

# How the industry is evolving for every skin tone and type

Aditi Malhotra

**F**or decades, the beauty industry followed a narrow and often unattainable standard of perfection—fair skin, Eurocentric features, and airbrushed ideals that left many people feeling unseen. From foundation shades that catered only to lighter skin tones to advertisements featuring a singular idea of beauty, the industry was exclusionary in more ways than one.

But times have changed. Today, beauty is no longer about fitting into a mould; it's about embracing individuality. The industry has taken giant strides toward inclusivity, recognizing that beauty exists in every skin tone, every texture, and every unique feature. Whether it's the expansion of shade ranges, representation in campaigns, or skincare that acknowledges diverse needs, the beauty world is finally beginning to reflect the reality

of its consumers.

Let's take a closer look at how this shift is happening and why inclusivity in beauty is more than just a trend—it's a long-overdue movement.

## THE FOUNDATION OF CHANGE: More shades, more representation

One of the most significant turning points in beauty inclusivity came when global brands started expanding their foundation ranges. In 2017, Rihanna's Fenty Beauty launched with an unprecedented 40 shades of foundation (later expanded to 50), proving that there was a demand—and a responsibility—for brands to cater to all skin tones.

This moment was a wake-up call for the industry. Suddenly, brands that had previously released five or six shades were scrambling to keep up, realizing that beauty wasn't just for one group of people. Other companies

## BEAUTY ADVERTISING: More than just token representation

Beauty campaigns have also seen a shift, with brands finally understanding that inclusivity isn't just about offering diverse products—it's about making people feel seen. Gone are the days when a single, fair-skinned model represented an entire global campaign.

Today, brands are showcasing a range of faces, embracing people of different ethnicities, body types, gender identities, and even skin conditions like vitiligo, acne scars, and albinism.

This change has been largely driven by

consumers who demand authenticity. Social media has given people a platform to call out brands that fall short on representation, leading to more thoughtful, intentional marketing. Instead of using diversity as a box to check off, many brands now collaborate with real people—content creators, beauty enthusiasts, and activists—who resonate with audiences in a genuine way.

Brands like MAC, Glossier, and Huda Beauty have championed this movement, featuring models with freckles, wrinkles, and textured skin in their campaigns. Even luxury brands, once rigid in their exclusivity, have embraced diversity, realizing that beauty should be accessible to all.



## THE CHALLENGES THAT REMAIN

Despite the progress, inclusivity in beauty is still a work in progress. Many brands still engage in "performative inclusivity," launching a few darker shades or featuring a token diverse model but failing to follow through with real change. Products for deeper skin tones often sell out quickly because brands underestimate demand, and hair care aisles in many stores still lack enough options for textured hair.

Moreover, price accessibility remains an issue. Many of the brands leading the inclusivity movement are high-end, leaving those on a budget with fewer options. True inclusivity means making diverse beauty accessible at all price points, not just in luxury markets.

There is also work to be done in hiring practices within the beauty industry. While representation in advertising has improved, the same cannot always be said for corporate leadership. Ensuring that diverse voices are present behind the scenes—in product development,

marketing, and executive roles—is crucial for sustaining long-term change.

At its core, beauty is about self-expression. When people feel represented in the products they use, they feel seen, valued, and empowered. No one should have to struggle to find their shade, their skincare solution, or a model who looks like them in a campaign.

The evolution of inclusivity in beauty is not just about trends; it's about reshaping an industry that, for too long, dictated unrealistic and exclusionary standards. It's about creating a space where everyone—regardless of skin tone, hair texture, gender identity, or ability—feels welcome.

And while there's still a long way to go, the movement is growing stronger every day. As consumers continue to demand better representation, brands will be held accountable for ensuring that beauty truly belongs to everyone.

Because at the end of the day, beauty isn't just about looking good—it's about feeling good, and that's something everyone deserves.



## BEYOND COMPLEXION: Recognizing all skin and hair types

While the shift in makeup shades was monumental, inclusivity had to go beyond just foundation. Beauty brands began to realize that true representation meant acknowledging every aspect of diversity, including different skin types, hair textures, and unique beauty concerns.

For years, skincare was largely designed with a Eurocentric approach—targeting fine lines, anti-aging, or sun damage while ignoring concerns that affect people with melanin-rich skin, such as hyperpigmentation, keloid scarring, and oil regulation. Now, brands are finally creating products specifically formulated for diverse skin types.

Hair care, too, has undergone a much-needed transformation. The natural hair movement, which gained momentum in the early 2000s, forced brands to cater to different curl patterns and textures rather than assuming all hair types needed the same products. Today, products for curly, coily, and wavy hair are more widely available, shifting the focus from "taming" natural hair to embracing and nourishing it.



followed suit, launching extended shade ranges that catered to deeper, olive, and even neutral undertones—acknowledging, perhaps for the first time, that skin color isn't just about "light," "medium," and "dark."

This expansion wasn't just about makeup—it was about validation. For people who had spent years mixing products to find their right shade or being told their skin tone was "too difficult to match," seeing themselves represented in beauty aisles was revolutionary.

## THE GENDER-NEUTRAL MOVEMENT IN BEAUTY

Another exciting development in the beauty industry is the shift toward gender inclusivity. For years, beauty was marketed as a "women's industry," with strict gender lines drawn between makeup and skincare products. Today, those barriers are dissolving,



Gender-neutral beauty brands have emerged, creating products that aren't labeled as "for men" or "for women" but simply as beauty essentials. From skincare to makeup, the focus is now on personal expression rather than societal expectations. Big names like Chanel and Tom Ford have launched gender-fluid beauty lines, while indie brands like Fluide and Non-Gender Specific are making waves in the industry. The rise of male beauty influencers and non-binary makeup artists has also played a role in normalizing beauty as a form of self-expression rather than something dictated by gender norms.

## KONKANI JOURNALISM DAY CELEBRATED AT MARGAO



Konkani Journalism Day was organised by Konkani monthly Gulab, in collaboration with Fr Freddy J Da Costa Memorial Trust, Konkani Bhasha Mandal and Felicio Cardoso-che Pattlavdar, at Konkani Bhavan hall, Margao. Konkani Journalism Day is celebrated on February 2 to commemorate the publication of the first Konkani newspaper, 'Udentechem Sallok,' which was launched on February 2, 1889, by Eduardo José Bruno de Souza in Pune.

The future for Konkani journalism is very bright. Today, many children have started writing, and they must continue to develop their writing skills, not only in journalism but also in other fields that will benefit them in the future," advised Amar Patil, a senior journalist and the chief guest for the function. The other guests for the function were Fausto V Da Costa, Fr Freddy J Da Costa Memorial Trust President and editor of Gulab, Ratnamala Divkar, president of Konkani Bhasha Mandal, Fr Socorro Rebelo, Felicio Cardoso-che Pattlavdar, and

Brijesh Desai, Konkani teacher of Ravindra Kelekar Dyan Vidya Mandir.

Nevan Fernandes and Samuel Fernandes, both students of Loyola High School, Margao, performed two Konkani songs on Goa and Göykarponn, which were highly appreciated by the audience. Later, the guests paid tributes to Eduardo Jose Bruno de Souza by offering floral tributes to his portrait as a mark of respect.

Fr Socorro Rebelo, Secretary of Felicio Cardoso-che Pattlavdar welcomed the chief guest and the audience. Brijesh Shet Desai introduced the chief guest and Fausto V Da Costa presented a bouquet of flowers to Amar Patil as a gesture of warm welcome. Ratnamala Divkar, addressed the audience about the significance of the Konkani Journalism Day.

Later, a pamphlet on 'Valuable works of well-known Goan journalists' was released by Amar Patil. Brijesh Shet Desai compered the function while Mafaldina Moreira proposed the vote of thanks.

## Shubha Khote's acting journey from comedy to theatre



the MOG Sundays talk series in Pilerne. Shubha, a champion swimmer and cyclist, became a household name with her poise and comic timing in numerous Hindi and Marathi films. Recalling her interaction with the late Dilip Kumar at a film event, she said, "Dilip Kumar was there. After the show, I met him. I used to touch his feet. (In blessing). I did not wash my hair for six days after that." She later played squash with Dilip Kumar regularly.

With a 70-year career, Shubha, an all-India cycling champion in the 1950s, earned a cycling scene in her debut film 'Seema' (1955), directed by her mentor, Amiya Chakrabarty. Shubha's career defied the expectations of a young actress in the early 1950s. She was not only an athlete but also pursued comedy at a time when few female actors chose comedic roles.

At 87, Shubha's passion for theatre remains strong. The same passion helped her found Shubhangi Kala Mandir and she continues to cherish the stage. "Theatre is where I started and it continues to be close to my heart. Acting is my passion and I enjoy doing it. It's a family experience and I am proud of the productions we've



taken across the world," she said, recalling performances in Dubai, London, and Goa.

Like her father inspired Shubha to become an actor, her daughter Bhavana Balsaver got into the acting scene because of Shubha. Shubha's late brother, Viju Khote, is also known for his comic timing, including his iconic role as Kaalia in 'Sholay' (1975). "Acting is in my genes because of my grandfather, my uncle and my mother. While I have garnered a lot of respect in the field because of my mother, I strove to make my own mark in the industry" said Bhavana.

## All Goa Catholic Educational Institutions Day 2025

The Archdiocesan Board of Education will be celebrating the All Goa Catholic Educational Institutions Day. The chief guest will be Anthony de Sa, ex-Chief Secretary of Madhya Pradesh and His Eminence Filipe Neri Cardinal Ferrao will preside. The association will be felicitating 85 staff members from ABE institutions who have completed 30 years of dedicated service.

Venue: Ravindra Bhavan, Margao  
Date: February 6  
Time: 10 am

## Herald Gaming Console

### Dilbert

I DON'T HAVE A BUDGET FOR YOUR PROJECT.

ASK THE OTHER PROJECT MANAGERS IF THEY WILL KICK IN SOME FUNDS FROM THEIR BUDGETS.

HOW DO YOU THINK THAT ENDS? HUGE SUCCESS?

### Garfield

HEY, STUPID!

SHUT THE POOR, YOU FAT, UGLY CAT!

THE MILK'S DEFINITELY GONE BAD

### Wizard of id

I LOVE MY WORK

COMPLAINT DEPARTMENT

### crossword 4760

**ACROSS**

1- In \_\_\_\_ land; 5- Marry again; 10- Land map; 14- Woeful word; 15- Unaccompanied; 16- Must've been something \_\_\_\_; 17- \_\_\_\_ Hashanah; 18- White-and-black bearlike mammal; 19- \_\_\_\_-Day vitamins; 20- Remove spots; 22- Thin; 24- Relieve (of); 25- Prior to, poetically; 26- Entirely; 30- Insistence; 34- \_\_\_\_-deucey; 35- Shouts; 37- Architect Mies van der \_\_\_\_; 38- Word in many band names; 39- Small island; 40- Turndowns; 41- In \_\_\_\_ (stuck); 43- Software buyers; 45- Central part; 46- Later edition; 48- Books of maps; 50- Find the sum of; 51- Hi- \_\_\_\_; 52- Eyelash cosmetic; 56- Partway through period; 60- The wolf \_\_\_\_ the door; 61- Bar, legally; 63- Use a surgical beam; 64- Farm structure; 65- Paris divider; 66- Bluesy James; 67- Boris Godunov, for one; 68- Lieu; 69- First king of Israel;

**DOWN**

1-Hog fat; 2- Natural soother; 3- Colleen; 4- Smokers receptacle; 5- Quickly; 6- Oomph; 7- Succeeded; 8- Wraps up; 9- Traders; 10- Explorer; 11- Get, as a job; 12- To \_\_\_\_ (exactly); 13- Salty drop; 21- Afflict; 25- Unit of energy; 26- Golden Horde

### solution 4759

member; 27- Earth tone; 28- Get ready to drive; 29- Brewer's need; 30- Extreme; 31- Taboos; 32- Task; 33- Affirmatives; 36- Whopper; 42- Farm vehicle; 43- Disrobe; 44- Like barber poles; 45- Fortresses; 47- Actress Lupino; 49- Spearheaded; 52- Fog; 53- Sale sign; 54- Room in a casa; 55- I'd hate to break up \_\_\_\_; 56- \_\_\_\_ Lisa; 57- I could \_\_\_\_ horse; 58- Queue after Q; 59- Kind of ticket; 62- No-win situation?

### sudoku 4760

		8		1				2
1	3			4				8
	5		9					
8	3			5	6			
	4						3	
		9	4			2		7
				9			5	
	9			2			6	3
3			5		4			

### Instructions for Sudoku

9 x 9 letter: To solve a Sudoku puzzle, every number from 1 to 9 must appear in each of the nine vertical columns, in each of the nine horizontal rows and in each of the nine boxes

### solution 4759

7	4	6	9	2	8	1	3	5
5	8	2	7	1	3	4	6	9
9	1	3	5	6	4	7	8	2
3	7	1	2	8	5	9	4	6
6	5	8	4	7	9	3	2	1
4	2	9	6	3	1	5	7	8
8	3	7	1	9	2	6	5	4
2	9	4	3	5	6	8	1	7
1	6	5	8	4	7	2	9	3