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@milkmakeup Beauty Industry has long been under conflict because of the limited approach to beauty standards. Whether it's products formulated in a limited range of skin tone offerings, skin care products that neglect whole sets of skin types, or narrow beauty standards, these flaws have been all too common. However, there are certain beauty brands that innovate and break the mold for inclusive beauty. Some of these brands at the helm of positive change have long been established and have been working to shift the industry for years. Others are relatively new and come to market fresh with new ideas on how the beauty industry can be transformed for the better. We have reached out to the five beauty brands leading the industry in celebrating diversity and advocating inclusive beauty so that they share their stories and their message. Keep scrolling to see what these form-breaking beauty brands have to say. @milkmakeup BYRDIE: Since its inception, Milk Makeup has offered a fresh new look at beauty. From packaging unisex to using different models (in a more sense than just skin tone), Milk has really been at the helm of industry leadership to a more forward-thinking and inclusive approach to beauty. Could you talk about how the brand came to itself and why those values were so important from the start? GEORGIE GREVILLE, MILK MAKEUP CO-FOUNDER AND CREATIVE DIRECTOR: The line itself was inspired by a community of artists, tasters and milk performers that grew organically into a vibrant, breathing lifestyle. The energy of this diverse, dynamic community is what inspired the line and is reflected in the architecture of the product. From the very beginning of the brand, we wanted our products to talk to everyone with simple packaging that can be easily unisex. Our products are cutting edge and connect you to the life-breathing needs of the milk community in New York City. We are a brand that strives to speak to a modern person, regardless of gender restrictions. Beauty is self-expression, and self-expression should have no boundaries. BYRDIE: The Blur Stick Dairy Campaign celebrates freedom from gender diatic files. Could you talk more to this project and how milk advocates gender diversity? GG: We presented Blur The Lines as part of a new series of short films that continue to explore the spectrum of individuality. For our first film, we collaborated with the male care site Very Good Light, exploring the concept of gender fluidity with the founder and editor, David I. I wanted to create a metaphor for the product (Blur Stick), which really spoke to its deeper, revolutionary sense in the industry - a truly universal product for those who can help you feel who you really are on the gender fluidity spectrum. So am I, David. this topic as a movement rather than a trend and believes in the importance of bringing people together and sharing their own gender identity. When David and I thought about that name of this collaboration, we looked at each other and instantly blurted out Blur Lines! We have to see each other as one of them. In the campaign we used as many gender perspectives as possible with a focus on ambiguous, blurry faces. For me, what's amazing about this group was their awareness of male and female balance within themselves. This balance is different for everyone and, ultimately, what we all have in common. We're all part of the sex spectrum and hopefully this part will help people understand that. BYRDIE: In what direction would the Milk brand like to see how the beauty industry will move forward? Are there any other plans or projects in the works that you can share with us? GG: I think it's great that brands are becoming more inclusive and hope that this ongoing-gender beauty is really the future. For us, this project marks the beginning of a much larger exploration of the spectrum of individuality for us- we have some interesting videos, product launches, and editorials in the works that will continue positive exposure as part of our #LiveYourLook campaign. @blackopalbeauty BYRDIE: How did the black opal get inspired? DEREK

WANNER, Vice President OF SALES AND MARKETING: It has always been about skin care. Black Opal started as a conversation between two friends, Dr. Cheryl Burgess, a renowned dermatologist and her lawyer friend, Carol Jackson. They both complained about the inability to find products suitable for skins of color in retail stores. Husband Carol Jackson, a cosmetics manufacturer, helped both women formulate and develop the very first Black Opal Doctor-recommended product: The Advanced Double Complex Fade Gel, addressing hyperpigmentation and discoloration issues. BYRDIE: What inspired the brand, and why were diversity and inclusivity in beauty so important from the start? DW: Inspiration was and always was women of color. Very early, Black Opal recognized that the global skin tones go beyond black skin. Ethnic consumers not only have beauty aspirations, but purchasing power have left an untapped beauty industry that does not cater to a variety of skin tones and shades. It was the emptiness that black opal aims to fill through its skincare and color portfolio. We wanted the consumer to know that we have developed these products for her and with it in mind. We defended her case and used the very best laboratories to develop premium but affordable products. BYRDIE: We love the message of the brand No matter how unique your shade, tone or your heritage is, we see you and celebrate you. Can you talk more about how black opal offers champion beauty individuals who are often underrepresented in the beauty industry? DW: The uniqueness of personality is what drives and inspires us. We look to infuse our brand with personality at every turn and encourage others to adopt their own brand beautiful. Our product portfolio allows our consumers to decide their individual skin type, tone, and shade needs and create their perfect look. BlackOpal represents beauty for every color. No matter how unique your hue, your tone, or your heritage, we see you and we celebrate the fire in you. There is a sense of pride in knowing who we are and that we own our originality. We believe that being our best, true self is a way of life, and we encourage everyone to live their own truth. BYRDIE: In addition to makeup, Black Opal also has an impressive skincare line that addresses a more diverse set of needs. Can you tell us more about this line? DW: Our skincare line solves two major skin-color problems: hyperpigmentation (our fading line targets the bleaching area and helps even skin tone) and fatness (our oil control line helps control excess sebum production). We offer a comprehensive collection of problems/solutions that work in synergy with our funds to give our consumer the best skin capabilities. She doesn't have to shop a few brands to get beautiful skin. BYRDIE: How does Black Opal lead the way for a more diverse understanding of beauty right now? Are there any projects or extensions in the works that you can share with us? DW: Black Opal today is a global brand with distribution throughout Europe, Africa, the Caribbean, etc. We have always believed in the beauty of all cultures, and as we grow, we continue to strive to create beauty opportunities for all. Our vision extends across racial and cultural boundaries around the world. Our message For every shade of beauty is supported by shade suggestions that go where a few brands dare to go. No matter how light or dark your mixed complexion is, Black Opal has its shade, and if not, know that we will develop it. We get constant feedback about the needs and desires of our global consumers and get our labs to work diligently on innovative formulations. @stellarbeautyofficial BYRDIE: Can you talk when you had the Aga moment! and developed a star brand? MONIKA DEOL, FOUNDER AND CEO: I have always been disappointed by the limited number of offerings available for medium skin tones. That is, in terms of shades, performance and price point. When I thought about creating a makeup line, I thought; Does the world need more makeup? My instinct and experience me, what this demographic in the world is doing. I literally took the Pantone Skin Tone chart and inhabited it with every touch of every foundation that Sephora sold in 2015, and it was right in front of Eyes. Fair tones were saturated, very deep tones were surprisingly well populated, and the average tones were, as I expected, not well represented. I took out the basics that were 50 Canadian dollars and older, and the gap just grew. BYRDIE: What do you think causes this limited, binary approach to beauty? Would you say advertising, modeling, entertainment industry, etc. contribute to this narrow perspective of beauty? MD: Honestly, it's harder than that. The average skin tone of beauty customers has not been where the money is for big brands until recently. That's because, frankly, if you're talking about East Indians, West Indians, Latin American, Hispanics, Chinese, Filipinos, Native Americans, or any other group that falls into the middle range, most of us are later immigrants to North America. Our mothers were quite happy buying pharmacy brands, and the makeup was good lipstick and the wrong foundation. Now, both culturally and financially, we are an emerging force. We have become more sophisticated in our way of life and we have the financial influence and know-how to support this lifestyle. Another part of the equation is that big brands are traditional in their approach to skin color. It's light, medium, dark. It's warm and cool. Look around. North America has the most multiracial society on Earth. The complex has become much more complex than this. Another factor in the game is the power in the entertainment and beauty industry. Being very simple, people with power in the industry editors, advertisers, manufacturers, owners of big brands, etc. were mostly white, until recently. They won't necessarily bring to the point of view that diversity is an important reality because they haven't lived issues. Until recently, immigrants and children of immigrants were discouraged from participating in the media, advertising and entertainment. I know I've been a huge rebel in my culture, pursuing a career in entertainment. It wasn't easy. These careers are now recognized as viable and, in fact, wonderful professions that young people aspire to. It's a game-changer as they put in their time and become power players. BYRDIE: Your collection has an impressive range that eliminates subtleties in the skin tone. How did you come up with these formulations that are able to solve so many different backgrounds (including mixed race) and nuances? MD: I realized that to truly solve the lack of options and nail color for most people in the middle range, we have to recognize and invest in the fact that multiple sizes don't fit everyone. There are so many subtle shades in the color of the skin and this is the key to actually producing great shades that work for a large group of people. I based the shades on the tones life, and I tested them on real people with shades of yellow, peach, olive and red. It's This. differences in the same color family, with the offering of different subtexts in this family. And then apply this approach to different colors, so that all skin tones are considered. This is the only way to truly execute a fantastic line of face products. I believed that if Stellar built it, they would come. It's a gamble, but I'm willing to accept it because I think there's a need. I think someone who has lived in this skin gets it. The wording of the Limitless Fund had to be weightless, long-worn and seriously built to address problems such as hyperpigmentation. Limitless Concealer had to have a first-class coating with a glowing, natural finish to deal with the dark circles that come with our DNA. BYRDIE: In what direction would you like to see the beauty industry move forward? Are there any other plans in the works for Stellar that you can share with us? MD: I think we need to have a new dialogue and speak a different language when it comes to the person. With the wonderful variety going on in the world, it's just not as easy as light, medium, dark, warm, and cool anymore. Even the consumer needs to be more aware of the subtle differences that will help them choose the best shade in the foundation. They need to learn that all skin colors are good colors and feel empowered to love the skin they are in and get the right shade to be the best polished version of themselves. I learned a lot in the process. For example, it turns out that super-fair skin also has trouble finding enough choice in high performance and well-priced foundation and concealer. I would love to be able to offer a huge range of shades in the future to cover everyone. Over the next few months, we will be bringing new stellar products that are highly innovative. Stardust Lips Powder Palette, Space Face Luster, and several other intriguing stars from the stellar universe. Stay tuned. @maccosmetics BYRDIE: MAC was one of the first brands that really offer a wide range of products that really consider all skin tones. Can you talk to the philosophy of the brand and how it is always celebrated inclusive beauty? KAREN BUGLISI WEILER, GLOBAL BRAND PRESIDENT, MAC COSMETICS: MAC was built on the principles of diversity and inclusion. It's part of our DNA, like our mantra of all ages, all races, all genders. MAC is available in more than 120 countries and territories around the world, so it is imperative that we meet the needs of people in different environments, with different skin colors, tones and textures. Our best-selling product, MAC Studio Fix is a foundation that offers over 50 shades- you'll be hard pressed to find a brand that has so many shades in one foundation. We also work with and personalities from all over the world, bringing their different perspectives to our customers around the world. Next month we we Launching the collection with a Chinese fashion designer, Ms. Ming. Although it is very popular in our Asian markets, other parts of the world may not have an impact on it. Launching these regional collaborations around the world is another way we celebrate the beauty of diversity and inclusion. BYRDIE: MAC collaborates with a wonderful circle of artists and talents for its magnificent Viva Glam campaign and beyond. Could you tell us more about these iconic collaborations and if there are new projects in the works that you can share with us? KBW: The VIVA GLAM campaign is the heart and soul of MAC. Since the brand was created in the 1990s, we have been committed to the fight against HIV/AIDS. We have historically tapped into celebrities to create their own lipstick, where every penny of the selling price goes to the MAC AIDS Foundation, which helps people all over the world affected by HIV/AIDS. To date, we have raised over \$450 million - that's a lot of lipsticks. Over the years, our VIVA GLAM representatives have been incredibly diverse, but what unites them is a strong point of view and not to be afraid to use your voice to help raise awareness and end the stigma around HIV/AIDS. MAC was one of the first brands to bring the idea of collaboration to life in the beauty world, and we are constantly innovating this model. While we can't tell you who our next collaborations are with, we can say that we are working on some exciting and exciting ideas. BYRDIE: MAC is ahead of its time in terms of having a diverse range of products. Is the makeup industry catching up? In what direction would MAC like to see make-up and beauty move forward? KBW: With the growing popularity of social media, consumers have more choice and are exposed to much more than just a few years ago. I think every beauty brand wants to satisfy every skin color, but what sets THE MAC apart is our unprecedented product development and our more than 18K artists around the world who constantly give us feedback to offer the most expansive range of shadows. At MAC, we are constantly evolving and changing as the market and consumer change, but our motto will always inspire us and be at the center of what we do. @beccacosmetics BYRDIE: Becca is known for its impressive line of shades suitable for every skin tone-very different approach than many other brands out there on the market. Can you talk about how the brand has become, its development, and why this inclusive range has been an important part of its offerings? KERRY COLE, GLOBAL BRAND AMBASSADOR AND STYLE DIRECTOR FOR BECCA COSMETICS: Since its inception, Becca has been a face-improvement brand. With a very curated product portfolio, our range of shades will match the personal skin tone of each or men and type. We strive to create products that match everyone's complexion while emphasizing the features we love BYRDIE: Can you talk more about how Becca has consistently proposed a 50/50 split in its foundation range? How has BECCA made sure to incorporate this diversity even when optimizing its product line and developing new products? KC: Becca has always been the backbone of a range that is unique. 50% of our shades fall into the category of light-medium, and the remaining 50% fall into the medium-deep. This 50/50 split allows us to satisfy all Becca beauties, regardless of skin tone. During product development, we do extensive light tests through deep faces to make sure that all new products and shades are free. BYRDIE: What other ways does Becca advocate a more diverse and inclusive approach to beauty? K.K.: For us, we are talking about a two-way conversation, which we always have with our beauties, influential people, consumers and each other. We have always been knowledgeable when creating or sharing the images it represents, and remain true to our brand of DNA inclusion. Whether it's a Becca event, an influence dinner or a collaboration, we are constantly interacting with those who influence communities. From yogis to influential lifestyle people, our approach is an approach that invites others to join the conversation while encouraging interaction and inspiration. Next, discover the whole beauty mode of model Andrej Pejic. Mode. beautiful darkness book read online free. read beautiful darkness comic online free

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