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On the edge of ever-evolving makeup trends the natural movement is making a cross-over into the beauty and cosmetics industry.

While there are many who favour a bare face (think Alicia Keyes) who hold basic values when it comes to beauty. There are still consumers who see putting makeup on as taking pride in their appearance. When the consumer doesn't wear make-up they feel naked. Consumers want to wear less makeup but they still want to look good. The natural movement has been central to a woman's decision to wear less on her face as well as less disposable income, to spend on a wide array of makeup and beauty products. When women 'put on their face' meaning use many beauty products and follow different stages of beautifying their faces, they change their features to the point where the makeup is wearing them. In wearing less makeup the consumer actually takes more pride in their appearance because they are wearing the makeup and not the other way around.



People are increasingly wanting to wear make-up in such a way where it is not the make-up wearing them but rather they are wearing the make-up. It has resulted in wearing less products on one's face and a greater expression of who someone is as an individual.



The natural movement has made it's way into beauty. This has been through the use of daily consumer products such as fruits. This has made the consumer's beauty regime more affordable. It's also seen as a healthier, more beneficial stance on beauty.

There are now creams that when applied transform the consumers face luminously without the use of 'makeup'. It still however beautifies the face without the need for all the excess makeup products. Products such as this that beautify the consumers face make them feel more natural and less dependent on an excess of beauty products to make them look good.

For the beauty industry it means that greater emphasis should be placed on developing products with a 'natural' emphasis. Women wearing makeup not to change their looks but to show pride in them as the consumer becomes even more comfortable with shedding the layers of makeup and opting for simplified beauty.

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