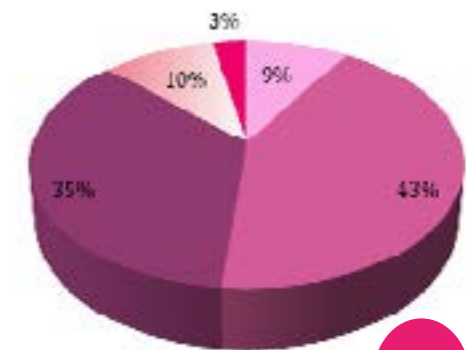
According to a recent survey on British teenage girls have found that 87% of those questioned felt that women were judged more on their appearance then their ability. British women spend over 8 billion pounds every year on make up making the cosmetic industry a hugely powerful world.

“Make-up is used to enhance your beauty and create features that you desire” - Rhea

“When i'm down i treat my self to make-up! i recently bought 2 of Kylie Jenner's lip kits” - Lucy

Time spent putting on make up

5 Minutes or less 6-10 Minutes 11-15 Minutes 16-20 Minutes More than 20 Minutes



61% of women between the age of 13-15 start to wear make-up whilst 28% start when they are 16 yaers or older. Source: Gdblogs

What females look for whilst shopping for make-up?



Source: statista.com