

Her Story prepares girls for the milestones they encounter as they navigate puberty. With humor and historical perspective, it breaks down these mindsets, helping families understand these practices are options, not expectations.

Her Story:
A Heartfelt & Hilarious Conversation About
Why Beauty Milestones Should Be Options, Not Expectations.
By Heather E. Stark MEdSC

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Heather E. Stark MEMOIR

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MAKEUP SHAKE-UP



MAKEUP:

Cosmetics such as mascara or lipstick to enhance or alter one's appearance.

WHAT I'VE LEARNED:

Not a necessity for one to be beautiful.

Chapter I



BLUE MASCARA & I DON'T CARE-A

An Honest Confession That I Am Not Clowning Around About

My mother finally let me wear makeup when I was in the seventh grade. She started me out slowly with blush and neutral lipstick. I was excited to finally wear makeup like all the other girls. However, the only makeup I owned was clown makeup from an old Halloween costume. But I didn't let that stop me. I proudly used red to rouge my cheeks and light brown to color my eyebrows (like I had seen my aunt do once) and my lips. I was proud of my matching eyebrows and lips. I thought I looked pretty cool. But, the reality of this situation was that I did not look cool. I looked like I was wearing clown makeup — to school!

The following year, Mom permitted me to wear eyeshadow but not liner or mascara. Still, I snuck-wore those whenever I went to the mall (by the way, it was 1989 and blue mascara was all the rage). My mother noticed, but let me continue wearing them anyway. I always appreciated her allowing me to make those decisions. (The clown makeup? Not so much.)

In ninth grade, I finally could wear liquid foundation and face powder. I had a problem, though; I didn't know how to choose the right shade of foundation and powder for my skin tone. I went to the mall with some friends and chose a shade that I thought would hide my acne. Instead, I chose a shade that was too orange for my skin tone. I am blonde, green-eyed and, in the winter, quite pale. I went to school looking like I had painted an orange circle

on my face. The funny thing was, no one mentioned my mistake. NO ONE. I thought I had nailed the flawless makeup look and went back to school for a second day with my tangerine face. That weekend, my mother gave me a much-needed makeover. She showed me how to apply makeup and taught me how to choose the correct shades of foundation and powder for my skin tone.

In college, I stopped wearing makeup because I didn't want to take the time to put it on. Sleeping until that very last second before class was more important. However, after college, when I started working professionally, I started wearing it again because I thought that's what professional women do — wear makeup. I never stopped to figure out why I felt that way until after my daughter was born. When she was 4, she asked to put on some makeup. As I asked her why she wanted it, I realized I did not know why I liked it. So, I stopped wearing makeup again until I understood why I started wearing it in the first place. Nowadays, my makeup practices are best described as "whatever." On any given day, you will find me with or without makeup. It truly depends on whether I feel like putting it on.

Wearing makeup is a deeply personal decision for most women. I enjoy the ritual of putting on makeup. I feel as though it is an act of appreciation. I want the feeling of glamor when I wear it. I also enjoy being natural when I do not wear it. This chapter is all about makeup. My goal is to provide you with all of the information you need to make the best-possible decision for yourself. You will find some history, notes for your parents, notes for you, and some fun makeup facts. I hope it will help you decide if makeup is the right choice for you. Are you ready? Let's begin!

Side note: Several years ago, my mother started taking me on shopping trips to buy makeup for my birthday. I am not sure why or how this tradition started; perhaps it was to make amends for allowing me to wear clown makeup to school. Nevertheless, it has turned into a yearly outing that is more about spending precious time together and less about buying makeup.



CHOOSING THE RIGHT SHADE

The Allure of Makeup

Are you considering wearing makeup? The idea of wearing makeup can be very appealing. It can feel very glamorous. Applying eyeshadow and highlighting your cheeks with color can feel luxurious. It's gratifying to get just the right shape to your lips or the perfect flick of the eyeliner right at the outer edge of your eye. Experimenting with different shades of eyeshadow, blush and lipstick is an artistic endeavor. Makeup can be a recreational activity and part of a daily beauty routine.

However, sometimes makeup can feel tedious and encumbering. Once we start wearing it, we can feel trapped into believing we must wear it. Suddenly, our natural faces do not feel beautiful without it. It is sad to hear a woman or girl say she doesn't feel pretty without makeup. It makes me want to push the pause button. It is vitally important for every girl and woman to ask herself, "Why do I wear makeup?"

If the answer to that question is any of these:

- I want to feel confident.
- I want to feel pretty.
- All my friends are doing it.
- It's what girls are supposed to do.
- To cover up my imperfections.

Then I urge you to do some more thinking and research on this subject, because that is not why we should wear makeup. Occasionally, our culture pressures us to make choices based on popularity rather than what is best for us as individuals. We go along with the popular choice because we are worried that someone will make fun of us, judge us, or exclude us. Wearing makeup can feel like a popular, socially acceptable choice.

Sweet Reader, girls never should make a choice to please someone else. We have to be true to ourselves and do what's best for us. You are so important. I urge you to take time to fully understand the culture you live in because that will help you make the best-informed decisions for your mind, body and spirit. Don't let the world decide for you. You are in charge of you.



FIRST APPLY A LITTLE BASE & FOUNDATION

A Brief History of Makeup in Egypt, China & Europe

Did you know early humans painted their faces for rituals? Both men and women decorated their faces to celebrate religious ceremonies and rites of passage. This is thought to be the earliest use of what we would call “makeup.” People in many places worldwide still continue this practice.

In 10,000 BCE (Before the Common Era), Egyptians wore makeup as a sign of good health. They believed makeup pleased the gods and pleased gods would give their protection to the people. Egyptians would wear oils and creams to protect their skin from the sun and to hide body odor. As early as 4,000 BCE, makeup was made by grinding up minerals and other natural ingredients. Then, using wooden applicators, they applied kohl, and a green mineral called malachite around the eyes. Women would use red dye from plants to add color to their cheeks for a healthier appearance and henna to their fingernails for a bit of color (Boyce, n.d.).

In China, women also used plant dye to stain their fingernails. The color of the stain indicated their social class. Women of lower classes could not wear bright colors. But, on the other hand — see what I did there? — Chou dynasty royals wore gold and silver on their nails, while subsequent women of nobility and wealth wore black and red fingernail dye. Pale faces, arched eyebrows, rouged cheeks and dramatic, shapely lips were the preferred makeup trends of the day. Women accented their cheeks for a bit of flair

by gluing or drawing dragonfly wings, flowers, or bird feathers on them (Ancient Chinese Makeup, n.d.).

Life in Europe during the Middle Ages was hard, especially in Great Britain. The threat of illness was everywhere, particularly for people living in poverty. Often they lived in close quarters and slept in shared beds. If one family member got sick, the others would too. To further complicate matters, many families could not afford medical help. As a result, people avoided those who appeared unhealthy or had scarring from illness. Both men and women realized that makeup and wigs would hide scarring, sores and hair loss — all indications of a hard life or sickness.

By 1500, France was at the epicenter of the fashion and beauty industry, and pale faces remained the preferred complexion for women (and men). Of course, a tanned face meant you worked outside in the sun. But a pale face indicated wealth. Those with family money didn't have to labor in the sun and could afford to spend their days inside, living a life of luxury.

As time passed, more and more products were made for the face, but not always with the safest ingredients. People were very concerned with their looks but gave little thought to product content. For example, in England, Queen Elizabeth I used white makeup containing lead to hide smallpox scars. Lead is a dangerous chemical that can cause your body to stop absorbing calcium, adversely affecting your kidneys, liver and brain. She reportedly died with a full inch of white lead makeup on her face, which may have caused her death.

Women felt pressure to appear healthy. During this time in history, women didn't have many opportunities for wealth. Their purpose was to marry and to have a family. If a woman looked unhealthy, men might think she wouldn't be good marriage material and too sick to bear children.

By the 1800s, people wanted a clear differentiation between men and women (Option2, 2013). The leaders in European society, church officials and English royalty pressured men to stop wearing makeup so they would appear more masculine. However, England's Queen Victoria took things one step further. She felt makeup was vulgar and impolite. She ruled that the only people who could or should wear makeup were actors appearing on stage. But makeup did not disappear entirely. The desire for a beautiful face is a strong force to be reckoned with, so women continued to use it in minimal amounts.



ROSY CHEEKS

A Brief History of Makeup in the United States of America

Before we go into the history of makeup in the United States, I want you to understand what life was like for a woman living in America (or Europe) during this time. Like I said before, the goal of most women was to marry and to have a family. Women couldn't own land, have a bank account or vote, and very few worked in professions outside the home or attended college. A woman's educational, professional and wealth opportunities were slim. The only commodities a girl had to attract a husband were her body, face, personality and family wealth.

Mothers raised their daughters to become women with impeccable character. Society considered it bad manners for a girl to be concerned with her appearance. It was improper for young ladies to wear makeup. However, society expected them to be beautiful and pleasing to men (which sounds super confusing to me). Proper young ladies were wholesome, well-mannered and charming. A girl's behavior reflected her family and her faith. People noted how a young lady conversed with others. A well-mannered lady listened intently to others and rarely spoke about herself. This mindset continued throughout most of the 19th century. However, several cultural developments forever changed our country's standard of feminine beauty.

These were:

- Indoor Bathrooms
- Department Stores
- Women's Magazines and Hollywood
- World War I
- The Iconic Flapper

At the end of the 19th century, middle- and upper-class homes installed indoor bathrooms instead of using outhouses. These new bathrooms had a toilet and sink with a large mirror. Until this point, families used small handheld mirrors to see themselves. But now, for the first time, girls were seeing their whole faces multiple times a day (and becoming their own worst critics). For girls who had acne, it was upsetting. They became desperate to get rid of this blight on their complexions (Brumberg, 1997).

In the late 1800s, doctors didn't clearly understand why acne developed, much less how to treat it. Both boys and girls had it but, because girls' appearances were supposed to be "pleasing," the threat of acne obscuring their looks became a serious concern. More girls than boys voiced their blemish angst, and acne soon became thought of as a "girl issue." Unfortunately, many acne-prevention products did not work or made the problem worse. In these cases, girls found relief in their ability to cover it up with makeup. Women would create makeup products at home, but the ingredients were typically heavy and greasy. Using these led to more blemishes, which led to more greasy cosmetics to cover it up. It was a vicious cycle. Doctors and pharmacies started working on remedies that would ease a girl's acne-induced anxiety by creating products to clear it up or, at the very least, hide it. It was these pharmacies, doctors and scientists that started many cosmetic companies. They would combine creams, chemicals and other ingredients until they reached their desired goal. Once they had the products, they packaged and sold them to their patients and customers.

In the late 1800s, small stores in urban areas started expanding their departments by adding more kitchenware, bedding or draperies. These stores would buy neighboring properties or move to more significant locations. Over time, these stores became larger, metamorphosing into department stores (Edwards, n.d.). Beauty counters were the perfect fit for department stores.

At beauty counters, women could try different products before buying them. Women loved this concept. By the early 1900s, cosmetic companies were vying for a chance to have their products represented at the counters. The snobbishness against makeup slowly fell away. Women became mesmerized by the glamor of cosmetics that advertised a youthful appearance, acne coverage and beauty. New, powdery products promised women that men would fall in love with their youthful glow.

The outbreak of World War I early in the 20th century brought rapid lifestyle changes for many women. With men off fighting in Europe, they stepped into leadership roles in ways they never had before. As the world saw the positive impact women could make in their communities, they started fighting for equality and slowly gained momentum. Since more women joined the workforce, their daughters had the freedom to go out with girlfriends. Girls influenced each other in ways their mothers hadn't by sharing fashion tips and makeup advice.

Much of this advice came from a rise in women's magazines, which paralleled an upswing in the movie-making industry. These two entities went hand in hand to increase the popularity of makeup. The first movies made were silent films, as there was no way to record sound. As a result, actors had to rely on facial expressions to guide the plot and help the audience understand their thoughts and feelings. However, cameras did not have the clarity that they do today. Using makeup helped the actors convey their feelings to the audience. Makeup accentuated an actor's eyes and mouth, making facial expressions easier to see on camera. Magazines advertised cosmetics that would give women the same look as their favorite women actors (much like today's magazines). Women also could

order cosmetics from magazines, which gave those who lived in rural areas a way to purchase makeup.

In 1920, the world met The Flapper. This new fashion trend revolutionized the way women dressed and gave them a new way of being. A flapper was a fashionable young woman intent on enjoying life and having a good time. Until this point, women had to comply with strict social etiquette. But not the flapper; she wanted to be independent and didn't care about the societal expectations of others. The flapper trend shortened women's dresses and hair. It revealed a woman's arms while emphasizing dark, smoky eyes and red lips. Women embraced this daring new trend because it was an exciting form of independence.

The first time the word "makeup" appeared in advertisements was during the 1920s. Before this, products were called by their individual names, but "makeup" was a comprehensive word that meant all the items used on a woman's face. The word came from a Polish American cosmetologist named Maksymilian Faktorowicz who later became known as Max Factor. He produced a line of cosmetic products called "Society Makeup," affordable makeup for women who wanted to look like their favorite movie stars (A History of Cosmetics from Ancient Times, 2016). His makeup company, Max Factor X, remains in existence today.

As we step further into the 1920s, we see women gaining more independence. Not only could most women vote, but they were joining the workforce — which meant they made their own money and had some buying power. Before women earned their own money, they had to rely on the men in their lives to give them some to buy cosmetics. Now that women worked outside the home, they could purchase these items independently. As a result, makeup sales soared with the creation of liquid foundation, powder compacts, powdery blushes and tubed lipstick. These new products gave women more choices to enhance their appearance each day. They also made it easier for women to apply makeup and carry it around in their purses.

I want to take a moment to talk about the story of makeup and women of color. The best thing women can do for each other is honor each other's struggles, stories and victories. We all deserve room at the lunch table, and this book makes no exception.

The world of feminine beauty can be very narrow and excludes many feminine bodies. Women of color did not get representation in the beauty industry until the late 1920s, and even that was minimal. There was an unfounded belief that women of color did not want or need makeup. The harsh, ugly truth was that no one bothered to make cosmetics for them because they were Black and Brown. Companies only made products for White women. So, during the '20s, women of color started creating their businesses to address the lack of products. Many Black women started haircare lines that sold makeup on the side. Unfortunately, no matter how successful these companies were, department stores refused to carry their products. Women of color had to rely on magazine orders and door-to-door saleswomen to get makeup.

In addition, there was deep colorism in the world of cosmetics. Companies would advertise products that lightened the skin, giving the impression that darker skin wasn't beautiful or desirable. This belief hurt many women. It would take several more decades before makeup companies not only made beauty products for women of color but also included them in their advertising (Nittle, 2018).

In the 1950s, makeup companies still were using questionable ingredients. There were regulations covering toys, food, medicine, cars and ovens, but no standards were in place for the products people put on their skin. The government finally realized how unhealthy this was, and Congress created regulations forcing cosmetic companies to use safer ingredients in their products. During this time, we also saw the first TV commercials for makeup. Beauty trends and advertisements continued to entice women to buy and wear makeup to make themselves more attractive. The 1960s brought fun eyeshadow colors, including the classic blue and green hues.

However, it was the 1980s that pushed this bright-color fad to new and daring heights. The '80s invited us to get creative with our makeup choices by giving us dramatic new eyeshadow and mascara colors. Mascara now came in shades of blue, pink and green. Lipsticks strayed from reds and neutrals to an array of colors, from bright oranges to deep purples. Makeup companies encouraged girls and women to be artsy and daring with their makeup choices.

In the 1990s and 2000s, makeup continued to be used to enhance or alter one's appearance. Women could choose neutral colors for a natural look or bright and flashy colors for an intensely bold look. Some men, non-binary, and gender-fluid people have become more comfortable expressing their makeup choices as well. People have grown accustomed to new makeup fads coming and going. Our reactions to radical trends are a bit more tempered, focusing on lotions, creams and other products that protect against acne, sun damage and wrinkles.

Women continue to use makeup to feel young, beautiful and confident. Some girls use it as a recreational activity or as a hobby. They view applying makeup as art instead of a beauty routine one performs before going out in public. You can buy makeup at grocery stores, online, at beauty supply stores, and, of course, in department stores. People get makeup and skincare advice from social media, magazines and the internet. Every day, it feels like a new product on the market promises radical positive change for our faces.



THE FINISHING TOUCHES

Changing the Conversation About Makeup

Throughout history, women had a very narrow role: have a family. They didn't have the same rights as men and had to take power and opportunities where they found them. The beauty industry finally allowed women to own something — to feel beautiful, alter their appearance, and gain a bit of rosy-pink confidence.

It was specifically designed for them at a time when they had little ownership of things. So women took it all in. Women owned makeup. They blindly accepted all that the cosmetic industry gave them without question. They jumped headfirst (so to speak) into beauty trends and helped form society's beauty expectations for the feminine body. While this may have been fun at first, it has boxed women into a narrow definition of beauty. For 200 years, women believed they must wear makeup to look pretty, healthy and attractive. They reacted to makeup exactly as cosmetic companies hoped they would. Women doubted they were beautiful enough on their own, so they bought the powdered promises of a more youthful, prettier appearance.

Makeup can be manipulative. If we do not take the time to understand why we wear makeup, we risk falling into the trap of wearing it to feel pretty and confident. When we wear makeup for those reasons, we feel doubt, shame and inadequacy. If you believe you are pretty only with makeup on, you doubt you are pretty without it. So, before applying that mascara and liquid foundation, we must learn that our faces are enough. Everyone has beauty.

If makeup companies had been honest, they would have told us:

We saw how society pressured you into pleasing others. We noticed how you treasured youth and understood how much you needed to impress others with your looks. We took it in and saw an opportunity. We invented something that we thought you would like but, to make sure you would like it, we shamed you into purchasing it by instilling fear in you: fear of not being pretty enough or having the right skin color, fear of aging and of not being attractive. We got carried away and enjoyed the money you paid to escape the fear of not being enough. We made you believe the only way to be confident in your beauty was to hide it under makeup.

The truth is, the feminine face is a glamorous masterpiece. It is full of wonder, energy and joy. Your natural beauty is stunning. That eyeshadow never will give you the self-acceptance you desperately seek. That comes from within you. Powders, blushes and lipsticks can bring you smiles, fun looks, and moments

of confidence. But, at the end of the day, it all comes off — and we are back to the essence of ourselves, our true faces. The job of makeup is to give you a bit of glamor and a bit of enhancement, but it is in its absence that you will find the true essence of your beauty and finally understand what it means to be genuinely confident.

Makeup is not the culprit. Instead, it's people's expectation behind the products that is shame-inducing.

Sweet Girls,

You are made to look like you. To be beautiful like you — not like a celebrity, not like another girl in class. You were made to be you, and that is enough. You are enough.

You are enough.

You.

Are.

Enough.

Furthermore, you always will be enough. So do not let anyone decide for you the essence of your true beauty. You get to decide that for yourself. It is your right. Everyone else's opinions must fall to the wayside.

There are many delightful ways in which to feel beautiful, and they do not all come from a jar. Being beautiful is about tapping into your spirit and discovering your energy. You do this by engaging in activities that unearth the joy inside of you. When joy and energy mix, they produce confidence. Confidence will bring a distinct look to your being, where your true beauty lies. Makeup never can give you that type of confidence or beauty. It has to come from the joyful energy deep inside of your spirit. You will know when you have found it because it will radiate from within your soul. It will color your cheeks with pink excitement, brighten your eyes with joy, illuminate your smile and give you the glow of happiness.

Once you understand these things, you are ready to decide if makeup is right for you. Should you choose to wear it, I hope you have the most fun. Buy all the lipstick and all the eyeshadow in every

color. Do this because you hold the key to beauty. You understand makeup has no power over you, so wear it all. You allow it to enhance your natural beauty rather than letting it take your beauty when it fades away. Because, Sweet Girl, makeup always will fade away. It never was meant to be permanent. The wisdom that should come with wearing makeup is knowing that our true and natural beauty remains when it all comes off. Always be excited to return to your natural self.

Makeup is nothing but some ingredients a company mixed and sold to us under the guise of it being pretend beauty in a pretty jar. You have true beauty. Those makeup companies need us more than we need them. We can buy from them and have fun with their products, but — instead of our culture and the cosmetic companies telling us we should wear makeup — how about us girls being in charge of how, when and why we wear makeup?

Sounds good to me. How about you?



THE ESSENCE OF TRUE BEAUTY

Things to Ponder Before You Reach for That Lip Gloss

Before you choose to wear makeup:

- Understand why you genuinely want to wear it.
- Understand the importance of skincare before you wear makeup.
Makeup can clog pores and cause additional acne.
- Understand that the purpose of makeup is not to make you beautiful; it is to accent your natural beauty for several hours and then be removed.
- Understand that makeup is a personal choice for all people who want to wear it and never make someone feel like they should or should not wear it.
- Understand that you are beautiful without it.
- Understand that wearing makeup is optional all the time. You control how much or how little you wear and when you wear it.
- Understand that makeup is not a requirement for dates, work, school, get-togethers with friends or other social events.

- Understand that makeup can be the perfect place for bacteria to grow.
Resist the urge to share makeup with others.
- Makeup is always optional.

Reasons to wear makeup:

- Because it's fun.
- Because today I want to be adventurous.
- Because today I want to be creative.
- Because today I want to pamper myself.
- Because today I want to spend time appreciating my facial features.
- Because I want to express myself.
- Because I want to.

Parents,

You are a huge factor in helping your daughter decide if makeup is right for her. This topic may bring up strong personal feelings. I remember feeling them as my daughter grew up. When my daughter was 4, I stopped wearing makeup to work for about a year while I figured out why wearing makeup was important to me.

When my daughter turned 13, I told her we could have the makeup conversation whenever she wanted. I also told her, "My opinion is that freshman year is a good year to start wearing makeup; however, please let me know if you have a different opinion." In eighth grade, she said she had a different opinion. My memories instantly returned to when my mother let me wear mascara, so I let her wear mascara. However, she played sports. Sweat and mascara do not pair well together, and she stopped. She started wearing makeup again her sophomore year of high school, but went without during the Coronavirus pandemic. Now, she wears very little makeup but spends about 30 minutes in the morning and evening taking care of her skin. She knows that her wearing or not wearing makeup is none of my business; however, she always can come to me with questions. That being said, I go to her for advice on using a makeup sponge and brushes!

The makeup conversation can be a befuddling one. Go with your gut, using love and grace. If you make a wrong move, apologize, tell her this is new territory for you, and she will understand.

If your daughter is asking to wear makeup, please use the following as talking points for conversation:

- Does she know why she wants to use makeup?
- How does she think makeup will enhance her looks?
- Does she understand that wearing makeup now doesn't mean she will always need/want to wear it?
- Does she understand the importance of skincare?
- How will she remember makeup is fun but not a requirement for beauty or to be confident?
- Mothers may want to think about why they started wearing makeup and why — or why not — it is important to them personally. (However, if you share your opinion with your daughter, please tread carefully and let your daughter make up her own mind.)
- Fathers may want to think about how they feel about makeup and why. (However, just as I told the moms above, if you share your opinion with your daughter, please tread carefully and let your daughter make up her own mind.)

If you are like me and have a daughter and a son, let him hear the makeup conversation between you and your daughter. This way, he will understand why girls may choose to wear or not wear makeup. Bring him in as an ally for his sister and change the conversation about why we wear makeup and our culture's definition of beauty.



A LITTLE LIP GLOSS

10 Fun & Slightly Crazy Facts About Makeup

- In the 15th century, women used leeches to suck their blood so they would have naturally pale faces (Booth, 2019).
- Yearly averages show Americans spend more money on makeup than on education (Zaria, n.d.).
- In ancient Mesopotamia, women used powder from crushed jewels for lipstick.
- Aztecs used crushed, dried beetles to dye their eyes and lips red.
- An odorless alcohol, “ambrein” — obtained from a substance called “ambergris” that is produced in the digestive system of sperm whales — is used by some perfumers to make the scent of perfume last longer.
- A facial originated in China — and still on trend in the States — uses nightingale poop (UV sterilized in modern-day use) for a flawless complexion.
- During the Roman Era, men used lipstick to show their social ranking within the community (Zaria, n.d.).
- The first patented nail polish appeared in 1919. It was light pink.
- During Elizabethan times, women used coal tar for mascara and eyeliner. The tar caused many women to go blind (Nesvig, 2015).
- During her lifetime, the average woman will spend about \$15,000 on beauty products (Nesvig, 2015).



GLITTER & SHINE

Women Entrepreneurs in the Beauty Industry

Elizabeth Arden (1884–1966)

Elizabeth Arden’s career in the beauty industry started when she was a nurse.

While studying to become a nurse, Arden was curious about how lotions could help burn victims to heal. This interest led her to a job as a beautician’s

assistant. A few years later, she opened a beauty salon with a partner in New York. After the partnership dissolved, Arden hired chemists and created a line of beauty products named after her, Elizabeth Arden. However, she had a bit of an uphill battle in selling her products. It was the early 1900s, and many people still viewed makeup as vulgar. Elizabeth had to be very careful about how she marketed her makeup line. Her strategy was to make cosmetics socially acceptable. Luckily, the movies were becoming trendier, and cameras showed close-ups of women actors in full makeup. The movie industry not only helped her sell her makeup but also altered society's view of makeup, making it more socially acceptable to wear. Her company survived the Great Depression by bringing in a staggering \$4 million.

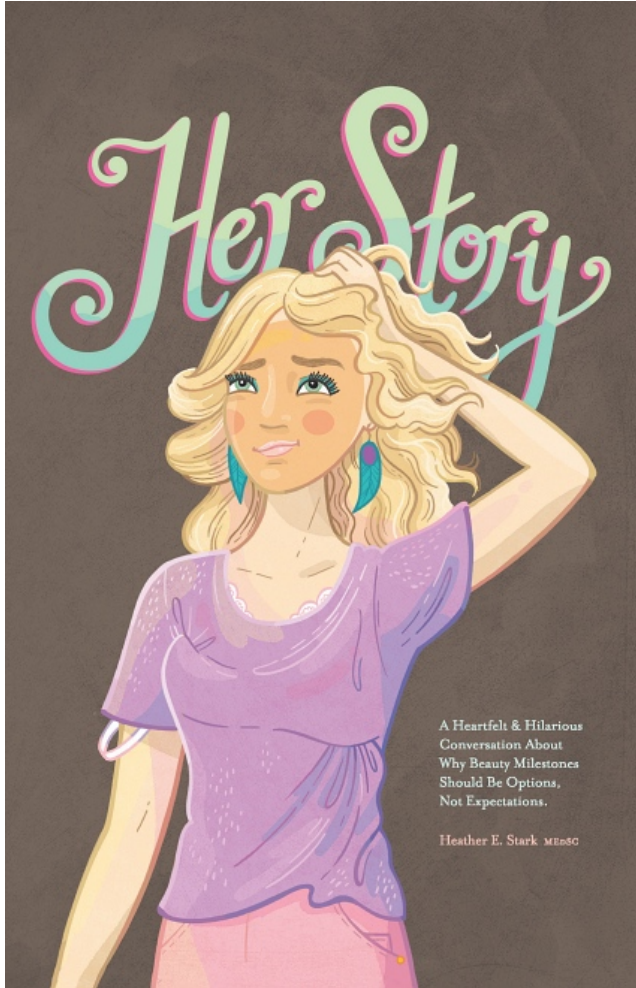
When Arden passed away in 1966, she had more than 100 salons touting more than 300 beauty products. Her curiosity about lotion turned into a booming business that redefined how people viewed the beauty industry (Biography.com Editors, 2016).

Eunice W. Johnson (1916-2010)

Eunice Johnson was a problem-solver. When she realized that women of color didn't have the foundation to match their skin tones, she developed a makeup line.

Eunice Johnson was married to John H. Johnson, the founder of the popular magazine *Ebony*. After attending a fashion show in the late 1960s, Johnson observed the Black models mixing foundations to create shades that would match their skin tones because there wasn't makeup in existence for them already. So, Johnson approached several cosmetic companies to ask them to make shades for women of color. When companies denied her requests, she found a private laboratory that agreed to help. Using mixtures from the models at the fashion show, the lab created new foundation shades. Johnson tested the product out on the models, and it was a hit.

In 1973, she opened her line of cosmetics: Fashion Fair. Her line of products eventually expanded to include skin and hair care and fragrances. Many cosmetic companies noted Johnson's success and the need to provide makeup to women of color. They soon started offering a line of cosmetics for darker skin tones. Eunice Johnson's advocacy helped people understand that Black and other women with darker skin deserve as much representation in beauty culture as White women (The Editors of Encyclopedia Britannica, N.D.).



Her Story prepares girls for the milestones they encounter as they navigate puberty. With humor and historical perspective, it breaks down these mindsets, helping families understand these practices are options, not expectations.

Her Story:
A Heartfelt & Hilarious Conversation About
Why Beauty Milestones Should Be Options, Not Expectations.
By Heather E. Stark MEdSC

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