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It's giving Hellraiser: What is the "ideal face" and how has it influenced the way Gen Z women wear and consume makeup?

It's to be assumed that makeup trends from the 1920s to the mid-1940s have since evolved, so not often do we look back and question what has changed and what has stayed the same, but if we did stop and take a look at the past beauty trends would we find surprising similarities? The relationships between cosmetics of today and cosmetics of yesteryears is an under-researched area, research suggests that there may be striking comparisons and similarities in the cosmetics industry over the century. It's important to take a deeper look into the history of the cosmetics industry to not only understand where the idea of a perfect face stemmed from but also give context on the way cosmetic companies market their products as well as establish what beauty is. Although there are studies on how the human brain perceives beauty and makeup, there is far less research on how Gen Z women interact with and consume cosmetic products, and how the "ideal face" may be playing a role in their consumption. This research fits within existing studies concerning the use of cosmetics and the outcomes it's had on women, but our objective here is to focus on answering a specific question. That question is, what is the "ideal face" and how has it influenced the way Gen Z women wear and consume makeup? In this paper, we question the differences between the "ideal face" era and modern-day cosmetics, and

also how the contributions of Max Factor have affected the cosmetic application of women generations later.

What is the “ideal face”?

The concept of the "ideal face" often includes characteristics such as symmetrical features, clear and smooth skin, well-defined cheekbones, a proportionate nose, full lips, and expressive eyes. Generally, it refers to a standard or archetype of facial features and proportions that are considered aesthetically pleasing or attractive within a particular society or context. These guidelines were created after measuring the face of Hollywood star Sylvia Sydney in 1934 at the Southern California Cosmetologists meeting. (Daily Mail, 2013). The exact guidelines that were followed to determine whether or not women had the “ideal face” were (figure 1):

- Length of face equals length of three noses.
- Width of an eye between the eyes.
- Upper and lower lips are the same width.
- Symmetrical eyebrows conforming to the line of nose.
- Space from lower eyelid to upper eyelid is same as space from upper eyelid to eyebrow.
- Eyebrow begins on same line as corner of eye nearest nose.
- Width of face across cheeks equal two lengths of nose.

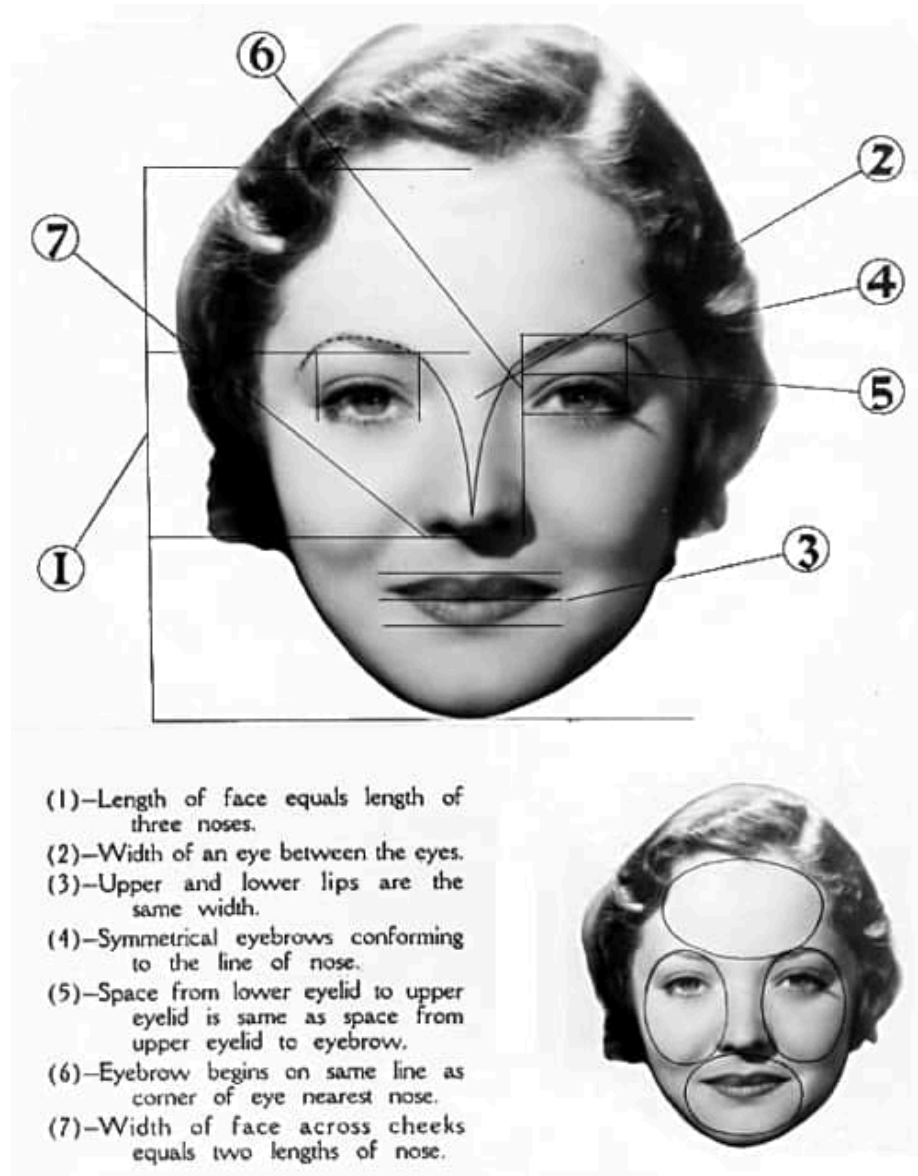


Figure 1: Sylvia Sidney's facial proportions

Taken from <https://www.cosmeticsandskin.com/>

“At the time, Sidney's standard of beauty was served as a guide to make-up experts who were tasked with bringing photographic perfection to 'less-favored' screen actresses - as well as women who wanted to make the most of their looks.” (Daily Mail, 2013). These standards were mainly set to measure if an actress of that period had “good camera face” which meant the

actress could be filmed from any angle. (“Cosmetics and Skin: The Ideal Face”, 2018). In the 1930’s a device was created and sold to help makeup artists achieve said standard of beauty with ease this device was called The "Beauty Calibrator ". The Beauty Calibrator also known as The “Beauty Micrometer " was developed in the early 20th century and was a device designed to measure and analyze facial features to determine their adherence to certain beauty standards. It consisted of a metal frame with movable arms and a set of gauges calibrated to specific facial dimensions (see Figure 2). Although this contraption resembled the likeness of the mask in Hellraiser it was ahead of its time in its purpose and function.

This device was used by makeup artists and cosmetologists to assess clients' facial proportions and symmetry, aiming to identify areas that deviated from the perceived “ideal face”. By analyzing the measurements provided by the Beauty Calibrator, makeup artists could then apply cosmetics strategically to enhance or correct these perceived imperfections, thus achieving a more harmonious and balanced appearance.



Figure 2: The Beauty Calibrator

Taken from <https://www.cosmeticsandskin.com/>

The Beauty Calibrator also helped the launch of “Westmore’s Corrective-Makeup”. Corrective makeup involves using various cosmetic products and specialized techniques to address facial imperfections. This could include contouring to define and sculpt facial features, highlighting to bring forward certain areas, and concealing to minimize the appearance of blemishes or irregularities. These techniques were particularly crucial in the film industry, where actors' appearances needed to translate well on camera under different lighting conditions. Westmore's corrective makeup methods helped actors achieve the desired look for their characters while also ensuring that their facial features appeared balanced and harmonious on screen which aligns with the concept of the “ideal face”.

What was the period the “ideal face” was created?

With the emergence of cosmetics as a commercial product and the establishment of beauty ideals through advertising, media, and popular culture the concept of the "ideal face" began to shape the late 19th and early 20th-century beauty standards. Although beauty standards have existed throughout history and can be traced back to ancient civilizations, in the context of modern beauty standards and cosmetics, the notion of the "ideal face", during this period saw a significant increase in the beauty industry and the effect thereof. Cosmetics has certainly had its ups and downs, there was a time in which makeup was seen as something a prostitute would wear. “ In the middle late 19th century, when Britain's queen Victoria declared makeup to be vulgar, and cosmetics once again went out of fashion.” (Matthais, 2021).

Before the 1910s and 1920s when advertisers were able to change the lens of the cosmetics industry, makeup was associated with female stage performers. These performers were “demonized as evidence that they had something to hide.” (Blackmore, 2018). When the 1920s rolled around it was a different story, “highly visible cosmetics, such as red lipstick and dark eyeliner, reentered the mainstream.”(Matthias, 2021). The bolder makeup application was becoming more and more common with American women. Makeup was becoming a status symbol; a sign of wealth amongst women was losing its selfish and wicked connotation. “Eventually, advertisers persuaded women to take the opposite view: cosmetics were a necessity.”(Matthais, 2021). Starting in the 1910s, but becoming widely popular in the 1920s, actresses were being used as marketing tools to attract consumers through that actress's fanbase. In the 1920s Hollywood was an integral part of the cosmetic industry boom, with actresses gaining respect and being viewed as upper echelons, it was a “no brainer” as to why cosmetic companies established publicized endorsements with the women of Hollywood.

The use of these actresses in cosmetic campaigns made their “everyday”, mundane fanbase excited to be able to consume products that had a glamorous Hollywood feel. The use of these celebrity-endorsed products made everyday women feel like they had a peek into what it's like to get made up like a movie star. With a continuously changing consumer market, things shifted as time progressed in the 1930's. Things that were popular in the twenties like bold red lipstick and black eyeliner were going out of fashion, a more soft, “natural” look was becoming popular, and the makeup trends were leaning more towards a “feminine” look. The go-to makeup look of the 1930s included a pale complexion (of course), rosy cheeks, defined and thin eyebrows, and soft red lips. In the 30s some of the most iconic faces of female beauty were

Ginger Rogers, Joan Crawford, and Jean Harlow; In my opinion, these women were the definition of Max Factor's "ideal face".

Who created the "ideal face"?

The person most credited for creating the concept of the "ideal face" is Max Factor (figure 3). Born and raised in Łódź, Poland part of the Russian Empire, Max Factor a Polish Jew, immigrated to the United States due to the increase in anti-Semitism in most of Europe. By 1914, Factor moved to Los Angeles, he did this to be closer to the blossoming film industry known as Hollywood. Soon after moving to Los Angeles the name Max Factor gained popularity, and he became known in the filmmaking scene. Factor worked with some of the most notable sets in Hollywood and "he was soon working with Hollywood's leading film stars and making his cosmetic products for a glamorous but realistic look on screen." (The Max Factor Story | Max Factor, 2019). While working as a makeup artist on set he also founded Max Factor & Company, where he developed innovative cosmetic products and techniques that revolutionized the way makeup was applied and perceived. His brand was one of the first brands to have products that were not only intended for filmmaking but also could be worn by regular women in society.



Figure 3: Max Factor

Taken from <https://web.archive.org/>

Factor's contributions to makeup were multifaceted. He introduced concepts such as color harmony and the creation of "makeup for movies," which involved developing cosmetics specifically designed to withstand the bright lights and intense scrutiny of the film industry. The name of one of the products he created was called "Greasepaint", which is: "a thinner greasepaint in cream form, packaged in a jar, and created in 12 precisely-graduated shades. Unlike theatrical cosmetics, it would not crack or cake." (Max Factor's Beauty Calibrator: A Beauty-Measuring Device to Analyze Facial Flaws, 1930s - Rare Historical Photos). This product changed the way actresses appeared on camera and made Max Factor a prestigious name in the film industry as well as the cosmetics industry. In the 1920s Max Factor's cosmetic company was expanding to make a full range of beauty products, the goal of his company was to make products accessible to all women who wanted to look like movie stars. This was amazing in a lot of ways, although beauty was still so limited inclusivity-wise, Max made it his mission to sell products that would help women feel more beautiful and confident. As Max Factor was becoming more of a household name he was still looking for ways to make women look as close to perfection as possible. That mindset is what I believe helped him conceptualize the "Beauty Calibrator".

What did the "ideal face" mean in the context of Cosmetics?

In the context of cosmetics, the "ideal face" refers to a standard of facial beauty that serves as a guiding principle for makeup application and aesthetic enhancement. The "ideal face" was something that needed to be acquired because very few, if any, had the perfect "ideal face". This

concept encompasses a set of characteristics and proportions that are considered universally attractive or desirable within a particular cultural or societal context. For cosmetic manufacturers and makeup artists, understanding the ideal face is crucial for developing products and techniques that help individuals achieve this desired aesthetic. Max Factor made it easier to achieve the look of perfection by creating the beauty calibrator. This tool highlighted the flaws in a person's face that a person wouldn't be able to notice at first glance. The idea was that these imperfections would be undeniable on the big screen, and a person's flaws would be magnified. So the use of this tool helped Max identify flaws in actresses before they appeared on screen. With the Westmore brothers' help, Factor could use corrective makeup once the flaws were noted.

These makeupmen used techniques, such as contouring, highlighting, and color correction, are employed to enhance these features and create a harmonious overall appearance. Once these techniques were proven to be effective, makeup artists and cosmetic manufacturers adapted said techniques and they were being used widely throughout the film industry as well as in society in general.

Why did the “ideal face” become popular?

The "ideal face" was popularized for several reasons, reflecting societal, cultural, and psychological influences. One primary factor was the rise of mass media, particularly during the 20th century, which spread standardized images of beauty through advertising, film, television, and magazines. These images often depicted individuals with very symmetrical features, clear skin, and balanced proportions which shaped perceptions of attractiveness and influenced beauty ideals. The concept of the "ideal face" gained traction due to its association with status, success,

and social acceptance, especially since the “ideal face” had been predominantly related to famous and wealthy actresses. The advancements in cosmetics and beauty technology played a significant role in popularizing the ideal face. Makeup products and techniques were developed to help individuals achieve the desired aesthetic, this accessibility to cosmetic enhancements contributed to the widespread pursuit of the idealized look. Throughout history, physical appearance has been linked to health, fertility, and genetic fitness, leading people to aspire to certain beauty standards as a means of gaining recognition or validation within society.

Psychologically, the concept of the ideal face may have appealed to people's innate desire for symmetry, harmony, and order. Studies have shown that symmetrical faces are perceived as more attractive, possibly due to their association with genetic health and fitness. As a result, the ideal face became an aspirational goal for many individuals seeking to enhance their appearance and conform to societal beauty standards.

What were the Cosmetic/makeup trends of the “ideal face” era?

During the "ideal face" era, which was mostly the late 1920s to the mid-1940s, several cosmetic and makeup trends emerged and evolved to help individuals achieve the desired aesthetic. These trends were often influenced by societal beauty, and cultural shifts, and pushed for the advancements in beauty technology. Some notable trends from this era include:

Matte Complexion: A matte complexion was highly sought after during this time period, with emphasis placed on achieving a flawless porcelain-like base. This trend was achieved through the use of foundation and face powders designed to create a smooth and matte finish, minimizing the appearance of imperfections by reducing oils. A matte complexion also provides a uniform base for makeup application.

Contouring and Highlighting: Contouring and highlighting techniques were used to sculpt and define facial features, contributing to the illusion of the “ideal face”. Contouring involves using darker shades to create shadows and add dimension to areas such as the cheeks, nose, and jawline. Highlighting involved the use of lighter shades to bring forward and accentuate features such as the cheekbones, brow bones, and Cupid's bow. Contouring and Highlighting were a popular technique used as part of corrective makeup.

Winged Eyeliner: Winged eyeliner, also known as cat-eye or flicked eyeliner, was a defining makeup trend of the era. This technique involved extending eyeliner beyond the outer corner of the eye in an upward flick, creating a lifted and elongated eye shape. Winged eyeliner created the cat-eye effect and added drama, as well as, definition to the eyes which helped achieve the overall look of the ideal face.

Mascara: Mascara was considered a crucial component of makeup routines, valued for its ability to enhance and define the eyes, which were often regarded as the focal point of a woman's face. Mascara was used to darken, lengthen, and volumeize lashes, creating a dramatic and alluring look. This was particularly significant in an era when long, lush lashes were considered a symbol of femininity and beauty.

Arched Brows: Arched eyebrows were favored during the "ideal face" era, with eyebrows shaped to have a defined arch and tapered ends. Arching of the eyebrows helped in creating a more symmetrical look to a woman's face. To achieve this look women typically used eyebrow pencils or eyebrow powders to fill in and shape their brows, accentuating their arches to frame the eyes and enhance facial symmetry.

Red Lips: Bold red lips were a signature look of the "ideal face" era. Red lips often symbolized glamor, sophistication, and femininity. Red lipstick shades ranged from classic ruby to deeper burgundy tones, with a matte or satin finish being the popular choice. Women usually paired red lips with minimal eye makeup allowing the lips to be the center focus.

These cosmetic trends of the "ideal face" era reflected the beauty ideals and aesthetic preferences of the time shaping the way individuals approached makeup application, self-perception, and self-presentation.

What is Gen Z and what does it mean to be a Gen Z woman?

Gen Z, also known as, iGeneration, post-millennials, digital natives, and my favorite, Zoomers are all names given to people born between the years of 1997 to 2012 according to the Encyclopedia Britannica. I would describe Generation Z as a pioneer generation because we've experienced what I feel were cultural resets, such as the unveiling of the first iPhone in 2007, the election of the first black president in 2008, and the first global pandemic in over 100 years. As a Gen-Zer myself, I would safely say that we are not only pioneers but also changemakers. I view Gen Z this way because this generation is one of the first to really stand up for social justice and unabashedly tackle uncomfortable issues. This is due in large part to Gen Z being one of the most diverse generations, according to the Pew Research Center, Gen Z is more racially and ethnically diverse than previous generations, research shows that "One-in-four Gen Zers are Hispanic, 14% are black, 6% are Asian and 5% are some other race or two or more races." (Parker and Igielnik).

The people of Generation Z aren't afraid to take on conversations surrounding social justice, politics, and human rights because Gen Zers are becoming one of the most educated

generations; this is likely because we have a world of knowledge at our fingertips, but it shouldn't go without noting that "Among 18- to 21-year-olds no longer in high school in 2018, 57% were enrolled in a two-year or four-year college. This compares with 52% among Millennials in 2003 and 43% among members of Gen X in 1987." (Parker and Igielnik).

So with the understanding that Zoomers are diverse pioneers, changemakers, and highly intelligent, it's important that we take a closer look at those qualities and traits that have shaped post-millennial women. The women of Generation Z are known for their strong sense of individuality and inclusivity and they often advocate for diversity and equality. They are socially conscious and often use their voices to advocate for causes they believe in, whether it's environmental concerns, LGBTQ+ rights, or racial matters. Gen Z women have no problem being the drivers of these movements which is apparent even in the way Gen Z women participate in the consumption of beauty products.

Gen Z women are savvy consumers who prioritize authenticity, transparency, and ethical practices in the brands they support. Research shows that Zoomer women are drawn to brands that align with their values and aspirations. Research performed by OpenInfluence shows that "Gen Z women don't just want brands to take a social stand, but they expect it." In terms of beauty and fashion, Gen Z women are reshaping industry standards and challenging traditional norms. They embrace diverse representations of beauty, champion gender fluidity, and celebrate individuality in their personal style and appearance. So with all these things considered, Gen Z women are characterized by their diverse perspectives, digital nativism, and progressive attitudes. They have grown up in a world heavily influenced by technology, social media, and globalization, shaping their values, behaviors, and worldviews.

How do Gen Z women use Cosmetics and makeup?

Gen Z women approach cosmetics and makeup with a blend of creativity, individuality, and usability, oftentimes prioritizing self-expression and authenticity over traditional beauty standards. Their makeup routines are influenced by lots of different factors, including social media, peer culture, sustainability concerns, and a desire for inclusivity; Some common ways Gen Z women use cosmetics and makeup:

Minimalism: Many Gen Z women prefer a minimalist approach to makeup, focusing on enhancing their natural features rather than masking them. This often involves using lightweight products such as tinted moisturizers, sheer foundations, and cream blushes for a fresh and effortless look. Products like “Fenty Beauty by Rihanna Eaze Drop Blurring Skin Tint” and “Rare Beauty by Selena Gomez Soft Pinch Liquid Blush” have gone viral and have been widely used as love by gen-zers like myself.

Diversity and Inclusivity: Gen Z women embrace diversity and inclusivity in beauty, seeking out brands and products that cater to a wide range of skin tones, textures, and identities. They prioritize brands that offer inclusive shade ranges, diverse marketing campaigns, and products designed for individuals with varying needs and preferences. "Some may even reject a brand completely if they don't meet these expectations." (Pusateri).

Skincare-Centric Makeup: "The skin-care category in general, is becoming more individualistic, and concern and skin type-led formulas must be prioritized. Online personalization tools are appealing to this generation for a reason." (Pusateri). Skincare is paramount for many Gen Z women, and they often view makeup as an extension of their skincare routine. They prioritize products with skincare benefits, such as hydrating foundations,

SPF-infused products, and skincare-makeup hybrids like tinted serums and “skin-caring” foundations.

Influencer Culture: Gen Z women are active participants in influencer culture, According to the McKinsey and Co. article “What is Gen Z”, Zoomers “often turn to the internet when looking for any kind of information, including news and reviews prior to making a purchase. They flit between sites, apps, and social media feeds, each one forming a different part of their online ecosystem.” They enjoy experimenting with new trends, techniques, and product recommendations from their favorite influencers and peers.

Sustainability and Conscious Consumption: Environmental and ethical considerations play a significant role in Gen Z women's makeup choices. They seek out brands with sustainable and eco-friendly practices, including cruelty-free and vegan formulations, recycled/recyclable packaging, and initiatives to reduce waste. According to Pusateri, author of “The Skin-Care Brands Clamoring to Capture Gen Z’s Attention Zoomers typically choose to buy from cosmetic companies that align with their social and environmental beliefs.

Overall, Gen Z women approach cosmetics and makeup as tools for self-expression, creativity, and empowerment. “Gen Z is comfortable challenging traditional beauty standards as unrealistic and overly focused on perfection. They prefer self-expression and acceptance that is true to who they are.” (“What Do Gen Zers Really Want in Beauty and Personal Care? | L.E.K. Consulting”). They value authenticity, diversity, and sustainability in beauty, shaping the industry's future with their evolving preferences and priorities.

What are the modern makeup/cosmetic trends of Gen Z women?

Gen Z women are reshaping makeup and cosmetic trends with their innovative approaches to the idea of beauty. Since Gen Z women are constantly evolving the way they present their aesthetic I wouldn't assign one specific look to the whole generation, but some of the cosmetic trends that I noticed have lasted past the fad, and those trends are:

Glowy Skin: Dewy, glowing skin is a coveted look among Gen Z women, who prioritize skincare-infused makeup products and techniques to achieve a natural, radiant complexion. They embrace lightweight, luminous foundations, cream highlighters, and facial oils to enhance their skin's natural glow.

Faux Freckles: Gen Z women embrace the natural beauty of freckles and often use makeup techniques to create faux freckles on their skin. They use brow pencils, liquid liners, or specialized freckle pens to dot freckles across their cheeks and nose, adding a youthful and sun-kissed effect to their look.

Blush: Berry, Coral, or Barbie pink; scrolling through the makeup community of TikTok you are bound to see an influencer rave about a new blush. As a Gen Z woman myself I've noticed the influx in blush production whether it be a liquid, cream, or powder blush it's bound to be on a Gen Z women's Sephora wishlist.

Gelled Brows: Over the past decade we've seen a plethora of brow trends, like in 2014 when the viral "Eyebrows on Fleek" Vine video inspired dark, blocky eyebrows for years. Eyebrows had become the focus of the face and with that in mind, Gen Z women started to shift towards more natural brows. As time went on, products like Anastasia Beverly Hills' "brow

freeze” became one of the bestselling items at Sephora and Ulta. These brows gels provided a full yet wispy look to the eyebrows.

Soft Eyeliner: Gen Z women are opting for a modelesque look, creating an eye-catching lifted effect. Instead of the dark black liquid liner and bold lines, Gen Z women have devised a technique that is standout, but almost undetectable. This technique employs the use of a deep brown or a less pigmented black shadow. With the use of an angled liner brush, blending, and feathering, the look is created. Winged eyeliner is a popular choice among Gen Z for making a fierce yet subtle statement.

Mascara: Mascara Is one of the most widely used products by women all throughout cosmetic history. Since its creation, mascara has been one of those products that can make a woman look all done up with minimal effort. This eye-defining product has had a renaissance in the past couple of years with most Gen Z women opting out of wearing faux lashes, but instead searching for mascara that can provide that same effect.

Lip oils and glosses: Instead of traditional matte lipsticks, Gen Z women often choose to have a more comfortable lip product that provides a sheer, glossy-looking wash of color to the lips. These lightweight formulas offer lip care benefits while maintaining a moisturized and hydrated finish.

How do Gen Z women decide what cosmetics to consume?

Gen Z women decide what cosmetics to consume by approaching the beauty industry in a discerning and informed manner, considering a variety of factors before making purchasing decisions. Some of these factors include the brand's efforts at inclusivity and diversity. Gen Z women prioritize inclusivity and diversity in the beauty industry, seeking out brands that offer a

wide range of shades, formulations, and product options suitable for all types of skin tones, textures, and identities. They often appreciate brands that feature realistic beauty and diverse representation in their marketing campaigns and product imagery such as brands like Aerie REAL.” The campaign aims to challenge traditional standards of beauty and wants to empower women to be confident in their bodies” (Hart). The formation of this brand was inspired by the lack of representation of realistic women and beauty in the consumer market. The creation of this brand and its emphasis on realistic beauty pushed companies like Victoria’s Secret to shift towards inclusive ad campaigns after becoming a highly profitable company (Hart).

While Gen Z women appreciate inclusivity and diversity, they are also budget-conscious consumers who seek out affordable options that offer good value for money. “Gen Z consumers of beauty and skincare products are most attracted to brands for their pricing (48%)”. (Gen Z Beauty Buyers Are Price-Conscious, but Less so than Older Consumers). They are attracted to brands that offer accessible price points without compromising on quality or performance. Gen Z women are also prone to making purchasing decisions based on trial and experience. Gen Z women are open to trying out new products and brands, often relying on samples, trial sizes, and in-store swatches to test out products before making a purchase. (Gen Z Beauty Buyers Are Price-Conscious, but Less so than Older Consumers). They also value firsthand experiences and peer recommendations when evaluating the efficacy and performance of makeup and cosmetics. Not only do post-millennial women seek out peer recommendations, but they also turn to social media for reviews and “wear tests” before consuming new cosmetic items.

Gen Z women are active participants in digital communities, sharing beauty tips, trends, and inspiration on social media platforms like TikTok, Instagram, and YouTube, because of this

Gen Z women are heavily influenced by said social media platforms where they follow beauty influencers, makeup artists, and content creators specifically focused on cosmetics. They rely on product reviews, tutorials, and recommendations from trusted influencers to discover new brands and products and to stay updated on the latest trends. “ Gen Z are more likely to add a new skincare and cosmetics product to their collection based on a recommendation from a TikTok influencer. When asked where they turn to for online beauty content and information, Gen Z ranked YouTube first, TikTok second, and Instagram third.” (Gen Z More Likely to Buy New Cosmetics Based on TikTok Influencer Recommendations). Because Gen Z women often resort to using social media as a tool to help decipher whether or not they will purchase a cosmetic product, research shows that beauty companies are becoming heavily reliant on “Influencer Marketing” (Rashid Khan).

How do Gen Z makeup trends compare to Max Factor's “ideal face” makeup?

Presumably the instinctual answer to “How do Gen Z makeup trends compare to Max Factor's “ideal face” makeup?” would be that they don’t compare in most ways other than the fact that makeup is still being used. Gen Z women choose to use glowy and dewy foundation while women of the ideal face era were instructed to use a mattifying complexion product. Another striking difference is that Gen Z women prefer more glossy, nude-colored lips rather than bold red lips as women of the ideal face era wore. Now looking at these differences it's a fair point to make that there was nothing in common, but we have to look at the initial reason why Max Factor created ideal face makeup to begin with.

As stated previously, These cosmetic application techniques and products were mainly created to give an actress a “good camera face” which meant the actress could be filmed from

any angle. (Cosmetics and Skin: The Ideal Face, 2018). Thinking about “good camera face” and what it means in the context of Gen Z, it proposes the question again: “How do Gen Z makeup trends compare to max factor's “ideal face” makeup? If we think about makeup in the context of “good camera face” the difference between the “ideal face” and Gen z makeup applications have very similar purposes. With Generation Z being known as the digital generation it’s implied that Gen Z does things predominantly with the internet in mind. “This cohort of consumers, born in and after 1996, watches an average of 7.2 hours of video a day” (Faughnder). Due to the number of hours spent on social media, our society has become used to seeing each other online more than in person through video media, photographs, and messaging. The perk of being online is you can present yourself in whatever format you want so it’s to be assumed that one would present their best self and for Gen Z women, makeup application can help.

With the rise of social media platforms like Instagram, TikTok, and YouTube, individuals are constantly capturing and sharing images and videos of themselves online. Understanding how makeup translates on camera ensures that individuals can present themselves in the best possible light, enhancing their digital presence and engagement with their audience.

Looking at the comparison, what has stayed the same, and what changed?

Although Max Factor developed these ideals in the 1930s, I argue that these ideals still inform how Gen Z presents and performs contemporary beauty standards. Comparing some of the most prominent faces of the “ideal face” era (see figures 4, 5) to some popular faces of Generation Z (see figures 6,7,8) the similarities are noticeable, some of those similarities are a natural yet photogenic face.



Figure 4: Jean Harlow

Taken from: <https://www.jeanharlow.com/>



Figure 5: Sylvia Sydney

Taken from <https://glamourdaze.com/>



Figure 6: Hailey Bieber

Taken from <https://www.instagram.com/>

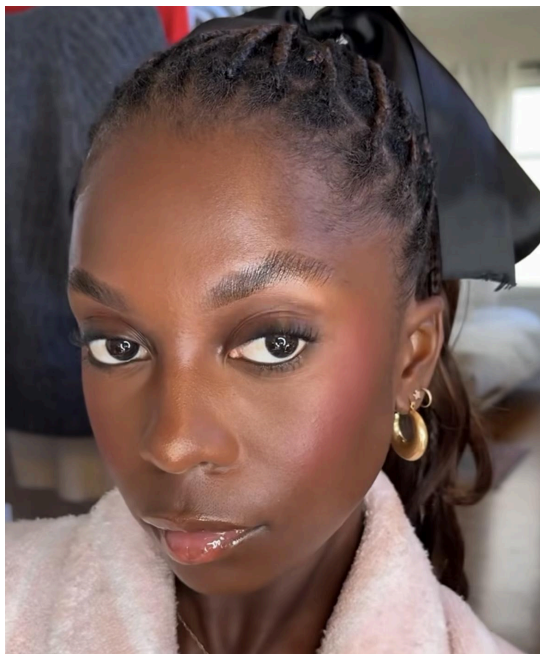


Figure 7: Toni Bravo

Taken from <https://www.instagram.com/>



Figure 8: Dacey Cash

Taken from <https://www.instagram.com/>

Why is this research important?

Max Factor creating the concept of the “ideal face” was primarily done through the lens of how the faces of women appeared on camera. This concept has had a long-lasting effect on how women are presented on camera today. The technology and media variables influenced his ideal then inevitably influenced generations after him. It is important that we understand makeup for cameras as a digital society because it allows us to understand how technology plays a huge role in cosmetics, makeup for cameras is essential in today's digital society for effective communication, personal branding, career advancement, and meeting consumer expectations in an increasingly visual and digital world. In a digital society, visual communication is paramount, with images and videos often serving as primary forms of communication. Makeup for cameras

can help convey specific messages, emotions, or themes in digital content, enhancing storytelling and audience engagement across various digital platforms.

For individuals in industries such as entertainment, fashion, and beauty, understanding makeup for cameras is crucial for career advancement. Professionals working in film, television, photography, and other visual media must ensure that makeup translates effectively on camera to meet the demands of their industry and excel in their respective fields. Also with consumers increasingly engaging with digital content, their expectations for high-quality visuals also rise. Brands and content creators must meet these expectations by producing visually appealing and professional-looking content, which includes understanding how makeup appears on camera to create compelling imagery and videos that resonate with their audience. Many professionals, including influencers, content creators, and entrepreneurs, rely on digital platforms to build their personal brands and promote their products or services. Properly applied makeup for cameras can help convey professionalism, confidence, and credibility in digital content, contributing to a strong and consistent brand image.

This research highlights the overlooked evolution of makeup trends from the 1920s to the mid-1940s and emphasizes the importance of understanding the history of the cosmetics industry in shaping modern beauty standards and marketing strategies. It also addresses the lack of research on how Gen Z women interact with cosmetics, particularly in relation to the "ideal face" concept. The paper aims to explore differences between the "ideal face" era and contemporary cosmetics, as well as examine Max Factor's impact on subsequent generations of women. Factor's creation of the "ideal face" concept, primarily for camera appearance, has had a lasting

effect on how women are presented on camera today, with technology and media variables influencing generations after.

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