
Bridging the Gap Basics: Makeup Edition



Indiana University Workshop Fall 2019

Introduction

Historically African American women have been long overlooked in the cosmetics industry. Dating back to the 1930s and 1940s there were very few companies that made makeup that could remotely match deeper skin tones. The focus of makeup for women of color back then was to lighten their skin and make them look more “European”. Skin lightening creams were the norm. The two companies that made products for African American women were Valmor & Famous products. Both of these companies were owned by Mortan Neumann.

Fast forward to the 1960s and we meet Eunice Johnson. She is the founder of the Ebony Fashion Show. Johnson noticed that women were having to do a lot of mixing to get close to their brown shade. She pitched this idea to already existing companies and she was turned down. Eunice and her husband decided to take on this project to a private lab to create samples. These samples were used on models of color and they were very successful. The capsule collection was produced in 1969. Eunice Johnson is credited with starting the first makeup company that produced foundation for deeper skin complexions. IMAN cosmetics would follow later in 1994. Those were great starts and serviced people of color well. For some, the shade range still wasn’t a good fit.

Fenty Beauty comes in and introduces 50 shade ranges. They used social media to promote their brand. They opened with \$72 million in media value. They have set the bar very high. They have also inspired other brands to follow suit and expand their shade ranges. People of color spend over \$50 million on cosmetics alone each year. But, they are still mostly ignored by the cosmetics industry.



Left: Photo Cred, Valmour & Famous cosmetics, Middle & Right: Photo Cred, Fashion Fair Cosmetics

Vocabulary

When describing skin tones I always stay away from calling a performer dark or light. I use the word deep in the place of dark. I also stay away from descriptions that reference food, i.e *she has chocolate skin*. This can be seen as fetishizing skin tones. I always describe the skin tone color I see. I use words like Ebony to describe deeper complexions.

Foundations

Many students want to build their own makeup kit. Sometimes the standard class stage makeup kits don't have a shade range that works for everyone. I am often asked which brands have a good shade range and good coverage. I have compiled a working list of great foundations. Many were created for people of color with deeper complexions (Fenty, Juvia's Place, UOMA Beauty). This list names some great brands with good shade ranges. The brands with smaller ranges have launched recently, but are formulated for people of color.

Uoma Beauty- 51 Shades- \$ 39

<https://uomabeauty.com/products/say-what-foundation?variant=27728797991011>

* Also sold at Ulta*

Fenty Beauty- 50 Shades- \$35

Matte Foundation- https://www.fentybeauty.com/pro-filtr-soft-matte-longwear-foundation/FB30006.html?dwvar_FB30006_color=FB0340&cgid=makeup-face-foundation

* Also sold at Sephora*

Hydrating Foundation- https://www.fentybeauty.com/pro-filtr-hydrating-longwear-foundation/FB30020.html?dwvar_FB30020_color=FB0340&cgid=makeup-face-foundation

Mented- Foundation Sticks- 16 Shades(just recently launched) - \$30

<https://www.mentedcosmetics.com/collections/face/products/skin-by-mented>

The Lip Bar- 26 Shades- \$28

<https://thelipbar.com/collections/skin-serum-foundation>

Juvia's Place- 42 Shades- \$ 20

<https://www.juviasplace.com/products/i-am-magic-liquid-matte-foundation>

* Also sold at Ulta*

Beauty Bakerie- 30 Shades- \$ 34

<https://www.beautybakerie.com/products/301-foundation>

* Also sold at Ulta*

Pur- 100 Shades!- \$36

<https://www.purcosmetics.com/4-in-1-love-your-selfie-longwear-foundation-concealer>

Orce Cosmetics- 6 Shades- \$89

<https://www.orcecosmetics.com/collections/shades>

Formulated for Asian Complexions. This brand is considered a high end brand.

Nyx Can't Stop Won't Stop Full Coverage Foundation- Matte- 45 Shades- \$15

https://www.nyxcosmetics.com/face/foundation/cant-stop-wont-stop-full-coverage-foundation/NYX_636.html

Loreal Tru- Match- 37 Shades- \$10.99

[https://www.ulta.com/true-match-super-blendable-foundation-makeup?](https://www.ulta.com/true-match-super-blendable-foundation-makeup?productId=fs1017872&sku=2538217&cmpid=PS_Non!google!)

[productId=fs1017872&sku=2538217&cmpid=PS_Non!google!](https://www.ulta.com/true-match-super-blendable-foundation-makeup?productId=fs1017872&sku=2538217&cmpid=PS_Non!google!)

[Product_Listing_Ads&cagpspn=pla&CATCI=pla-566330161881&CAAGID=35321891920&CAWELAID=330000200001616455&CATARGETID=330000200001619367&CADevice=c&gclid=CjwKCAjw34n5BRA9EiwA2u9k34pQazPYbd-0lhrn-DzZQ4v59uhGjbXqcHkS_zpNuMKnzP-g51aTlxoCZVkJQAvD_BwE](https://www.ulta.com/true-match-super-blendable-foundation-makeup?productId=fs1017872&sku=2538217&cmpid=PS_Non!google!)

IL Makiage- 50 shades- \$44

[https://www.ilmakiage.com/212-66250-woke-up-like-this?irclickid=xEvSe1VTxyOUhv05-](https://www.ilmakiage.com/212-66250-woke-up-like-this?irclickid=xEvSe1VTxyOUhv05-R4sULoUkiWtfRBI1r5UM0&utm_source=ir&utm_medium=Skimbit%20Ltd.&utm_campaign=Skimbit%20Ltd.&utm_content=oprahmag.com&irgwc=1)

[R4sULoUkiWtfRBI1r5UM0&utm_source=ir&utm_medium=Skimbit%20Ltd.&utm_campaign=Skimbit%20Ltd.&utm_content=oprahmag.com&irgwc=1](https://www.ilmakiage.com/212-66250-woke-up-like-this?irclickid=xEvSe1VTxyOUhv05-R4sULoUkiWtfRBI1r5UM0&utm_source=ir&utm_medium=Skimbit%20Ltd.&utm_campaign=Skimbit%20Ltd.&utm_content=oprahmag.com&irgwc=1)

BLK/ OPL- 16 Shades- \$ 10.95

<https://blackopalbeauty.com/products/true-color-stick-foundation-spf15?variant=16100644159562>

Makeup Forever- 40 Shades- Matte- \$38

https://www.sephora.com/product/matte-velvet-skin-full-coverage-foundation-P434023?om_mmc=aff-linkshare-redirect-tv2R4u9rImY&c3ch=Linkshare&c3nid=tv2R4u9rImY&affid=tv2R4u9rImY-pJ4QBdiYJUyN_KckqkiOKA&ranEAID=tv2R4u9rImY&ranMID=2417&ranSiteID=tv2R4u9rImY-pJ4QBdiYJUyN_KckqkiOKA&ranLinkID=10-1&browserdefault=true

Ah- Shi Hi- 24 shades- \$48

This is a new Native American brand. The foundations are just gorgeous.

<https://www.ahshibeauty.com/faceware/ah-shi-hi-def-foundation>

Vegan Makeup Brands

Cover FX- Vegan & Cruelty Free- <https://www.coverfx.com>

Eco Tools- <https://ecotools.com>

ELF Cosmetics- <https://www.elfcosmetics.com>

Hourglass- <https://www.hourglasscosmetics.com>

Milk Makeup- <https://www.milkmakeup.com>

Lime Crime- <https://limecrime.com>

Dermablend- [https://www.dermstore.com/
product_Smooth+Liquid+Foundation+with+SPF+25_60961.htm](https://www.dermstore.com/product_Smooth+Liquid+Foundation+with+SPF+25_60961.htm)

Milani- <https://www.milanicosmetics.com>

Wet N Wild- *Has a list of Vegan Products-* [https://www.wetnwildbeauty.com/collections/
vegan.html](https://www.wetnwildbeauty.com/collections/vegan.html)

Urban Decay- *Has a list of Vegan Products-* [https://www.urbandecay.com/shop/featured/
vegan](https://www.urbandecay.com/shop/featured/vegan)

Too Faced Cosmetics- *Has a list of Vegan Products-* [https://www.toofaced.com/vegan-
friendly](https://www.toofaced.com/vegan-friendly)

Take Away Notes

I always say that foundation is a good investment for any makeup kit. Once you find a good stage foundation, you will stick with it for a long time. You might have to sample a few to find a good fit. Ulta, Sephora or any department makeup counter will give you samples. Take them with you try them out. Go outside in the natural sunlight to make sure you have a good match. You will find a true match that way. Sometimes the store fluorescent lights can be deceiving. Always make sure you face and neck match.

If you are not sure of a color take your performer to the store with you. If that isn't possible get a sample of the shade you think is a match, then get the shade before and after. This way you can mix colors for a potential true match.

Building your own Makeup Kit

Sometimes the standard makeup kit doesn't work for every performer of color. Here is a list of products I recommend having in a kit. You don't have to buy everything at once. You can build a kit over time. There is try and error in finding your favorite products.

* * Skincare is very important * *

I recommend having a cleanser, toner and moisturizer. Olay and Neutrogena make great cost effective options for Oily, Dry and Combination Skin.

Face Primer

Foundation

Eyeliner (Black and Brown)

Blush

Concealer

Contour (Highlight is 1-2 shades lighter than foundation, Shadow is 1-2 Shades Darker than foundation)

Setting Powder- Helps to bake foundations(sets) For people of color using a tinted translucent powder is key. They come in a wide array of undertones. Beauty Bakerie, Fenty, Sacha and Covergirl make great options.

Yellow Powders are also great for people of color. These powders are great for baking concealed areas. They come in different shades as well. (gradients of yellow)

A red or nude lipstick

Bruise Wheel

Stipple Sponge

Sponges or Brushes for Application

Eyeshadow Primer(You can use concealer to prime the eyelids.)

Neutral Eyeshadow Palette

Mascara

Setting Spray

Research Resource list

Library of Congress

Calisphere

Vintage Black Glamour- Instagram

Blvck Vrchives- Instagram

Nyma Tang- Instagram and Youtube (Makeup for deeper Complexions)

New York Public Library

Of Another Fashion- Instagram

National Archives- African American Heritage- <https://www.archives.gov/research/african-americans>

Smithsonian (National Museum of African American History & Culture)- <https://nmaahc.si.edu>

Please let me know if you have any questions. I am happy to answer.

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