

# Beauty and Cosmetics

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**Abstract:** *Beauty represents a concept, an ideology and the desire to look a certain kind of beautiful has created the Cosmetics industry. This article aims to run through the global history, current trends and future prospects of the cosmetics industry. It also highlights the women pioneers in different parts of the world and their contribution. It dives into the beauty standards and expectations that vary according to cultures, countries and backgrounds and also shatters the myth of there being just one strict ideal type of beauty.*

**Keywords:** Beauty, cosmetics, Industry. Nykaa, golden, beauty standards, beauty products, make up, beauty pioneer, cosmetic brands, beauty entrepreneurs, market, cosmetics market, trends, future, technology, age

## 1. Introduction

### 1.1 What is Beauty?

Philosophers, artists, poets and even mathematicians, have their own take on beauty.

Some believe that Beauty comes from within, like: -

“Beauty is not in the face, but is a light in the heart”  
– **Poet Kahlil Gibran.**

“Our hearts are drunk with a beauty our eyes could never see”  
– **George W. Russell.**

For some beauty can be discovered in one and all, like: -  
“In Nature, nothing is perfect and everything is perfect. Trees can be contorted, bent in weird ways, and still be beautiful” –  
**Author Alice Walker.**

“Everything has its beauty, but not everyone sees it”  
–**Chinese philosopher Confucius.**

Finally, some believe that beauty is a ratio, hardwired into every human being from conception, like: -

### 1.2 The Golden Ratio

According to DR. Stephen Marquardt, a facial surgeon, regardless of time, culture or geographical location, everything including beautiful faces has to fit the same geometrical patterns and proportion, which is popularly known as the “Golden Ratio” or the “Phi Ratio”. He used the data and created the “Golden Decagon Mask”, which is a two - dimensional template that outlines a universally perfect face.

### 1.3 Is Beauty that Simple?

Facial perfection is not the only benchmark for beauty. Though we are instinctively attracted towards the Golden Ratio in nature, it doesn't stop the changing beauty trends across eras, cultures and countries. People still put themselves through immense amounts of efforts, pain and expenses to achieve desired fashionable looks.

Some of the weird rituals tried and tested by humans over the centuries are:

- Rubbing grizzly substances, like urine, animal semen, blood, bird - droppings, snail slime, etc. on the skin.
- Piercing genitals,
- Tattooing faces,
- Wearing smaller shoes to deform (or reform) the feet,
- Beer baths,
- Snake massages

The all important questions are,

- Why do people put themselves through all these painful sufferings just to achieve slightly better skin, smoother or shinier hair, or marginally smaller waist?
- Why are we so fascinated by our own image?
- Is it our own ego or does it serve some deeper hidden purpose?
- In spite of some religions like Buddhism, Islamism, even Christianity, denouncing excessive grooming as immoral and irrelevant, why would people sacrifice so much to attain beauty?

### 1.4 Beauty is important

Good appearances have always been an important tool in the animal kingdom. Peacock dances to impress his peahen. Chimpanzees, gorillas, monkeys spend hours and hours, each day to pick out lice from each other's furs, and that is not just for hygiene, but also to reinforce social bonds. Similarly, humans too utilize appearances for social and commercial reasons.

Being Attractive is associated with: -

- Helping one's social standing,
- Increased chances of attracting a suitable partner,
- Increased chances of success at work,
- Indirectly increasing our earning.
- A more competent look.

According to a study conducted by the University of British Columbia, people tend to pay closer attention to people they are attracted to. This is either out of curiosity / sexual attraction / a desire for friendship / and social status of being linked to an attractive person.

According to one more study by Harvard University, women who wear make - up are perceived as more competent, likeable and trustworthy than those who don't apply make - up.

In fact, an economist had once estimated that “less than average look” people incur a loss of around \$ 106, 600 in their lifetime, in comparison to better looking people.

**No wonder, the business of making people beautiful is the best business!**

“The most beautiful makeup of a woman is passion. But cosmetics are easier to buy.”

— Yves Saint Laurent

The above proverb has a very inherent and in - depth characteristic of how a woman’s mind works. Femininity is considered to being temperamental, emotional, over thinker, kind, sweet, sensitive and caring. From centuries, she is considered the fairer sex and is always quite particular about how she presents herself.

“The Devil is in the detail” – The more a woman is particular regarding her make - up, the more it reflects on how much importance she is giving to minute things in life. Cosmetics are there to enhance the beauty of a woman. A well - presented woman feels more confident about herself and she is able to give her best due to the confidence which comes along with grace and poise. Make - up helps to hide the flaws and make a woman look healthier and conceal certain physical flaws. So, the above traits come naturally to a woman but if she is out to buy, then cosmetics is the best alternative and available easily in the market – online or over the shelf.

## 2. Brief History of Cosmetics

The make-up and cosmetic industry is one of the biggest industries in the world, at the same time it is one of the oldest industries too. Cosmetics have been used for more than 7000 years, especially in India, Greece, Egypt and Rome. Though, the Greeks are credited for the origin of the word “Cosmetics”, the ancient Egyptians and Indians were believed to use the ancient science of cosmetology.

In fact, in Ancient India, the use of Cosmetics was for not just outward appearance, but also for achieving merit, longevity and good health. Bel fruit and milk was used for cracked lips, a mixture of root of Costus, Til seeds, Chopda leaves, Devdar wood and zadali leaves was roasted between dried cakes of buffalo dung, then grinded together to form a fine powder, and was used in paste form to lighten the skin complexion. There were many such remedies in Ancient India.

In Egypt, eyes were darkened using kohl, a cream prepared from the sheep fat, mixed with powdered lead and soot. Egypt can also be credited for the invention of perfume for both cosmetic and medical use. It is said that Cleopatra, as far back as 4000 B. C., would have her ship sails soaked in perfume, so that air itself would announce her arrival.

In Rome, lead based products were used to whiten the skin, belladonna drops were used to make eyes pupils look larger and sexier, a mixture of barley flour and butter for acne treatments, so on and so forth. But their most bizarre

cosmetic of all time would be the use of urine therapy to whiten their teeth, by brushing and gargling with urine.

The Greeks used vermilion and berries juices for bringing colour to their cheeks and lips. They were also famous for using black incense for darkening their eyelashes. But officially, the first mascara was invented in the 19<sup>th</sup> century by Eugene Rimmel. And yet the worldwide acceptance of mascara happened only in the 20<sup>th</sup> century, when Maybelline’s T. L. Williams developed and launched the product.

Although, the patent for a light pink coloured Nail Polish was given in 1919, nail polish was invented around 3000 B. C., in China. It was very different from the formula used today to manufacture it. The Chinese nail polish was made using a mixture of beeswax, gum, egg whites and coloured powder.

One of the most popular and important items of cosmetics today in the world, which creates a market of almost \$ 20 billion annually, is the deodorant. It appeared in the market for the first time in 1889. Hairless underarms came into fashionable existence only after 1915, when Wilkinson Sword Razor company, with its single advertisement, declared underarm hairs as not only unfeminine, but also unhygienic, and changed the industry forever.

In the middle - ages though, women were discouraged from using cosmetics. For example, in the 19<sup>th</sup> century Queen Victoria had publically declared that using make up was improper, vulgar and was acceptable to be used only by actors.

During the 20<sup>th</sup> century, cosmetics had become popular more rapidly, because of its usage by younger girls, especially in America. In the 1920’s, revolution in make - up took off, with the style of the flapper. Earlier light make up or demure look was the craze, but after 1920’s, heavy make - up was advocated, mostly driven by marketing through cinema and advertising. 1910 saw the invention and promotion of Mascara, Lipstick, eye - shadows, pancakes, powder compacts, etc. by Max Factor, Maurice Levy, and TL Williams, founder of Maybelline, which became undisposable household names.

During and after the first World War, in the 1940s, many women had started working, hence elaborate and romantic make - up of the ‘30s took a back seat. Moreover, due to lack of income, make - up being a luxury, natural looks were back. This was compensated by perfectly styled, voluminous hair. To offset the rationing of fabric, post the world war, the mid 1940s had very complicated hairstyles, like the peek - a - boo bang, the top reverse roll, pin curls, side rolls, Victoria rolls, the up do and the pompadour. The long curling styles were demonstrated by movie stars like Veronica Lake and Lauren Bacall.

Sophia Loren, Maureen O’Hara, Grace Kelly, Audrey Hepburn and many other Hollywood Stars ruled the make - up styles from the 1950s. They just were not the fashion icons but became beauty icons around the world, by definitely making their era as the “Age of Glamour”. Beauty

Parlours and salons businesses started to thrive. Pastel hues of pinks, greens, blues and yellows were the rulers of the '50s, with pink colour being on the top.

1960s saw a new era altogether. Make - up no longer remained only with the adults, it reached out to teenage customers. This was possible because of step - by - step instructions advertised by fashion magazines like Vogue and Harper's Bazaar. Supermodel Twiggy became the next Beauty icon, who was followed and mimicked by modern celebrities like Mary - Kate Olsen, Agyness Deyn and Sienna Miller. The main focus in this era had shifted to bigger, rounder Eyes, with great eye make - up, tapering eyelashes and lesser importance to lips which remained with natural colours.

1970s was a continuation of the late 1960s fashion of miniskirts, bell - bottoms and the hippie look. This era became an era of self - expression and glamour. Make - up and cosmetics became a tool for making statements, and not just for accentuating one's features. It brought back the popular culture in a big way, with the help of celebrities bringing back America's vintage looks.

The 1980s was an era of "have it all". More and more women started to work, hence fashion became affordable. It became bigger, bolder and brighter. Make - up was not far behind. It too became strong, vibrant and attention grabbing. It helped women to appear more powerful, beautiful and equal to men at all fronts, whether in boardroom meetings or pubs and parties. The foundation and concealer were thick, much vibrant colours were used for eyes and lips, blusher was never subtle, but heavy under the cheekbones in bright oranges, pinks and red - toned browns, and look was mostly completed by adding a fake beauty spot using brown eye pencil.

1990s was again a toned - down age, with matte finished make - up, brown or wine - coloured lipsticks, with two shades darker lip liners. There was a lot of innovations in foundations, with matt or medium or full coverage options. Tinted moisturizers were a boon to ladies, who wanted some coverage and not always a foundation look. Blushers became subtler. The 90s is also associated with better skincare. Facials and spas, which only the wealthy used to do, became accessible to commoners. The 90s gave the freedom to try different looks and figure out what works best for whom. Some call it the Golden age of Hip Hop.

The 21<sup>st</sup> Century saw new beauty regimes. Botox injections, collagen lip implants, facial skin peels, electric wave therapy are just a few innovations.

### **3. Global Size of Cosmetics Market**

Today, the beauty industry has returned to more self - care routine. It is no longer about just looking good, but also about feeling good. Women want more than superficial beauty. They want the products to take care of them. Beauty balms, correction creams, intensive serums, and anti - aging formulas are designed and created for both men & women, to showcase their beauty, correct any flaws and help them maintain the acquired beauty. The skin care industry, no doubt is the fastest growing industry since the early 2000s.

Cosmetics, it seems, is the only sector which is continuously growing, irrespective of all the ups & downs of the global economy. This is basically because of the growing usage of the cosmetic products by women and now men too. In fact, young teenagers too use branded cosmetics.

According to a report – "Global Cosmetics Products Market - Analysis Of Growth, Trends and Forecast (2018 - 2023)", published by Orbis Research.com, the current Cosmetics market globally is valued to the tune of \$532.43 billion in 2017, and is expected to reach a market value of around \$ 805.61 billion by 2023. This would mean a CAGR of 7.14% during 2018 - 2023.

#### **Major Reasons for Success of Recent Cosmetic Growth**

- Aging Population
- E - Commerce as Distribution Channel
- Growth in Middle East & African Market
- Exploration Of Newer Products by Consumers
- More Independent Brands In Market
- Acquisitions By Major Companies

#### **Aging Population**

Since the 1980s and 90s, there has been a decline in both fertility and mortality rates. This has given rise to an aging population. And hence the demand of cosmetics has indirectly increased, as this aging population desires to retain its youthful appearance. An ever - increasing demand for anti - aging products to prevent wrinkles, age spots, dry skin, uneven skin tone, and hair damage and hair loss, has created room for newer innovations in cosmetics, thus boosting the cosmetics industry growth like never before.

And this demand and supply chain will continue to further boost the business, as it is estimated that by 2050, the population of over 60 years of age will reach over 2 billion.

#### **E - commerce as A Distribution Channel**

The sale of smartphones has increased manifolds in last 5 years, and will continue to increase. The availability of internet data, free Wi - Fi etc. by the competing mobile companies, further increases the other markets related to internet, i. e. the e - commerce market.

Cosmetics products like skin care, hair care and fragrances are the most sold products online. Apart from this, the online websites like Facebook, YouTube, Twitter have many young entrepreneurs giving make - up and styling lessons, giving rise to more and more online customers. Hence, the cosmetics companies are on their toes, focusing more on online marketing campaigns, with low investments and high returns. There is a trend of many multinational companies setting up their brand - specific websites, Facebook and Twitter accounts and profiles, just to address the local taste of customers.

In fact, many companies have started introducing products which are available "only on online", and not in the shops.

#### **Growth in Middle East & African Market**

According to a recent survey, the cosmetics market is expected to have its presence felt more in the MEA countries, such as UAE, Saudi Arabia and Israel. As per the

survey, 21% of the people in these regions admit spending anywhere between AED 362 and AED 732 per month, on beauty products, including maintaining hair, nails, hair removals, massages and Gym memberships. Over 6.2% spend between AED 728 and AED 1125 only in keeping themselves looking appealing.

#### Exploration of Newer Products by Consumers

Consumers, more women than men, are always exploring new products. The younger generation too is exploring and shifting towards different brands, other than the ones their parents were using. Sometimes it is only for the fact that they want to be different. They reject the large brands, and seek out locally made or internationally made products. Showing off on Instagram or Twitter or any other social network, also make them follow certain brands or boycott them completely.

#### More Independent Brands in Market

Almost every day, there is a new brand coming up, with newer ideas on how to become and remain beautiful. Entrepreneurship is brewing over the cosmetic industry. They are supported too by the physical local market stores.

#### Acquisitions by Major Companies

Major Beauty companies are acquiring ever - so smaller companies at very high values, which there by draws newer founders and enhances creativity every day. These acquisitions by bigger brands are happening because they are threatened by these young new independent brands, which the consumers are attracted to now.

## 4. Trends of Cosmetics Market

There are certain trends of cosmetics market, which these young independent brands are taking advantages of. The four main trends are: -

- 1) **The Instant Fix:** This refers to instant results and gratifications that the consumers want. Though results are always expected of any product, now or earlier, but now in the fast pacing life style, people don't wait. They want instant results, like the under - eye bags, fine lines around the eyes and mouth, or skin brightening solutions.
- 2) **The Doll Look:** People have been using heavy make - up or doing surgery to create perfect looks. But they generally turn out like porcelain looks – smooth and too perfect. It doesn't aspire to be natural - looking. The brands are always working on bringing in better and effective products for flawless skin.
- 3) **Skin Care from the Earth:** The skin care experts continue to explore with more natural, clean and even food - based products. According to many, the skin and mind are interlinked, and so skin care is related to wellness.
- 4) **Customization and Personalization:** As advertising and selling has become more and more on online.companies and brands use customers' data and other inputs to create products for a universal consumer base.
- 5) Technology has obviously played a major role in the rise of cosmetics market, as explained above.

#### Beauty Entrepreneurs: Four Women Pioneers of the Past

There have been multiple Entrepreneurs in the cosmetics field, who have taken it to the heights we witness today. But there have been four women who have shaped the modern cosmetics' industry. These ladies were from the era of modern - day chemistry, which made it possible to manufacture cosmetics on larger and cheaper scale, made it available more widely and subsequently saw the increase in global market. The reason for their success was their personal drive, their sheer hard work, combined with their ability to dream, innovate, grasp the opportunity and understand the basic requirements of women.

- Madam C. J. Walker (African American)
- Elizabeth Arden (Canadian)
- Helena Rubinstein (USA)
- Estee Lauder (USA)

#### Madam C. J. Walker (African American)

She is a truly remarkable woman. She built an African - American cosmetics and hair care products business – **The Madam C. J. Walker Manufacturing Company**, later known as **The Walker Company**, till 1981. It was considered the most financially successful company.

She was born in 1867, as Sarah Breedlove. She had learnt about hair care from her barber brothers. With her third husband she built the company. First, she had started in cosmetics business by selling another brand. There she had learned the art of selling cosmetics – listening to customers, their direct feedbacks. This helped her to start formulating her own line of cosmetics and hair care products, specially aimed at African - American women. From door - to - door sales, she grew the business to rapidly include beauty parlours, training schools for sales agents, then labs and manufacturing plant and New York Offices. Her daughter continued the business after her death in 1918.

#### Elizabeth Arden (Canadian)

She is famously remembered for her Red Door Spa on Fifth Avenue, New York, which opened in 1910, and operates still today. Elizabeth Arden is credited with making make - up suitable of “nice girls”, as previously it was not considered so. She was considered one of the wealthiest women in the world, at her time. She had a global brand consisting of salons and retail products.

She was born in 1878, as Florence Nightingale Graham, in Toronto, into a large family. To avoid getting married, she did a variety of short - term jobs, like bookkeeping, secretarial and nursing jobs, before becoming a cashier in a salon in New York. There after observing the practices and the formulas, she changed her carrier and opened up The Red Door Salon with a business partner, named Elizabeth. The partnership did not last, but she adopted her former partner's name for the signage and added her new family name, and hence Elizabeth Arden came into existence.

Elizabeth Arden was exceptional business wise. During the period of the Great Depression too her business brought in over \$4 million a year. The world is thankful to her for pioneering many of the cosmetic concepts that we take for

granted today, for example, colour coordinating, the structure of make - up and the art of applying it, and above all the need to understand the science of skincare.

### **Helena Rubinstein (USA)**

One of the first self - made female entrepreneurs in the US, the founder of the eponymous cosmetics empire, Helena Rubinstein, came in the late 19<sup>th</sup> century.

She was born as Chaja Rubinstein, in a Polish –Jewish Shopkeeper’s family, in Krakow, Southern Poland. She migrated to Australia at the age of 24, with not much knowledge of English language and with no money to her name. It’s a miracle that she became a millionaire with a business that started on the back of a single beauty cream, using sheep’s lanolin from Australia’s outback. Helena Rubinstein took her business from Australia to the UK, and then to the USA, with the outbreak of World War I.

According to cultural historian Ruth Brandon, in her book “Ugly Beauty: Helena Rubinstein, L’Oreal and the Blemished History of Looking Good” - “The reasons why Helena reached the heights in her cosmetics global business was her “publicity Savviness”. She knew how to advertise using the fearfactor, with a bit of blah blah. She was the one to introduce the concept of problem skin types. She also pioneered the use of pseudo - science in marketing, wearing a lab coat in advertisements, despite having no formal training in science. She knew how to manipulate consumers’ status anxiety. If a product faltered initially, she would hike the product price to raise the perceived value.”

She gave us the saying – “There are no ugly women, only lazy ones” She lives on through L’Oréal, today’s owner of the Helena Rubinstein brand.

### **Estee Lauder (USA)**

Estee Lauder was from a relatively humble, typical emigrant background. Her own family ran a hardware store, but it was her uncle’s business of selling beauty products, which fascinated her and which she exploited.

She was born in 1906, to a Hungarian - Jewish parents. She was the one to give alluring names to her uncle’s beauty products to increase their sales. Her secret to make huge sales was to make products affordable to the average American women and this remained the mission of the company till date. Estee Lauder is remembered even today as one of the grand dames of the 20<sup>th</sup> century beauty industry, who knew exactly how to create desire for a beauty consumable, especially in post war 1950s America.

In 1953, just being in the cosmetics market for seven years, Estee Lauder created the renowned ‘Youth Dew’ – a easily accessible perfume to the post - war middle - class America, that too in very accessible form – ‘a bath foam’. Till this time the world of perfumes was dominated by expensive French brands. So instead of using just a dab behind their ears, with expensive French Perfumes, the women could use these prolifically. In its first year ‘Youth Dew’ sold 50, 000 bottles, and by 1984 it reached to 150 million bottles.

Estee Lauder and her company can definitely be called the giants of the beauty industry, which created the market with luxury at an affordable price. Her company is still headed by her heirs today, though not completely owned privately.

### **Beauty Pioneers – The French or The Americans**

There is a massive difference in the beauty routines of the French and American women. The French beauty is more about perfectly tousled hair, the no - makeup makeup look and the general glamour that seems so natural to them, whereas the Americans concentrate on one thing, which is how to have a new look and how soon.

In fact, the entire cosmetic industry has been evolving around on these differences. Some of the main differences between these two giant cosmetic markets are as follows:

#### **1) American women are for quick solutions:**

The marketing for American beauty products and procedures is based around quick solutions and fast results. The people there are impatient about seeing a change in how they look. Whereas for the French ladies, their beauty routine is predicted on prevention and upkeep and is regarded as an essential and ongoing investment.

#### **2) French Women Don’t Seek Perfect Look:**

American beauty is often about looking perfect, flawless. Whereas, French women have a more relaxed approach. In New York, before any party, women would spend hours in the salon for their hair, nails and skin, to get that perfect shining look. They may even end up discussing about their efforts in achieving these looks. But in Paris, no one would talk about the blowout they just had or the new perfume they bought, because for a French lady, the coolest thing is for people to think that they don’t need to try to look beautiful, they are beautiful naturally.

#### **3) French Women Are Loyal to Their Products:**

French women are known for their loyalty to their cosmetic brands. They will work hard to find the perfect product, suitable for their requirement, and then will use it forever. Some ladies are known to stock their favourite lipsticks or perfumes, before they get discontinued. But in America, people are always busy trying to find something better, something new. Hence, beauty is a huge industry here.

#### **4) Americans Use Multiple Products at One Time**

The Americans not only mix it up with their products, but they tend to use lot more products at once, like primer, concealer, foundation (of multiple shades), then compact, blusher, eye shadow, eye brow pencil, mascara, shimmer etc. for a single make - up. Whereas, the French lady typically uses one product in multiple ways. In the words of French Make - up artist Violette, “We’re very lazy! We just use one product, put it all over, and blend it with our finger. Then we’ll groom our eyes, put on a bit of blush and concealer, and go.”

#### **5) Beauty Routine is Fun Rather than Necessity for French Women:**

For the French ladies, taking care of their skin is a source of pleasure, and not a compulsive activity. But the American women typically go by the theory – NO Pain, No Gain.

Many might use products which might irritate them, just to look beautiful.

#### 6) Americans Emphasize On Looking Younger:

According to Renee Rouleau, a French Skincare expert, "French women prefer to celebrate their natural beauty and they prefer to age gracefully. The American approach is all about looking younger and often, the focus is more about looking younger than looking natural" For Americans, the anti - aging goes too far. They are obsessed with looking younger than they are. Though French too care about how old they look, but they don't put massive efforts in trying to reverse the age. They are more into sports, getting good night's sleep, drinking enough water, for them it's more about prevention and taking care of their body in the natural way, and not heading to plastic surgeons.

#### 7) For French It's Not Hair:

Though hair is part of anybody's beauty routine, but French women take care of their hair too in a different way as their beauty and skincare. They do not blow dry their hair after shampooing, rather just air dry and leave it for a day. They also don't colour or highlight their hair on a regular basis. On the other hand, the American women like their beauty and skincare routine, give a lot of attention to their hair too. Some might carry the tousled, messy, French - girl hair look, but mostly they believe in blowouts, using hot tools and curls, to get that shiny healthy look.

#### 8) French Women Believe in Food for Beauty:

French women completely rely on the food as they know how much good diet impacts their beauty. And hence, they have a completely different diet from the Americans. The French try to eat organic as much as possible and as little sugar as possible. And a glass of red wine a day is another way to look and keep looking beautiful and healthy.

#### 9) French Women Believe In Originality:

In the American Beauty Industry, emphasis is given to changing of look, not only looking younger, but looking different than one is. Hence, plastic surgery is rampant there. But in France, they believe in getting used to what one is, rather than changing oneself. They do not understand the concept of plastic surgery.

#### 10) Sun Safety Is Serious Business in America:

All of us save ourselves from the harsh effects of sunlight. So, do the French and the Americans. But the French may use a serum and a cream, yet are not religious about using the sunscreen daily, the way the Americans are. For Americans daily SPF is not negotiable.

#### 11) French Women Are Hush - Hush About Their Beauty Routine:

The Americans don't shy away from discussing their beauty routines. In fact, they might even boast about their regular hair blowouts, share photos of their beauty products online, and readily admit their changed looks. But the French, actually will not admit to any regular beauty routine. Because they don't want to admit to any efforts done for looks. This actually could be one of the reasons that all assume they don't make effort to look good.

In the end, we may conclude that the biggest difference between French and American beauty routines is that the French are more focused on a minimalist, no - makeup look, to emphasize on the fact that they look naturally beautiful without trying too hard. Whereas the Americans love and embrace bold beauty trends that stand out and they are not afraid to use or to admit to using more beauty products. Both their approaches are unique.

## 5. Indian Cosmetics

Cosmetics have become essential in India. Both males and females use cosmetics for grooming and taking care of their skin. Some brands in India are as follows:

#### LAKME:

Lakme is one of the top beauty brands in India. It is widely used by people in India. It belongs to Unilever, but was started by TATA. Their range of products varies from skin care, makeup, nail polish etc. Lakme salons can also be found in many cities of India.

#### COLORESSENCE:

Born in India, it is a part of nature's essence. It provides a variety of products for eyes lips, face etc. and that too on affordable prices.

#### VLCC

Its products are herbal and ayurvedic. Products offered are of various uses like skin care, body care, body firming and shaping etc.

#### HIMALAYA HERBAL:

It is another herbal cosmetics brand. Along with skin care, makeup etc. it also has health care products.

#### ELLE 18

It has a range of products whose bright colours attract college girls and teens. Their products like colour bomb and colour blast have very funky and unique colours. They are available at a very affordable price.

Other famous beauty brands are:

- Lotus herbals
- Forest essentials
- Shahnaz Hussain
- Colorbar
- Biotique
- Kama Ayurveda

#### NYKAA: A Case Study

Nykaa is an E - commerce site for cosmetics and skincare products, based in India. It offers a wide range of products like fragrances, makeup, bath and body, haircare, skincare etc. It has more than 350 brands and over 30000 products to choose from. It also provides free beauty advice and assistance over the phone, beauty trends, virtual makeup tutorials etc. One can avail its services on [www.nykaa.com](http://www.nykaa.com) or can install the android or iOS app.

### Founding History

The CEO and founder of nykaa is Falguni Nayar. She was a former managing director of kotak Mahindra bank, but she decided to pursue entrepreneurship. She noticed that there was a gap in beauty product market in India. though there was a demand for these products, there were very few genuine sources. Hence nykaa was launched to connect customers with reliable providers, even if they may not be so known.

### Business Model

Falguni Nayar's experience in finance at Kotak helped her a lot in making this company successful. She decided to run the company on Inventory based model. There are warehouses in Mumbai, New Delhi and Bangalore. All items are collected in one place and orders are processed according to availability of product in stock. This way the customer receives 100% authentic products, on time and at once not individually like amazon or flipkart.

### Growth

Nykaa was launched in 2012 and has quickly become a popular go to for beauty products. It has also started providing non - Indian brands like HUDA, kiko Milano etc. It has created an enormous customer base for itself, which also came in its advantage when it introduced its own line of original nykaa products. Not only does it provide international brands in India now, but has also started shipping outside India too. Currently it ships products to 13 other countries and is working on distributing its network further.

### Marketing Strategies

Along with using high quality content to generate traffic to their site, nykaa also uses social media and email marketing. They also collaborate with Femina beauty awards almost every year since 2015. Nykaa showed tutorials for viewers on YouTube and also promoted careers of many YouTube makeup gurus in the process.

One very commendable quality of nykaa is that it provides all products at a comparatively low price. It has products ranging from budget friendly to high end luxury ones too. Usually their prices are mostly lower than the retailers. Hence, they have strong customer base.

### REVENUE AND VALUATION

Nykaa has a worth of approximately 1.2 billion dollars. it was able to break even just 5 years after its launch, in 2017. It earned revenue of INR 1159.32 crores in FY2019 and earned a profit of INR 2.51 crores in FY2019.

## 6. Future of Cosmetics and Beauty Products

Beauty trends have evolved over the ages. The demand for innovative beauty hacks has kept increasing and these demands have also been met by the producers. The truth is these demands are going to keep increasing and the future of beauty is going to be much developed in the process.

Today we are in the age of technology, development and most importantly empowerment. Being different is not a crime any more. Today the question is not whether society

accepts you, but if you accept yourself. Therefore, beauty and makeup now as well as in the future is not about concealing yourself with layers of paint, but enhancing what you already are. Plus, people are craving for chemical free products that don't harm their skin and are extra careful of what they use.

Beauty is all about inclusivity. There are foundation colours for almost every skin shade now and products are for all genders. 'Beauty is for everyone'..... literally.

In a couple of a year's itself, the meaning and the means of beauty are going to advance in leaps and bounds. We are going to have times when we can preserve our youth:

- Mirrors are going to be more developed. There are going to be ones where it analyses the complexion of skin, dark circles, pores, redness etc. some say there will be a few mirrors that apply your makeup for you.
- There will be sunscreens that don't prevent the body from producing vitamin D.
- There will be fragrances and perfumes, will be absorbed by the skin into the bloodstream and effect the body differently.
- We will be able to download and use our own custom choice of makeup. Mink Beauty is going to launch a makeup printer that provides sheets of powder, eyeshadows etc. according to an image of a colour of the user's choice.
- People will be introduced to more injectable wrinkle freezing options. They maybe chances of devising new ways of wrinkle freezing other than by injections.
- More products for hormonal acne and to treat hair loss may also be created.
- Tattoos might become temporary.

And I am sure there will various more milestones in beauty for years to come.

## 7. Conclusion

Cosmetics and all the various kind of products have played a very important role over the years. They are usually linked with trends and popularity, but their roots have a far more personal touch. The basic reason for a person to use beauty products is to make him/her/them feel comfortable in his/her/their skin. They provide the confidence to a human to face life in each and every way. But somewhere over the years this basic concept has seemed to be lost. Its become a mask, a basis of distinction, who is more beautiful? Who is not?

We have forgotten that true beauty comes from within and that external beauty is just to enhance the inner splendour. Hence, in my opinion cosmetics are to be used just to highlight the inner person, not to become the person itself.

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