

# Put your face on!!!

AN ANALYSIS  
OF MAKEUP

GET THAT  
"PERFECT  
CLEAN GIRL"  
LOOK!!!

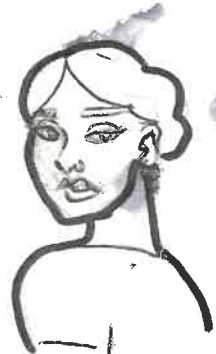
WEARING  
COLOR  
IS  
PUNK



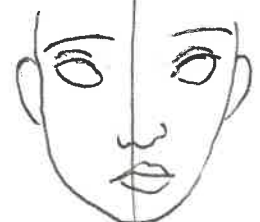
HI  
SISTERS!



MAKE UP TUTORIAL  
JAMES CHARLES



1920s



NOW

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We are both students at Douglas College. This zine is a collection of research & personal experiences in regards to makeup, as well as some history!!

# A BRIEF **OUTLINE** OF

↑haha, get it?  
'cause it's eyeliner

## • 4000 BCE

ANCIENT EGYPTIANS USED KOHL TO PROTECT THEIR EYES

## • 2000 BCE

MESAPOTAMIANS USED CRUSHED BERRIES AS LIP STAIN

## • 1920S

ARISE IN FEMINISM OPTED FOR SHARPER SILHOUETTES

## 1930-40S

Femininity made a comeback during WWII with housewife and pin-up type of looks.

## 1950S

- Hollywood glamour makeup
- A rise of using makeup for movies

## • 1970-80S

EARTHY AND BRIGHT TONES DOMINATED THE MAKEUP SCENE

# MAKEUP HISTORY:

## • 500 BCE

ANCIENT GREEKS USED PIGMENTS TO MAKE THEIR FACES STAND OUT

## • 5-15TH CENTURY

DURING MIDDLE AGES, MAKEUP WAS A STATUS SYMBOL

## • RENAISSANCE

PALE SKIN WAS A STATUS SYMBOL  
LEAD-BASED POISONOUS MAKEUP USED TO ACHIEVE THAT

**WATERPROOF 48 HR STAY**

## • 2000S - MODERN ERA

- TRENDS FOR BRIGHT COLORS COME AND GO
- CURRENT FOCUS IS ON NATURAL MAKEUP

# "IT-GIRLS"

THEN

VS. NOW

1920s makeup looks borrow on the actress Clara Bow. Her iconic look consisted of pencil thin, downturned eyebrows, rosy cheeks, and red lip, giving her a doll-like pout.

Fun fact: Clara Bow inspired the iconic character Betty Boop

1960s makeup focused heavily on eyes, inspired by the model Twiggy. Her eyes were highlighted by her makeup of choice, usually with colorful eyeshadow.

They also added a crease in the eyelid, called a "banana line".

In the 18th century, beauty marks were prevalent and carried a bunch of hidden meanings, based on where they were located. In the 1920s they were once again popularized by Clara Bow, and today's equivalent of them is fun pimple patches.

In 1950s, accentuating lips became popular after lipstick served as the main makeup accessory throughout 1930s & 40s. Marilyn Monroe was a movie star and sex symbol that inspired a contoured red lip.

"Clean girl" makeup is a trend surfacing on TikTok, which heavily focuses on skincare routines such as cleanser, moisturizer and serum.

Concealer and light coverage is preferred over foundation, for the effect of no makeup

A liquid blush is preferred to enhance a glowy and dewy appearance rather than heavy powder.

Brows are enhanced lightly with clear gel, and eyelashes with brown mascara that will enhance the lash itself, but not too heavily.

Lips are glossy and overlined to make them look naturally plumper.



# "CLEAN GIRL" MAKEUP: HOW TRENDS ARE INFLUENCED BY POLITICAL CLIMATE

Fashion & self expression aren't always neutral - they are a political act!

Have you noticed that makeup and trends can help predict the political direction a population is leaning?

During the 70s & 80s, with a lot of protests and political changes which began some lean liberal, we noticed a large amount of color in makeup and outfits.

However there is recently an alarming rising trend in younger populations leaning towards the political right -

and with it it's brought on a trend in colourless makeup - that almost doesn't look like makeup, as well as trends in bringing back the "traditional feminine". Beige & neutral tones in makeup signal submission -

WEARING COLOR IS PUNK!!!!

# MAKEUP & RACE

Did you know that despite most famous pop-cultures that have their own distinct looks, such as grunge, taking inspiration from black musicians (Such as Tina Turner), there is not a lot of skin tone inclusivity and black representation in a lot of makeup communities and brands? Even certain trends, such as "clean girl makeup" are designed with a lighter makeup palette in mind - to sit on lighter skin tones.

There are also not a lot of makeup artists within the makeup community who know how to apply makeup to darker skin-tones due to lack of education on diverse styles and what suits each individual skin tone.

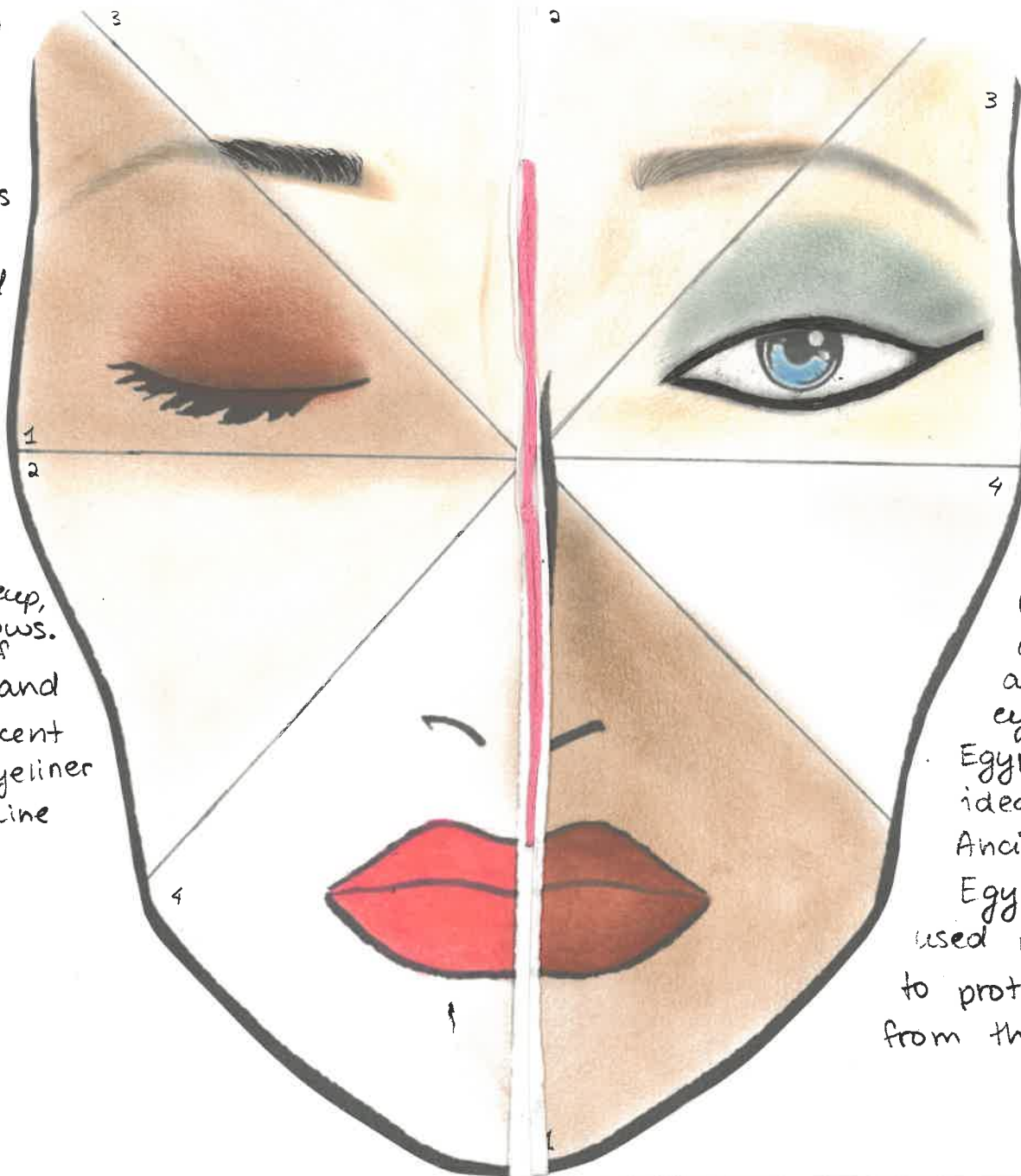


# CULTURAL ROOTS OF TODAY'S TRENDS:

① Many trends such as smokey eye or overlined lips actually originate from black culture.

A lot of alternative subcultures such as goth, emo, and grunge were started by black people!

② Femme Fatale type of looks frequently draw from Latina makeup, with bold, defined brows. They also use a lot of bronzer for sculpting and definition. A lot of accent is on the eyes, with eyeliner that follows the waterline for a cat-eye look.




③ A lot of trends also originated in Asian countries, specifically South Korea. Emphasis falls on clear, glowy skin, natural-looking enhancement of features, and it may have served as inspo for today's clean girl makeup!

④ We get the idea of wearing makeup and bright eyeliner, eyeshadow from Ancient Egyptians. We also get the idea of perfume from Ancient Egypt. Egyptians originally used makeup as a way to protect their eyes from the elements!

# A MAKEUP ARTIST'S PERSPECTIVE : EVERYDAY + EVENING tips & tricks!

By: Natalya



① Make sure to use lip balm to hydrate lips

② Don't do too much; when it comes to foundation and concealer, a little goes a long way!

③ Add some contour, blush and highlight, following the natural outlines of your face

④ Enchanting the eyes a little with some light eyeshadow and mascara can help make them more expressive

⑤ Some light lipstick or gloss can help them stay hydrated

\*DISCLAIMER: THESE ARE BY NO MEANS RULES; JUST A PROFESSIONAL MAKEUP ARTIST'S TAKE;


① An evening look can make use of a full coat of foundation

② Bolder contour, blush and highlight that blends into the foundation well

③ Eye makeup can be dramatic or colourful or full of sparkles

④ Evening looks frequently utilize a bolder lip, with a brighter or dark color

⑤ Setting spray is used to fixate the makeup in place



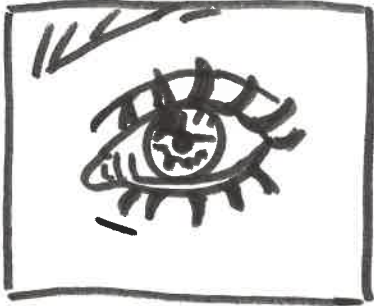
EVERYONE'S INDIVIDUAL EXPRESSION CAN DIFFER; THE MOST IMPORTANT PART OF MAKEUP IS TO HAVE FUN WITH IT!



# "MAKEUP BLINDNESS": A personal recollection

BY: TANYA

STEP 1:



PUT ON AS MUCH  
MASCARA AS POSSIBLE

STEP 2:



PLUCK & FILL MY EYEBROWS  
UNTIL THEY FORM  
ONE LINE

STEP 3:



COVER UP ALL THE  
ACNE I PICKED AT  
THE NIGHT BEFORE

**STEP 4:**  
DON'T WASH OFF  
AND REPEAT THE  
NEXT DAY

"MAKEUP BLINDNESS" is defined as being unaware of one's own makeup mistakes. I have experienced it when I was younger and am still making the effort to recover from it. The social pressure to appear a certain way often traps young girls in a never-ending circle.

When I was a teenager, I became obsessed with finding a way to edit my face in real life. I remember being 13 and trying makeup for the first time and liking how it made my features pop.

By 17, however, wearing it became habitual on a daily basis, and highlighting my features was no longer the goal - changing them was. I would plow on layers of mascara, and position my lashes in a certain way, so my eyes wouldn't appear "droopy". I would pluck my eyebrows into lines, so they looked more "feminine".

My acne was a separate topic.

I would try to get rid of it, then cover it up, and let the cycle begin again the next morning.

IT TOOK YEARS TO FINALLY  
BREAK THE CYCLE, AND LOOK  
BEYOND MY REFLECTION IN THE  
MIRROR TO SEE MY WORTH.



## OTHER EXPRESSIONS OF MAKEUP:

For Example:



DRAG  
QUEENS

and

KINGS



GOTH



or  
grunge



## THERE ARE MANY SUBGENRES & CATEGORIES!

- A lot of these makeup styles are about self-expression
- Drag makeup takes root all the way in ancient Greece, where men would dress as women for the purposes of acting
- Modern drag has been popularized by the LGBTQIA+ community, and is not only makeup, but a form of performance
- Grunge and goth looks are all about non-conformity and denying mainstream conformity and culture
- They take roots in 80s rock, inspired by bands such as Nirvana who were all about not fitting in with the standard.