

A woman with dramatic rainbow makeup on her face, looking up. A paintbrush with blue paint is visible on the left, and a rainbow of paint drips from the top of the frame. The background is a light, textured surface.

MAQUILLAGE

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Real Face of Makeup

It is a known fact that makeup has been a big part of our lives for a very long time , but did you know that the first makeup was done by the Egyptians in 3000 BC ? However, unlike now makeup was being used for rituals, ceremonies and even to symbolize certain things. Well, it did not lose its popularity over the years, now the makeup industry is one of the biggest industries in the world, and everybody is getting involved to this , from ordinary people to celebrities.

According to a research, which was made in 2022, in US the annual makeup expenditure is 49 billion dollars, but why do people spend this much money on makeup? Well, the transformation of makeup into an art form and its gallery being social media, has the biggest role in increasing sales. Due to the fact that makeup is in the limelight and its fascinating effects, people use makeup trends as a pastime with all of those new techniques , colors and various brands.

But how are we going to choose which brand to use? This is where advertisements come into play. Advertisements really have a huge impact on our choices. By knowing this, advertisers started using celebrities to market themselves. Thanks to the reliance on celebs, some brands have increased their sales 40% in a year. However, celebs were not satisfied with this and started to launch their own brands. Kim Kardashian says : “ Nothing actually worked, so I did it on my own.” But what makes their brands so unique ? First of all, they did not start from the scratch and they have already been familiar with this industry due to their photoshoots, events and collaboration with magazines. They started the competitive race between already existing brands from the top. They also give people confidence thanks to their Youtube channels which they show how to use their own brand’s cosmetics. Another thing that allows them to build this trust is they emphasize their buyer audience that they use safe products in cosmetics such as vegan and environmentally friendly tools. With all these advantages, the only thing they have to do is to announce that their brand is out.

To sum up, as time goes by new trends and techniques emerge, companies try to keep pace with these changes. Because of this competition between brands is increasing, even celebs are constantly trying new things to become the bestseller. However, it is a mystery who will win this competition or whether they will differ from each other.



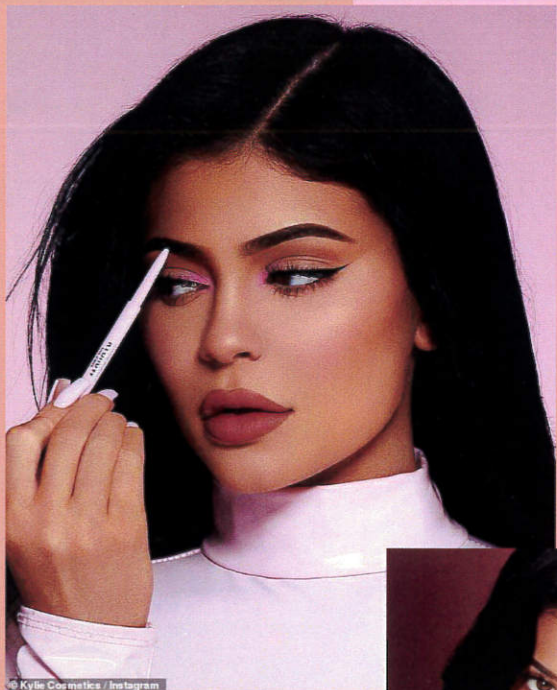
KYLIE

KYLIE JENNER

VELVET LIQUID LIPSTICK & LIP LINER

NET WT. 0.11 OZ. (3.0 g)

NET WT. 0.03 OZ. (1.0 g)



© Kylie Cosmetics / Instagram



© Instagram Kylie Jenner



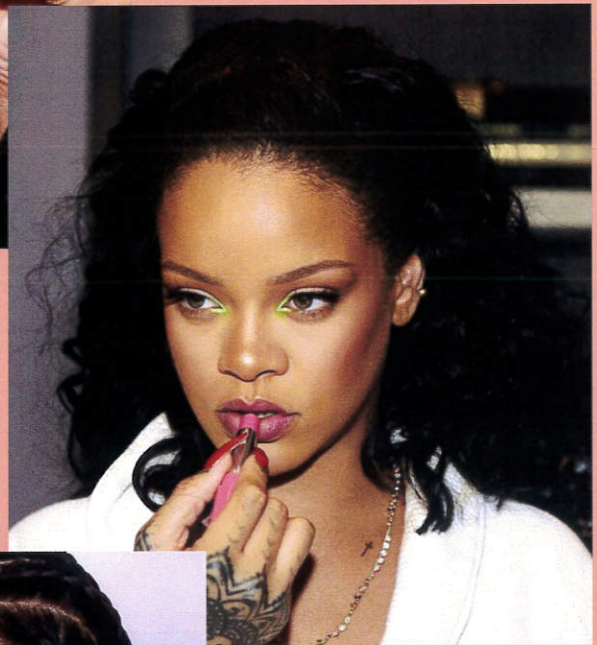
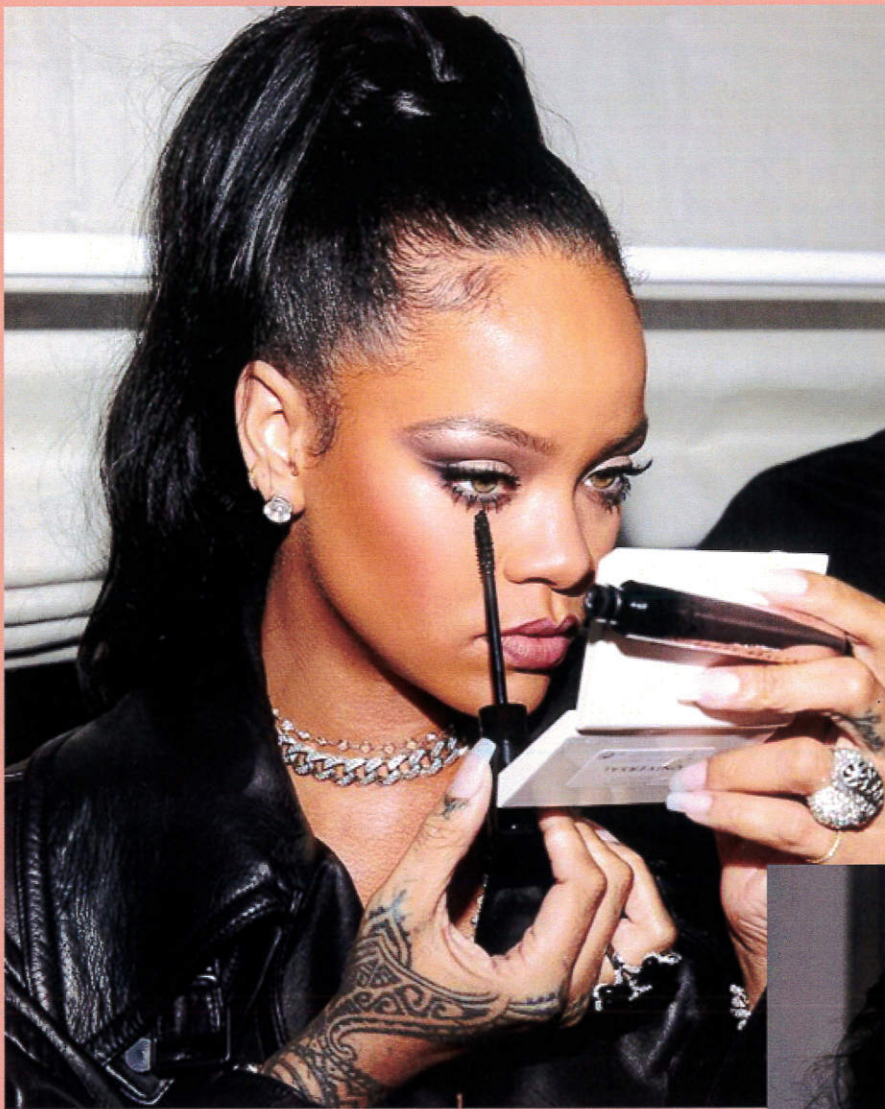


Inside Kylie Cosmetics

Kylie Cosmetics is a famous makeup brand, which was established in 2015 by Kylie Kristen Jenner. At first, she started with selling only lip kits, then she developed her company by providing a lot of other makeup items. She named her brand Lip Kit by Kylie, but later changed its name to Kylie Cosmetics with its growing popularity. Kylie Jenner continues to give her followers what they want and increase her popularity by constantly trying new formulas and colors.

Kylie was only 17 when she launched her own brand, and it became more popular than she expected. The story of her founding her company is based on her childhood memories. She stated that she was bullied because of her look when she was younger and she only felt happy and confident when wearing makeup. She has always been insecure especially about her lips, and lipsticks that would be compatible together. That's why she wanted to help people who might be in the same situation. When she thought of creating her own brand, she shared this idea with her mother, Kris Jenner, who is always a supporter. As a result of long studies, the first product that she puts on sale on November, 2015 was a lip kit and it became much more popular than she expected. The lip kit was including lip liner and lip stick just like she used a few years ago. As soon as she activated the site to sell her products, all of them were sold out within minutes. At first, she thought that there was a problem with the site, but in fact the site was just busy because of the high demand. Kylie could not believe her eyes when her products were sold out in such a short time. Before putting the cosmetics on sale, she used them to wear makeup and shared the photos on her social media account. She used social media, which she was already very famous for to advertise and created a tremendous impression. This move of Jenner, made her fans very happy and caught their attention. Thus, the news spread quickly among her fans, and when it came time to go on sale, they were already ready to buy. Realizing that her brand attracted so much attention, Kylie started to produce other makeup products and offered them for sale. Thanks to the pre-existing popularity of her brand and herself, she is selling quite well and earning large sums of income. At the age of 21, she was named the world's youngest self-made billionaire by the American Forbes magazine. She settled in this position by dethroning Mark Zuckerberg, the founder of Facebook, who was elected at the age of 23. She continued to hold her position also the following year.

Gaining great popularity at a young age, Kylie has achieved great success. Although some say that she was already born rich, she earned her own income thanks to Kylie Cosmetics and announced the name of her brand to the whole world. With the changing trends, Kylie's company continues to develop and grow. She earns even more money everyday and continues to maintain her name at the top of the world's celebrities.



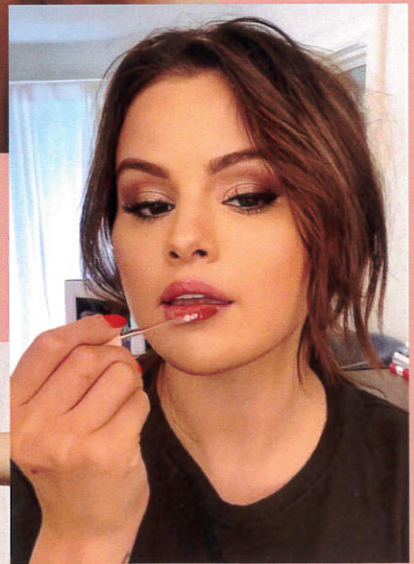
Fenty by Rihanna: Beauty for All

Fenty Beauty , founded by Rihanna 8th September 2017 and one of the largest makeup brands in the world, ranks 2nd among brands founded by celebrities. The reason behind its success lies not in the reputation that

Rihanna already has, but in the fact that the product are useful and practical, and that they can meet the needs of people with dark skin in particular. So what inspired her to make all these innovations? She says : 'My mom was the first image of beauty that i have ever known , but she couldn't find products for her dark skin and there are still many women like her so i decided to do something about it.'

Rihanna had two goals when she started this business: practicality and usefulness. Therefore, she started to improve products that already exist. For instance, the contour sticks that she produced are suitable for use as foundation, lipstick and blush because in her opinion makeup is flexible and it is meant to be played with. Moreover, the foundation which is from the same collection as the stick is designed to last longer. She designed them because when she is on stage she sweats which causes regular foundations to be wiped off. She also doesn't have time to reapply the product so it has to last longer. However, what makes her foundation so unique is its shades. Now her collection has 40 shades including albino shades. Also making the foundation look natural was among her priorities. She did the same thing with her eyeliners, eyeshadow palettes and highlighters ,even produced special brushes to apply highlighters and these brushes are also can be used to apply different cosmetics. The effectiveness policy continues in the packaging of the products as well. It is easy to find them in a big bag and don't move anywhere while using. Also her marketing strategy helps company to get bigger. She uses people that are from different races and shows her products match to their skin. In addition to that , she shows how to use her products on her youtube channel and on Fenty's website. With all these, she became the first black woman who achieves this kind of success in the world.

To sum up, thanks to Rihanna's intelligence and understanding people's needs, Fenty has reached to a point that no one expected. Now her company is known all over the world and and it allows people to put on the makeup that suits them plus have fun. Everyday she comes up with a new idea to meet the expectations of her customers. As a result of these, Rihanna has implemented the company's motto: Beauty for All.



Rare Beauty by Selena

Nowadays, the makeup industry has started to get a lot of attention. Celebrities have also taken their places in this industry by gaining support from their fans. Selena Gomez is just one of them. Her full name is Selena Marie Gomez. Her life is a bit difficult. She always catches the attention of her fans with the ups and downs of her life. It can be her relationships or her health problems. Selena Gomez started her career as an actress at Disney. Then she discovered his voice on this platform and continued his life as a singer.

A few years ago, the makeup industry became one of the most important industries in the world, with makeup channels on Youtube and celebrity makeup brands. Selena Gomez also appears among the celebrities who put out a make-up brand. With her unique style and attractive aura, Selena has become the best- selling makeup brands with the help of the trust she gives to her fans. The name of this brand is Rare Beauty. Rare Beauty products, which have recently found their place on the shelves in our country too, have managed to attract the attention of young girls. Rare Beauty products offered for sale in Sephora stores made a lot of noise in the world with their wide color scale and product range. Competing with the make-up brands of other celebrities for now, Rare Beauty seems to keep its place for a long time. Rare, which makes its difference compared to other brands, has also attracted the attention of animal lovers as it does not test on animals. To briefly talk about Rare Beauty products, the price of which varies between 300 and 700 TL in our country, this brand stands out with its three products. These three products are; highlighter, lip stick and foundation. The brand, which stands out with the detail that everything is natural in its structure, has no doubt that it will be on the agenda with its new products.

Moreover, Selena Gomez, who founded the Rare Impact Fund in July to help underserved communities in mental health, said that she will donate one percent of the revenues from Rare Beauty. Selena, who won the hearts with this move, stated that she wanted to increase her products optionally in a few years and said that she would promote her make-up products on her Youtube channel.

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