

How can makeup brands benefit from more inclusivity in the customer-brand relationship?

**Bachelor Project submitted for the degree of
Bachelor of Science HES in International Business Management**

by

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Disclaimer

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Executive Summary

In recent years, the makeup industry has turned a corner with the introduction of the notion of inclusivity. Indeed, this sector once ruled by beauty diktat has been challenged and its norms have been revised, leaving more room for each individual's differences and uniqueness. Consequently, the playing field has been redefined, and companies had to adapt their strategy and practices to suit the evolving needs of their customers.

This study aims to capture the potential of promoting an inclusive beauty to determine how makeup brands can ultimately benefit from it in the customer-brand relationship. To clear the way on this topic, the first step was to delve into existing literature to take stock of how inclusive and diverse the current beauty industry is. Then, to extend the discussion, data was obtained from an online questionnaire and qualitative interviews with identified minorities to gain a better understanding of customers' views on the topic of interest and assess its potential effect on the connections formed with brands.

Based on the findings of this study, it appeared that inclusivity is now part of consumers' expectations and that they call for more from beauty brands. Indeed, it was observed that the makeup industry is still considered as not representative enough of society. Said differently, there remains a severe lack of diversity, and certain groups, such as the elderly and people with disabilities, are still regarded as invisible. Additionally, the research revealed that opting for an inclusive approach might lead to stronger connections with customers. Indeed, being represented by a brand might make them feel more attached to it and more inclined to recommend it to their surroundings. As for brand perception, inclusivity could convey the image of a brand that is innovative, attentive, and open-minded.

Following the clear desire for a truly inclusive beauty world, recommendations were formulated for makeup brands using the marketing mix. The weak spots previously identified in the research were, therefore, addressed for each element, i.e. product, price, place, and promotion, in order to highlight areas for improvement for cosmetics companies. This involves, for example, extending the shades of the entire product range to match every skin tone, opting for a genderless approach, or improving in-store assistance to coincide with a diverse customer base. Since it has been demonstrated that inclusivity is an opportunity for makeup brands to connect with customers on a deeper level, this thesis aims to suggest appropriate tools to accomplish this.

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1. Introduction

1.1 Research question and objectives

The makeup industry is a massive and ever-evolving market, which is projected to reach a global value of \$100 billion by 2025 (Statista Research Department 2020). Given the vast number of competitors in this sector, companies need to build strong relationships with their customers to distinguish themselves. Recently, this industry experienced a tremendous shift with the emergence of the notion of inclusivity. Indeed, as society became more aware of the importance of diversity and inclusion, there has been a rising demand for products that meet the needs of everyone, regardless of their ethnicity, gender, religion, age, or ability. This shift in consumers' expectations called into question traditional beauty standards, forcing makeup businesses to reconsider their product offerings as well as their marketing strategies.

In this context, the main purpose of this study is to explore how makeup companies behave in terms of inclusivity, focusing on the effects of this on the customer-brand relationship. As the introduction of inclusive marketing has so far demonstrated positive indicators in some areas, the idea is to determine whether this approach is also desirable in the beauty industry. Therefore, the objectives are to examine the significance of inclusivity to customers, their perception of its current level in the market, and how this aspect affects the bond they form with their favorite makeup brands. If this seems favorable, the next step would be to explore whether clients would be receptive to greater inclusiveness.

Furthermore, this research aims to provide makeup businesses with valuable recommendations and insights to develop relevant marketing strategies that meet customers' expectations in terms of inclusion. Thus, it will be investigated whether it is beneficial for these companies to strive to create a more diverse market.

As a result, the research question that this bachelor thesis attempts to answer is: *How can makeup brands benefit from more inclusivity in the customer-brand relationship?*

1.2 The makeup industry

1.2.1 The evolution of makeup: unveiling the codes and societal norms

Makeup, also known as color cosmetics, designates “colored substances used on the face to improve or change the appearance” (Cambridge Dictionary 2023). The history of makeup is extensive and goes back to ancient times. People have been wearing makeup for centuries, but its use and functions have evolved over time. Whether it is to respect customs, express oneself, or more frequently perfect one's appearance.

According to the majority, the first appearance of makeup dates from Ancient Egypt. When thinking of the Egyptians, one immediately remembers their legendary use of kohl, which is still used today. At this time, everybody used makeup regardless of gender and social class (Elridge 2015). Ancient civilizations such as the Greeks and Romans continued to paint their faces. Unlike the Egyptians, this practice was only reserved for wealthy women to whiten their skin with lead-based cosmetics. Indeed, having a pale complexion was a symbol of belonging to higher social classes since it indicated that the person spent most of their time indoors, away from the strenuous duties performed under the sun (Elridge 2015). This connotation of fair skin as a sign of prosperity and the use of makeup to preserve it persisted for centuries in many different cultures. In the Middle Ages, the popularity of makeup decreased considerably as it was condemned by the Church in Western countries. Indeed, it was considered sinful because it assumed that God's original creation was not good enough (Elridge 2015). Makeup saw a resurgence in the 16th century, particularly during the Elizabethan or Italian Renaissance periods. Although some men started to use cosmetics occasionally, it was still frowned upon by both genders. Makeup use increased in the 17th century and evolved into extravagant, colorful styles in the 18th century, but returned to subtle and natural looks in the 19th century. Slowly, makeup went from being despised to being tolerated. Up until this point, most cosmetics were homemade because it was difficult to find products in stores and even more difficult to find high-quality items (Corson 1972).

In the 20th century, the use of makeup was ultimately democratized. Since Ancient Egypt, this was the first time that makeup could be worn again in an unlimited way being socially and morally accepted. This is when the makeup industry as such was born, as makeup was produced and commercialized for the masses. In 1923, the production of cosmetics including perfume amounted to \$75 million in the United States, for instance.

This figure had increased by 400% since the previous decade, reflecting the speed of expansion of this sector (Corson 1972). Big names, still known today, such as Maxx Factor, Maybelline, and Revlon entered the market and revolutionized it by introducing innovative technologies that contributed to the international growth of the sector. By 1952, Revlon products were sold in 73 countries (Corson 1972). In addition to this, communication and advertisements also expanded. Many magazines such as Vogue began including sections dedicated to makeup to inform readers about new trends and products (Corson 1972). As a result, the makeup industry became coveted and accessible to all. Over the years, it has firmly anchored in women's daily lives. While men have continued to take care of themselves with skincare, beard care, and perfume, makeup has been assimilated into the female gender from the end of the 20th century until just a few years ago.

As the makeup industry has been through the ages, it has been infused with many period-specific codes (Elridge 2015). These various phases of its history contributed to shaping the massive industry it is today. The practices and standards for makeup have progressed along with society. Who can wear it, how and to what extent has always been determined by the public opinion of the time, in which the people evolved. Since societal norms are closely related to this field and change with time, it implies that the industry is also in constant evolution. This is still noticeable today, as the sector has recently undergone a considerable shift, with the introduction of the notion of inclusiveness.

1.2.2 Today's makeup industry in figures

The beauty industry is made up of several categories, including skincare, makeup, fragrance, haircare and hygiene products. According to L'Oréal Universal Registration Document of 2022, the global value of the cosmetics market was worth more than €250 billion. The makeup segment accounted for 16% of the overall value, representing approximately €40 billion. As for the geographic breakdown of the whole market, it was mainly dominated by Western Countries, with North America accounting for 28% and Europe for 22%. North Asia, however, also held a considerable share of this market (32%) (L'Oréal 2023).

When it comes to the makeup segment, it can be broken down into three main categories: face, eyes and lips. In 2022, it was reported that the category that was spent the most on in the US was eyes (\$2.95 billion), followed by the face (\$1.8 billion), and finally the lips (\$740 million) (Petruzzi 2023).

The 10 most influential beauty brands of 2022, based on their media impact value are presented in the table above (Statista Research Department 2023). Media impact value is an algorithm that assesses the impact of a brand's media presence, meaning its reach and engagement, and thus seek to quantify the influence it exerts (Gulberti 2022). The predominance of Western countries in both the geographical breakdown of the global market value and the most influential makeup brands to this day, gives an idea of the Eurocentric influence prevalent in this industry, a point which will be discussed later in this paper.

Table 1 – Most influential makeup brands in 2022

	Brands	Country of Origin	Founded in
1	Dior	France	1946
2	Lancôme	France	1935
3	L'Oréal Paris	France	1909
4	M.A.C Cosmetics	Canada	1984
5	Chanel	France	1910
6	Shiseido	Japan	1872
7	Charlotte Tilbury	United Kingdom	2013
8	Estée Lauder	USA	1946
9	Maybelline	USA	1917
10	Nars	France	1994

1.3 Customer-brand relationship

The customer-brand relationship is the ongoing link forged between a seller and a customer. This relationship is created on the basis of the actual benefit the seller promises to deliver to the customer. Thus, it goes beyond the simple interaction between these two actors at the time of purchase. This bond extends further as the seller commits to continuously fulfill the buyer's needs and expectations throughout the various stages surrounding the purchase (Schultz et al. 2009). On the other hand, the buyer also undertakes to acquire, consume or use the product or service offered by the seller. Consequently, this interaction between the seller and the buyer can be seen as a mutual exchange of benefits. In line with this principle of reciprocity, a strong customer-brand relationship has been described as an active partnership (Fournier 1998).

As supported by most theories on the subject, customer form relationships with brands in the same way as they do with people in a social context (Fournier, Breazeale and Fetscherin 2012). Therefore, customers may experience various positive attitudes towards brands. The emotional concepts most often encountered about brands are the following (Papista, Dimitriadis 2012):

- *Satisfaction* expresses that customers' needs and requirements are addressed by the brand. The reason why they bought a product or service has been fulfilled.
- *Trust* indicates confidence in the capabilities and integrity of the brand. Customers believe in the effectiveness of the brand's offering and its honesty.
- *Commitment* expresses the desire to develop a strong and long-lasting relationship with the brand. It means that customers are engaged in using this brand rather than another, even if it requires more effort.
- *Intimacy* is a matter of understanding and knowledge of the partner. The brand inspires familiarity in customers, which gives them a sense of comfort.
- *Love* in a customer-brand relationship is the emotional attachment that customers feel for the brand. They consider the brand to be their favorite one and therefore the most valuable to them.

Building relationships with customers is essential for brands because of the positive attitudes that customers may develop, which are ultimately reflected in their buying behaviors. Indeed, these favorable feelings lead to desirable outcomes for brands such as customer loyalty, retention, and engagement. Customers will therefore buy more,

more often, at a higher price and be more responsive. This not only ensures the financial benefits for brands, which is the primary objective of marketers but also impact positively other dimensions such as social, personal, and cultural (Fournier, Breazeale and Fetscherin 2012). Brands became part of customers' consumption habits and therefore shape their daily lives. Customer relationships are therefore strong assets that brands must take good care of as it is a key success factor.

1.4 Inclusivity

A desire for an inclusive environment is now present in every aspect of society. Whether in the workplace, in education, in consumption, or in entertainment. The notion of inclusivity is frequently associated with diversity, since including is about integrating and embracing all the differences from one another. Diversity, on the other hand, refers to all the characteristics that contribute to the uniqueness of an individual. These differences may be based on key features of a person such as race, gender, age, and a multitude of other attributes (Daley 2022). Thus, including diversity means recognizing and valuing the differences of each, whatever they may be, as it contributes to its distinctiveness.

The world of beauty is no exception to the common drive to be inclusive to embrace the particularities of each one. According to the panel discussion led by the British Beauty Council, the beauty industry must represent society as a whole since its influence is more extensive than one might think. The beauty industry possesses the strength or dangerous power to shape beauty stereotypes or standards. As a result, it must be handled wisely to dissolve them and ensure that beauty is not perceived as universal (British Beauty Council 2019).

2. Literature review

2.1 The emergence of the inclusive beauty

Inclusiveness is defined as “the practice of not excluding any person on the grounds of race, gender, religion, age, disability, etc” (Oxford English Dictionary 2023a). Although this notion is now widespread in the beauty industry, this was not always the case in the past. As observed in the history of makeup, the codes of beauty change with time. Who can wear makeup today, could not necessarily do so yesterday. At the beginning of the 21st century, this matter was raised once more. Some realized that the beauty industry was lacking diversity and tried to remedy this but in vain (Nittle 2018). Improvements were being made, but not enough to move the industry as a whole.

The desire for inclusiveness has grown incrementally over the past decade. It is, therefore, difficult to pinpoint an exact date for its emergence. Nevertheless, one important milestone of the push towards inclusivity is the launch of Fenty Beauty by Rihanna, the internationally renowned singer and businesswoman. Now known as the “Fenty Effect”, Rihanna's launch into the beauty market brought a long-awaited wind of change that has in some ways shaken up the industry. The company's first product to hit the market was a foundation with 40 shade options. Since most competitors usually released less than half of this number of shades and the variation of these was predominantly in the lighter shades, this was revolutionary for the market. There were already some exceptions among makeup brands such as Make Up For Ever or M.A.C Cosmetics which offered almost 40 foundation shades. These, however, did not have the same impact as Fenty Beauty, in part, as they were said not to be optimal for darker skin complexions because of unflattering undertones and perhaps also because they were not endorsed by such an influential pop culture figure as Rihanna (Rodulfo 2018a).

The strength of Fenty Beauty has been to enter the market with the right offer, at the right time, and with the right message. Indeed, a product was developed by Fenty Beauty due to the rising demand from a consumer base with diverse features and ethnic backgrounds (Johnson-Hunt 2020). In addition, it is worth noting that the brand has never used the word “inclusive” in any of its advertising campaigns. They have instead used wording such as ‘beauty for all’, for example. The brand's guiding principle was and still is “showing not telling”, as reported by Saputo (2019), Chief Marketing Officer of Kendo Brands whose portfolio includes Fenty Beauty. Instead of overusing the word and risking

it losing its meaning, the company has been more focused on genuinely demonstrating what inclusion looks like in terms of representation and product offering (Saputo 2019).

Fenty Beauty's arrival marked the beginning of a new era for the makeup industry. Indeed, this innovative approach pushed the boundaries since, in response, many major brands expanded their range of shades to follow the market trend. This was therefore a strong call to action for the inclusion of ethnic diversity (Saputo 2019). The successful launch of Fenty Beauty paved the way for the movement of wanting to "be represented by the brand we buy". As a result, the notion of inclusivity has spread throughout the industry, turning its rules upside down.

Figure 1 – Fenty Beauty



Source: Saputo (2019)

2.2 Defining minorities by defining inclusiveness

Since the dawn of time, the beauty industry of Western countries has been promoting Caucasian women. Whether it is in terms of representation or product offering. Thus, this has contributed to upholding the socially transmitted criteria of beauty (Jones 2010). The recent emergence of inclusive beauty underlined the fact that the actual diversity of the population should be reflected. From this, it was pointed out that certain groups are sidelined by the industry and can therefore be categorized as minorities within it. Paradoxically, people belonging to minorities are reflected in the definition of inclusiveness. As a reminder, inclusiveness is defined as "the practice of not excluding any person on the grounds of race, gender, religion, age, disability, etc" (Oxford English Dictionary 2023a). From this, it can be understood that people not yet included and who

must be are racialized people, men, the elderly, and people with disabilities. Since, in essence, the young white woman is the typical target of marketers, the remaining audience to be included encompasses all the profiles that deviate from these characteristics. As a result, the cosmetics industry's ultimate objective of full inclusion should be to reflect the true diversity of society, by integrating a range of profiles in which all types of clients could identify themselves.

2.3 The current landscape of inclusivity

Since the advent of inclusive beauty, the notion has gained importance in the market over time. Being increasingly requested by customers, beauty brands had no choice but to respond to this need. The majority of cosmetics brands, therefore, had to adjust to these new consumer demands to stay competitive, but also profitable. For a brand to sell, it must be aligned with the customer's expectations, both in its proposition and message. The minorities identified in the industry thus began to have a growing amount of light shining on them. People of color were the first minority group to start being involved in the industry because of the substantial shift brought about in part by Fenty Beauty. Although ethnic diversity has always existed in the European market, its underrepresentation has only recently come to light, forcing brands to broaden their boundaries. The gender issue has also been questioned in this traditionally feminine industry. Gradually fading the codes that restricted the use of makeup to women.

2.3.1 Racial diversity as a starting point

There have been significant advancements since 2017, which is regarded as a pivotal moment for the inclusion of racial diversity (Fetto 2020). An increasing number of brands have extended both their offerings and representation to respond to customers of diverse backgrounds. However, it has been observed that some of these improvements were usually triggered because of consumer backlash. Indeed, some beauty brands only made efforts to be more inclusive after negative responses, and not before. This demonstrates that customers are no longer afraid to speak out when they are unsatisfied with a brand's offering, as they were shown that being inclusive is entirely feasible (Kalendra, Qesja 2021). The consumer's voice is now clear and even more resonant thanks to social media. This pattern has been observed on several occasions. When Tarte Cosmetics launched its Shape Tape Foundation in 2018, it found that just one-

third of the shades were intended for dark complexion. This onslaught of complaints compelled the brand to reconsider and expand its hue selection (Kalendra, Qesja 2021).

Figure 2 – Tarte's Shape Tape Foundation (2018)



Source: Levinson (2018)

At the beginning of 2020, Sephora published a report investigating the racial bias that BIPOC shoppers, which refers to "black, indigenous, and people of color", may face in the beauty retail sector (Oxford English Dictionary 2023b). It revealed that this group of consumers is more prone to unfair treatment, inadequate representation, dissatisfaction resulting from limited choices and poor in-store experiences due to their ethnic background. These observations suggest that there is still a perception of discrimination on the consumer side (Pittman Claytor et al. 2020).

Despite the improvement made with the inclusion of ethnic diversity and a future that appears promising, there are indications that the current state is not yet ideal. While there is a strong desire for full inclusion, there lingers a sense of a white-centered approach in the European market. Thus, this indicates that there is still room for improvement. In any case, customers will not hesitate to point out brands that miss this essential element. Racial inclusivity can no longer be seen as an afterthought.

2.3.2 The ambivalence between makeup for men and genderfluidity

As history dating back to Antiquity attests, makeup has been gendered, then degendered, and gendered again (Molvar 2021). The question of who can wear makeup has often been debated, but its answer has greatly varied over time. When men were blamed for using makeup, it was usually because of its alleged emasculating power (Corson 1972).

Over the course of several years, nonconformist celebrities like David Bowie and Prince gradually pioneered the use of male cosmetics. Later, beauty influencers like Patrick Starr, James Charles, or Manny Gutierrez contributed to making it more popular (Molvar 2021). Originally inspired by drag culture, these beauty gurus have been successful in demystifying male makeup thanks to their extensive use of social media and collaborations with high-street brands (Rodulfo 2018b).

In response to this market opening, makeup brands reacted in two distinct ways. Some companies worked on reducing the inherent gender bias associated with cosmetics by creating a gender-fluid image for their brand. As is the case with Milk Makeup's "Blur the lines" advertising campaign, released in 2017. This advertising, whose name is self-explanatory, aimed to downplay the significance of gender in order to emphasize the individuality and uniqueness of each (Weiss 2017). On the other hand, some businesses have taken steps to establish a new market for male makeup by launching beauty lines dedicated to men, such as Boy de Chanel, Stryx, or War Paint For Men. The objective of these brands is to convince their consumers that wearing makeup can enhance their masculinity. To do this, they bet on collaborations with typical men's brand ambassadors. War Paint For Men, for example, worked with professional rugby and football players and with Donald Mowat, known as James Bond's makeup artist (Hills 2021). The current state of the market, as well as forecasts for the future, indicate that the future is promising for this new dimension of inclusivity due to a growing interest in male grooming (Petruzzi 2022). Men want to take better care of themselves, which may result in them using more and more makeup.

As a result, several breakthroughs in recent years have driven the gender issue forward in this initially female-dominated industry. Whether it is to make makeup gender-neutral or to better suit men's expectations, the beauty world has become more diverse. While male cosmetics have become completely standardized in the beauty sphere through

influencers and social media, there is still room for improvement in popular beliefs. In other words, a man who wears makeup may receive compliments on social media, but criticism in the street. Based on the study conducted by Morning Consult, one-third of young men aged 18 to 29 would be open to wearing cosmetics one day, making them the age group with the highest likelihood. In contrast, when considering all age groups, more than half of males remain convinced that makeup is reserved for women (Piacenza 2019). These numbers show that men who are interested in makeup and separate it from gender still remain a small portion of the market. In addition, the level of openness towards makeup varies between generations, making young people the most receptive to it. Overall, these indicators demonstrate that gender neutrality in makeup has considerably evolved and is moving in the right direction but is still a work in progress.

Figure 3 – Milk’s “Blur the Lines” Campaign



Source: Moran (2017)

Figure 4 – War Paint for Men’s Instagram post



Source: War Paint For Men (2022)

2.3.3 Shining a light on the Unseen

2.3.3.1 *Beauty is not ageless*

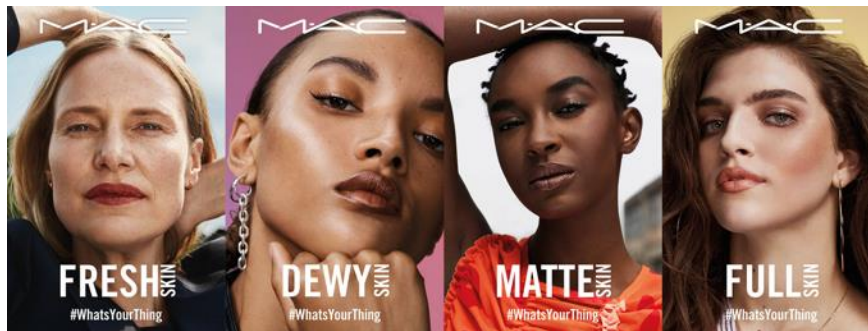
Aging has always been portrayed as something terrible and feared by most, to the point where it is possible to argue that our society is culturally conditioned to see aging as something frightening (Molvar 2021). Growing old was therefore initially equated with fear, decline, inevitability, and even to failure (Fornaciari, Goldman 2019). This negative viewpoint has given rise to a specific form of discrimination against older individuals, commonly known as ageism, which is defined as “prejudice or discrimination encountered solely based on the grounds of a person’s age” (Oxford English Dictionary 2023c).

This perception has fortunately evolved over time to the point where a certain movement has emerged in the last decades, which is positive aging. This concept, which has been studied at length, has contributed to the evolution of the initial demonizing vision of aging towards a much more positive one. Due to the increase in the human lifespan, the lives of the elderly have become longer, thus leaving more room for their social, economic, and political power. As a result, this population segment has had greater room in society and more opportunities to pursue its own interests (Gergen and Gergen 2001). The study conducted by Duay and Bryan (2006) aimed at analyzing how seniors perceive successful aging, in other words, at identifying the elements that make seniors think that a person ages well and accepts the time that has passed. One of the findings raised is the capacity to cope with changes. A person who grows old well is, therefore, someone who knows how to welcome and adapt to the changes that life puts in their path.

The world of beauty has undergone a similar evolution in its vision of the age, starting with the demonization of aging and then moving towards acceptance. This has resulted in a movement from wanting to fight the effects of aging to wanting to feel attractive and confident no matter what age. Thus, cosmetic companies that once claimed to hold the key to eternal youth changed their messaging from anti-aging to pro-aging (Villena 2018). This shift in approach is particularly noticeable in the skincare category. L’Oréal, for example, chooses to work with mature women ambassadors, such as Helen Mirren and Jane Fonda, to promote its anti-aging products (March 2018). However, when it comes to the makeup category, middle-aged women receive significantly less attention. There are very few cases that demonstrate some improvement. M.A.C Cosmetics, for example,

included a middle-aged woman in the "What's your thing" campaign of 2018 (March 2018). Charlotte Tilbury, in the same vein, collaborated with Joan Collins, an actress in her eighties, for the launch of the new Airbrush Flawless foundation in 2019 (Chetty 2019).

Figure 5 – M.A.C Cosmetics's "What's your thing" Campaign

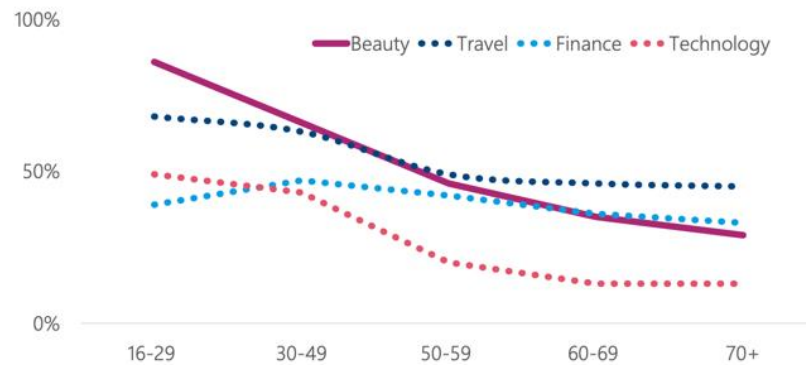


Source: Spring Studios (no date)

Nevertheless, the reality appears different when seen from the perspective of the customers. In 2006, Dove conducted the study "Beauty comes of age", which reported that 60% of mature women thought they were invisible in advertisements to the extent that if magazines represented society there would be doubts about the existence of women over 50 (Butler et al. 2006). Despite the alleged efforts of the industry, women's feelings have not changed much more a decade later. According to the study ran by 2CV in 2021, women over 50 still believe they are underrepresented in the media, particularly in the beauty world. This is evidenced by the fact that 80% of women in their fifties and beyond claim that beauty brands are obsessed with youth, making them feel ignored and neglected (2CV 2021). Even though the approach changed from the selling end, clients' opinions appear to be less optimistic. As a result, this demonstrates that this minority is still perceived as invisible by most.

Figure 6 – 50+ Women representation

How well represented do women feel within beauty media/ advertising



Source: 2CV (2021)

2.3.3.2 *Beauty is able-bodied*

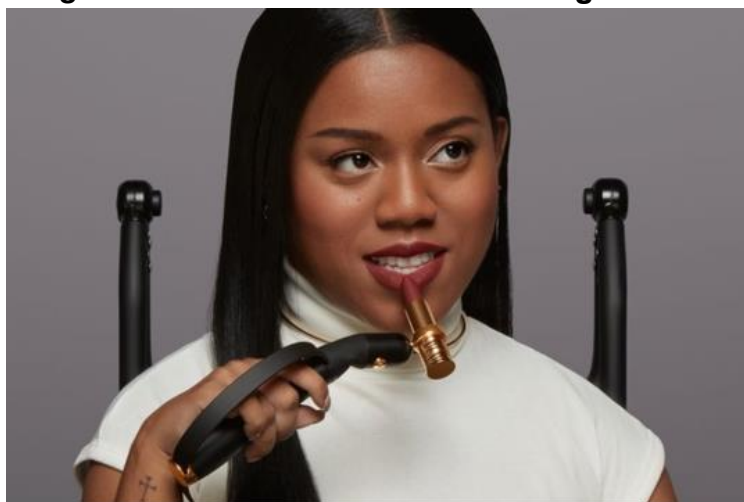
Disability is defined as “a physical or mental condition that limits a person's movements, senses, or activities” (Oxford English Dictionary 2023d). It is a fundamental element at the basis of human diversity. All over the world there is a large number of people with disabilities. The proportion of disabled people varies by nation depending on many factors related to the health and economic situation of the country (Couser 2005). According to European Council figures, there were 87 million people with some form of disability in Europe in 2022, representing 1 in 4 adults (Conseil Européen 2022). However, unlike other minorities, this segment of the population is much more diverse as the term disability covers many different forms of impairment. Indeed, the disability may be physical or mental, may affect the senses or mobility, and may be visible or invisible. In contrast to racial or gender diversity, the line between those with and without disabilities is more permeable in the sense that a person can move from non-disabled to disabled status and the opposite. This minority group is therefore distinctive due to its diversity, flexibility, and changeability (Couser 2005).

For such a prominent and heterogeneous minority population, representation is a key concern. Media representations of minority groups play an important role in shaping public perceptions of these groups, but they also influence the identity and self-image of the individuals belonging to this minority (Zhang, Haller 2013). Initially, the disabled were usually unrepresented or misrepresented, which resulted in negative stereotypes. This inaccurate portrayal has contributed to a lack of understanding of the reality of disabled people and the social issues to which they may be subject. Zhang and Haller (2013)

carried out research to investigate how people with disabilities perceive their own representation in the media. The result of their study supported prior studies' findings indicating they perceived to be portrayed as disadvantaged or victims, in other words, with a stigmatized representation. With the progress of media, especially the rise of social media, the representation of disability has improved as the main stakeholders were finally given a voice to express themselves and describe the reality of their condition. Since misrepresentation is frequently caused by those not concerned by the subject they speak about (Pennington 2022).

Along with the general desire for more inclusive beauty, people with disabilities have started to be addressed by the cosmetics industry, a sphere in which this minority was previously totally invisible (Chitrakorn 2021). Recent years have seen the arrival of companies that focus on offering solutions to facilitate the use of makeup for people with disabilities. One such company is Guide Beauty, which was founded by Terri Bryant, a makeup artist with Parkinson's disease (Bitmead 2020). Some major beauty brands also start considering this minority. Gucci Beauty, for example, launched its new L'Obscur mascara featuring Ellie Goldstein, a young model with Down's Syndrome. This ad was the brand's most-liked Instagram post, illustrating how it was perceived as a game changer for the sector (Bitmead 2020). Recently, Lancôme also took a step forward on this issue by announcing the upcoming launch of an AI-powered stabilizing device for people with reduced mobility (Velasco 2023). These improvements represent a significant step forward for the sector but are still far from widespread and limited in comparison to the number of disabled people in the population. As a result, the inclusion of this minority group still has a long way to go.

Figure 7 – Lancôme's new stabilizing device



Source: Velasco (2023)

2.4 The power of inclusivity on the customer-brand relationship

Inclusive marketing aims to provide customers with a visual culture that is reflective of society, thus considering the various profiles that are part of it (Dimitrieska, Stamevaska, and Stankvoska 2019). Jerry Daykin (2022), who studied the importance of this type of marketing to customers as well as to brands, confirms the idea that it contributes to developing a representative vision of society. According to him, an inclusive marketing campaign serves to reach a diverse and therefore wider audience. Daykin defined inclusive marketing as all the marketing strategies deployed to give people a sense of belonging. This feeling is achieved by communicating and valuing individual differences. In addition, he also mentioned the idea that the feeling of representation is important on a personal level, as it serves as a symbol of validation. Being represented and therefore recognized by society, consumers will feel part of the target audience of brands which makes them more receptive to its messaging (Licsandru, Cui 2018).

Since several researchers raise the point that inclusive marketing has an impact on the customer's feelings and therefore on their responsiveness, this leads to the idea that it influences the relationship that the customer builds with brands. According to Patrick and Hollenbeck's (2021) work on the effects of inclusive design on consumer response, an inclusive design gives customers the impression that they are valued as individuals, which strengthens their relationship with businesses. This, therefore, leads to stronger and longer-lasting companies, as well as positive feelings towards brands. Licsandru and Cui (2018) raise the same point stating that numerous studies have shown that when customers recognize their own characteristics in a brand, this results in positive attitudes on their part, such as brand loyalty, greater persuasion, and emotional attachment, which may be an indicator of a strong relationship.

2.4.1 Satisfied customers

Customer satisfaction has been defined as “the psychological state following a consumption experience” (translated from Barbaray 2016, p.5). Kotler and Armstrong completed this definition by adding that it is “the extent to which a product's perceived performance matches a buyer's expectations” (Kotler, Armstrong 2018, p.668). As a result, customer satisfaction is typically characterized by a favorable post-purchase

feeling brought on by the fact that the consumer acquired a product that met his requirements.

According to Patrick and Hollenbeck (2021), inclusivity attempts to create alternatives that best meet the expectations of all potential users, as this enhances the experience of every user and therefore ultimately benefits everyone. An inclusive approach can therefore increase customer satisfaction, as its primary goal is to better match expectations. In Euromonitor International's Top 10 Global Consumer Trends 2020, "inclusiveness for all" is one of the customer expectations, underlining the fact that this element is becoming essential in order to satisfy customers (Angus, Westbrook 2020).

Fenty Beauty was one of the best beauty brand launches, with \$100 million sales in just 40 days on the market (Wingard 2019). This success upon its release proves that when beauty brands meet customer expectations for inclusivity, it helps them succeed in satisfying them, which ultimately translates into financial reward. Indeed, Fenty's strategy has always been to put customers' desires first, so at a time when there was a rising demand for more ethical diversity in the beauty world, this is what the brand offered (Harker 2020). On the other hand, when Beautyblender released a new foundation in 2018 with over 30 different shades but practically all dedicated to fair complexions, customer dissatisfaction was widely heard on social media, which caused damage to the brand's reputation. Following Rihanna's example, customers' expectations for inclusivity were heightened and any failure to meet those expectations resulted in vocalized discontent (Childs 2022).

Figure 8 – Beautyblender's backlash (2018)



Source: Wischhover (2018)

2.4.2 Loyal customers

Having loyal customers is economically interesting for companies, as they spend more but also remain customers over a longer period. As the well-known marketing fact says, “it is five times cheaper to keep an old customer than to acquire a new one” (Kotler, Armstrong 2018, p.44). Customer loyalty is defined by Barbaray as “the result of an individual's favorable attitude to a brand resulting in repeated purchases” (translated from Barbaray 2016, p.14). Jones and Sasser (1995) discussed three measures to assess customer loyalty: repurchase intention, transaction information, and recommendation intention. Pi and Huang (2011) synthesized this notion by defining it as “the intention of repurchasing products or services”, categorizing it as the ultimate goal of the industry.

Numerous studies on self-image congruence have demonstrated that consumer individual features impact product preferences. One such study specifically focused on the impact of this on brand loyalty. Its findings highlight the importance of individual characteristics in predicting customer loyalty to a brand (Kressman et al. 2006). This implies that when customers share attributes with the brand and therefore feel represented or connected to it, they are more likely to remain loyal to it over time. Similarly, recent research indicates that promoting inclusivity, which means being representative of all people so that everyone can relate to it, can foster customer loyalty. For example, the research of McKinsey on the rise of the inclusive consumer confirmed that businesses prioritizing an inclusive approach are more likely to earn the loyalty of consumers (Brown et al. 2022). Deloitte's 2022 Global Marketing Trends study also revealed that 57% of consumers admit to being more loyal to brands actively engaging with social inequalities and therefore striving to be inclusive (Brodzik et al. 2021).

In the beauty sector, the impact of an inclusive approach is equally sought after and seems to play a role in customer loyalty. As the inclusive beauty movement revolutionized the industry, keeping up with it seems essential to retaining customers (CB Insights 2021). For example, Salsabila and Apriliyanty's (2022) study of BLP Beauty revealed that inclusive marketing might positively impact brand image, trust, and love, which might ultimately be reflected in customer loyalty. In addition, a study was conducted on Fenty Beauty's popularity, awareness, and brand loyalty in the US. It revealed 77% of Fenty Beauty's customer base displays loyalty to the brand and that 10% of US makeup users tend to repurchase from it (Kunst 2022). This significant

number of devoted customers to a brand that strives to promote beauty for all suggests that prioritizing inclusivity could result in higher customer loyalty.

2.4.3 Nurturing a sense of belonging among customers

In Maslow's pyramid hierarchizing individual needs, the need for belonging is present at the social level (Kotler, Armstrong 2018). The concept of belongingness is characterized by an individual's sense of attachment, affiliation, and connection, and is therefore associated with their perception of feeling linked to other people (D'Eloia, Price 2018). The feeling of "being part of" brings positive emotions to individuals such as happiness, elation, and satisfaction as they feel accepted and welcomed. On the other hand, experiencing rejection might have detrimental psychological effects, such as anxiety, sadness and loneliness (Baumeister, Leary 1995).

The notion of belonging is frequently associated with diversity and inclusion as its objective is about making people feel they belong to the group. As inclusive marketing aims to shed light on those who are underrepresented, this means making them feel that they are also the target audience and therefore part of it. The definition by Daykin (2022) of inclusive marketing stresses this by explicitly stating that its objective is to convey a sense of welcome and belonging to social groups left aside. Wadors (2016) also underlined the connection between inclusion and belonging by asserting that it is as important as inclusion and diversity, which are two much more discussed topics.

Some cosmetics companies have been successful in fostering this feeling of belonging among their customers through their extensive presence on social media. This is the case, for instance, with Fenty Beauty, which frequently highlights social media content made by its actual customers. By showcasing its products on various profiles, the brand makes it easier for other customers to identify with it and this finally contributes to creating a sense of community (Arévalo 2020). Glossier is also known for having built a strong community through clever online engagement. The company's customer-centric strategy consists of listening to customers and then developing products that meet their needs. Davis, Glossier's president and CFO, refers to this approach as a "people-powered beauty ecosystem", reflecting the importance of customers' voices and engagement. As a result, the sense of community has been transmitted by this digital-first brand through user-generated content, co-creation, close communication, and customer feedback (Danziger 2018).

2.5 Conclusion

Since the concept of inclusiveness first emerged, the beauty industry has made significant strides. Less than ten years ago, this idea was still unknown to the majority, but it has now established a foothold. The various minority groups identified earlier have all undergone changes in their position within the makeup sector. However, their level of inclusion and representation differ from one another. Racialized people seem to be the most considered group at the moment. In order to remain relevant to competitors, it is now almost mandatory for brands to provide a certain number of shades suitable for dark complexions. On the demand side, racial inclusivity can no longer be an afterthought, consumers being more vocal on this matter through social media. As for the gender issue, it has been well-challenged recently paving the way for a more welcoming environment. Although limited, men can now find reference figures in the field as well as tailored proposals from brands. However, mentalities still seem to show signs of reluctance. The elderly and people with disabilities, who are referred to as the still invisible, continue to face significant challenges in standardizing their presence in the beauty world. They seem to be far from a priority for brands, and while some progress has been made, it remains limited. As a result, inclusivity is becoming more prevalent in beauty culture, but there is still considerable progress to be made in its actual application.

Based on prior literature, inclusive marketing appears to positively influence the relationship between customers and brands. In today's market, this is part of what consumers expect from brands, resulting in them showing signs of receptiveness when applied. However, there is limited research specifically focused on its impact on the beauty industry. Although there are reasons to believe that inclusivity would also be advantageous in this field, this hypothesis remains unproven. Several dimensions, therefore, require further investigation, including the extent to which consumers value inclusivity, how it affects their connections with brands, and what they expect from makeup brands both now and in the future.

3. Methodology

As previously stated, the extent to which an inclusive approach might alter how customers relate with brands has not yet been fully addressed and particularly in specific areas such as the beauty industry. Consequently, this study aims to delve deeper into the significance of inclusivity for customers and its impact on their behavior towards makeup brands. The objective is to assess the desirability of promoting inclusion and diversity from a business standpoint. Thus, various dimensions related to inclusion were investigated to formulate robust recommendations for beauty businesses. The purpose of this chapter is to define the research methodology used for exploring this area.

3.1 **Data collection**

Secondary data

The first step of this research work, which consisted in relating the notion of inclusiveness to the field of beauty, was supported by secondary data. These existing data sources enabled to define key marketing concepts of this study as well as to take stock of the current situation of the cosmetics industry. Various materials were, therefore, used to gather information such as books, research papers, newspapers, reports, and magazines. Given the emerging nature and limited research on this subject, it was imperative to expand beyond the existing academic literature and consider a broader range of information. This preliminary state-of-the-art revealed the shadow areas regarding this research topic, thus justifying the necessity of this study and its potential scope.

Primary data

The collection of first-hand data allowed to enrich the current understanding of the subject and more specifically to gather the opinions of the observed population. This entailed collecting consumers' insights on the subject through an online survey and interviews to gain a deeper understanding of their attitudes towards the topic and its significance to them. This research work was conducted with a specific emphasis on the customer's perspective to determine their receptiveness towards inclusion practices and, therefore, the viability of such efforts for brands.

3.2 Online survey

The first primary data collection method was an online survey designed on Qualtrics. The purpose of this quantitative tool was to gather public opinion on the existing state of inclusion in the cosmetics industry and the value people placed on it. This survey, written in both French and English, contains 23 questions that scrutinize different dimensions such as makeup habits and practices, significant values, the current state of inclusion, and responses to potential practices. It was not limited to a particular audience beyond makeup consumers to gain insight into what the broader population thought about this matter, that is from people concerned or not by inclusivity. Thus, the survey's link was posted on social media such as Instagram, LinkedIn, and WhatsApp over the course of three weeks. Since the survey was published on the author's personal social networks, it is assumed that the majority of respondents are from French-speaking Switzerland. There is a slight risk that it may have been spread further than this area when it was redistributed.

The survey recorded 292 responses in total, but those with less than 40% of the survey completed were excluded, leaving a total of 253 completed responses. Out of these 253 responses, 29 respondents were classified as non-makeup users. At the beginning of the survey, respondents were asked about their makeup usage and if they answered negatively, indicating that they do not use makeup at all, the questionnaire was terminated for them. This resulted in a final sample of 224 makeup users. To ensure consistency with Qualtrics computations, all percentages have been rounded to the nearest whole number. Appendixes 1 and 2 include the complete survey and its results.

3.2.1 Population profile

The majority of respondents to this survey are between the ages of 16 and 35 and 89% are female.

Figure 9 – Population age

How old are you?

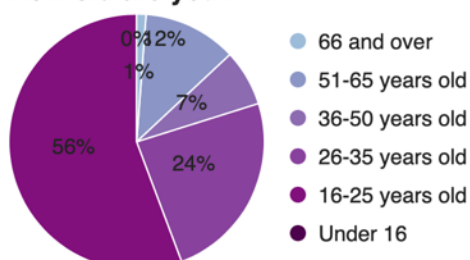
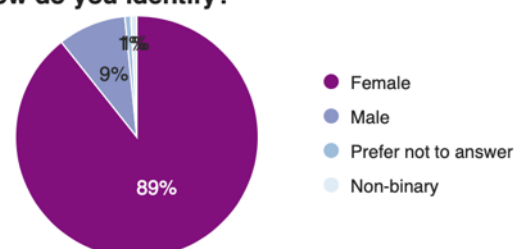


Figure 10 – Population gender

How do you identify?



Out of a total of 253 respondents, 89% reported using makeup in any form and at any frequency. This represents the final sample of 224 makeup users who completed the questionnaire until the end.

Figure 11 – Respondents’ makeup usage
Do you use makeup? (of any kind and at any frequency)?



3.3 Interviews

The second method of primary data collection was through qualitative interviews. This time, the data collection was carried out with a specific population, that is people belonging to a minority according to the beauty industry. The purpose of this qualitative research was to gain in-depth insights based on personal experiences and feelings in order to investigate how inclusion could potentially impact the experience of certain customers. For this purpose, five individuals with distinct profiles were interviewed. Following the methodology of Fragnière, Tuberosa, Moresino and Turin (2013), the interviews were conducted in a semi-directive manner. This method entailed developing a framework for the interview with open-ended questions and allowing the respondent to steer the discussion towards other topics to capture the underlying reasons. Although all interviewees have distinct profiles, the same questions were asked to each in order to compare responses based on their respective statuses. The questions asked during the interviews as well as the full transcripts of each can be found in Appendixes 3 to 8.

Table 2 – Interviewees’ profiles

	Respondent A	Respondent B	Respondent C	Respondent D	Respondent E
Age	27 years old	24 years old	55 years old	27 years old	23 years old
Gender	Men	Women	Women	Women	Women
Minority group to which that person identifies	Men, Racialized people	Racialized people	Mature women	People with disabilities	Racialized people

4. Results

As noted in the previous chapter, primary data was collected through two different methods: an online survey and interviews. The data acquired will be analyzed by focusing on the recurrent themes of this research which are: the importance of inclusivity, the current state of the makeup industry, the impact of inclusivity on the customer-brand relationship, and finally customers' attitudes towards greater inclusion. These themes, therefore, constitute the main axes of this study and the possible outcomes that may emerge from it.

4.1 Makeup habits and practices

Firstly, respondents to the online survey were asked about their makeup habits and practices. The objectives of these questions were to define their level of involvement with this product category.

Based on the results, most respondents wear makeup on a daily or almost daily basis, which represents a total of 62%. This suggests that they are quite involved in this area as it is part of their daily consumption habits. However, it seems that the purchase of this category of products remains exceptional for most, as it is reported that they buy it rarely or once a month (Figure 13).

Figure 12 – Usage frequency

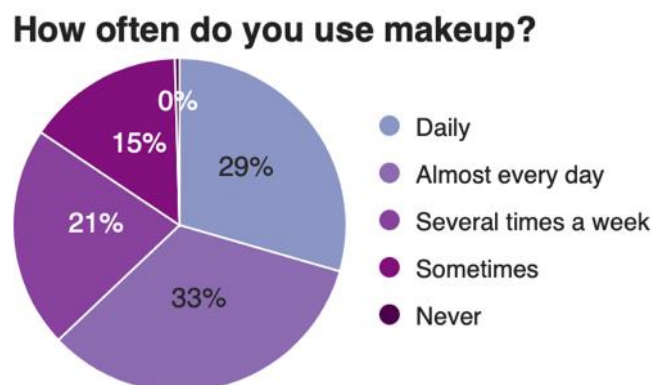
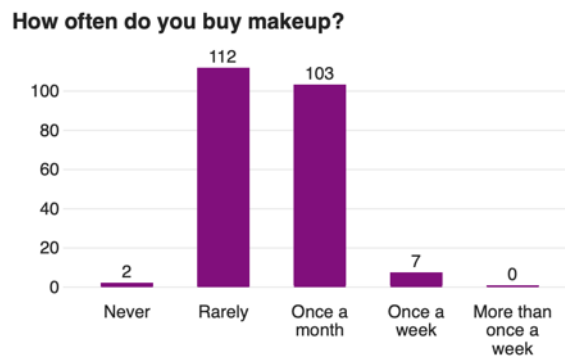
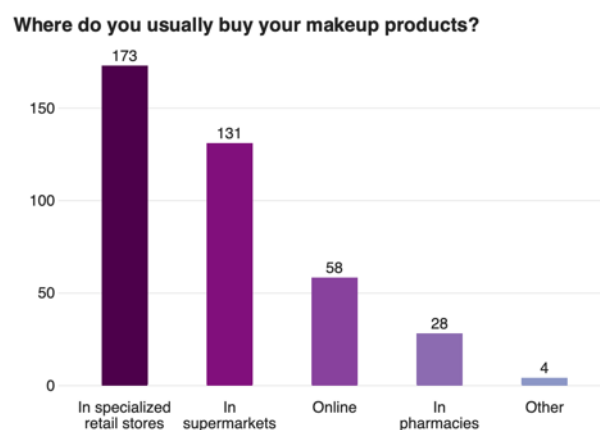


Figure 13 – Purchase frequency



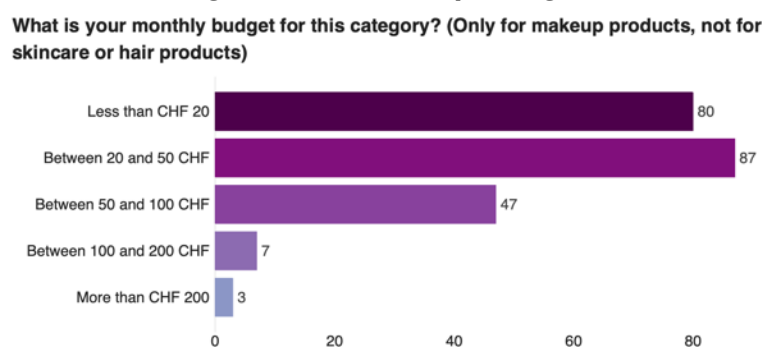
Regarding the purchase location, individuals tend to make purchases most frequently at specialized retail stores such as Sephora, Marionnaud, and Douglas, as well as at supermarkets like Manor, Coop, and Migros. This shows that customers tend to prefer specialized stores, which supposedly offer a wider selection of products, but also enjoy shopping at less specialized yet more convenient locations.

Figure 14 – Purchase location



When it comes to their makeup budget, 75% of the respondents spend on average between 0 and 50 Swiss francs per month.

Figure 15 – Makeup budget



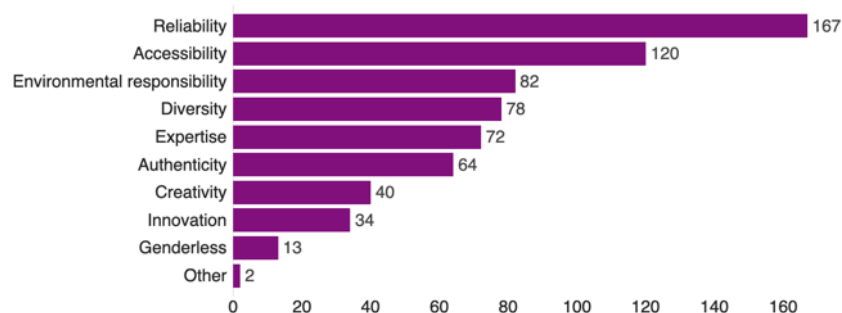
4.2 The significance of inclusivity

In order to gauge the significance of inclusivity for customers, a first question regarding the key values that a brand should embody was asked. The objective of this question was to determine the extent to which diversity is prioritized in comparison to other factors, thereby examining its relative importance. For this, respondents were required to select the three most important values from a predefined list, with the possibility of adding another one if necessary. The survey's results indicate that the three most important values are: reliability (25%), accessibility (18%), and environmental responsibility (12%). Diversity is the fourth most important value for customers, representing 12%. Since it received almost the same number of responses as environmental responsibility, with only slight differences, this suggests that respondents assign equivalent importance to both of these values. On the other hand, the value of being genderless, which is also part of an inclusive environment, garnered a considerably lower number of votes, making up only 2% of the responses. Thus, this characteristic does not seem to be part of what these customers expect in priority.

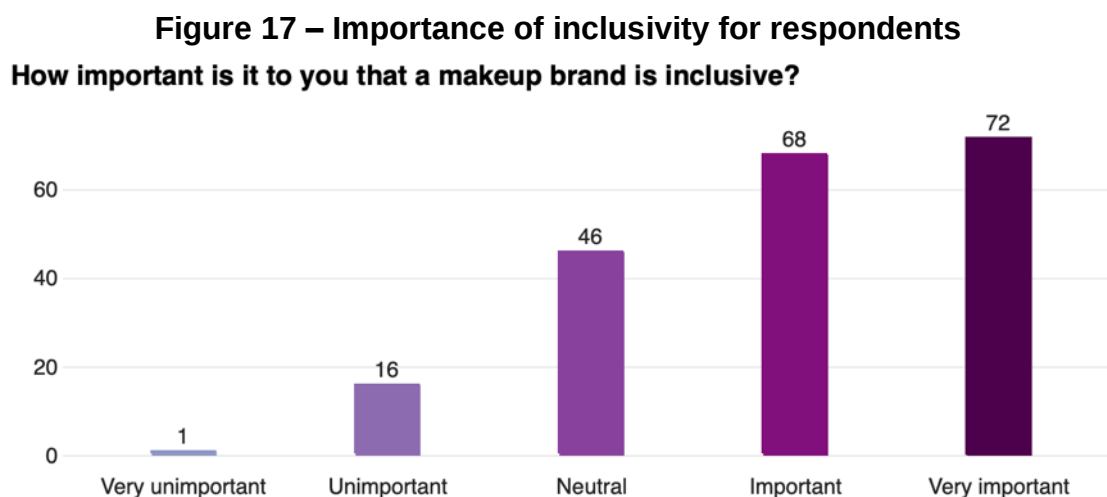
The results of this question indicate that diversity is significant for most, but in a broad sense. Respondents do not seem to expect certain demographic groups to be represented, such as non-binary individuals for instance who may be part of an audience expecting a genderless approach from beauty brands. In addition, it is worth noting that the notion of diversity, ranking fourth and practically on par with ecological responsibility, is definitely a priority for respondents. This observation demonstrates that customers attach importance to the values conveyed by a brand and therefore to what goes beyond the products themselves. They want a brand that is reliable and accessible, which first relates to what the products themselves offer, but they also want it to be environmentally conscious and inclusive, which relates to its business practices and market positioning.

Figure 16 – Brand's most important values

What are the most important values that a makeup brand should convey in your opinion? (Tick the 3 most important ones for you)



After having assessed the relevance of this notion in relation to other ones, respondents were specifically asked about their perspective on a brand's inclusivity to further investigate its importance to them. In this context, an inclusive brand was defined as one that “represents various profiles and offers a wide range of products that can meet everyone's needs”. According to the results, 68% of respondents consider this dimension to be significant, with 35% indicating it is “very important” and 33% it is “important”. Conversely, 23% of the participants do not seem to attach a lot of importance to it, categorizing it as “neutral” for them and only 9% consider it to be “unimportant” to “very unimportant”. Based on these findings, it can be inferred that the idea of inclusion is generally viewed as important by most respondents, while a portion of them is indifferent to it and a smaller percentage consider it to be irrelevant. This observation is consistent with what was demonstrated earlier: respondents are aware of this notion and regard it as valuable.



Following the online survey, all five interviewees agree that it is crucial to them for the makeup industry to be open to all regardless of origin, gender, age, or ability. Respondent B, for example, believes it is important so that everyone can have fun with makeup and express themselves freely. Respondent C also expresses the idea of freedom by claiming that makeup must be available to all so that everyone can take care of themselves as they wish.

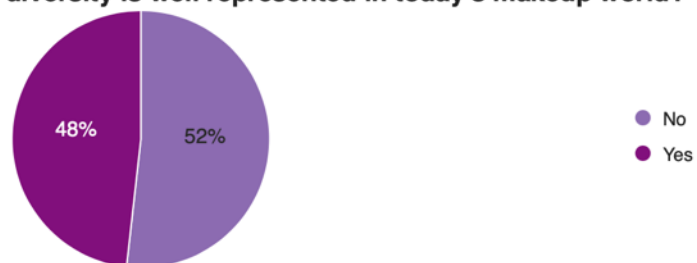
As observed through the results of the online survey and interviews, inclusiveness has become part of consumers' expectations. Hence, consumers consider this notion to be crucial and particularly valuable compared to other factors.

4.3 Perceptions of today's beauty industry

4.3.1 Makeup industry is not diverse enough

The survey's results revealed a mixed perspective on diversity within the makeup sector. To the question "Do you think our society's diversity is well represented in today's makeup world, 48% of respondents answered affirmatively while 52% responded negatively. This indicates that half of the participants feel that this sector does not adequately represent society, which could therefore imply that there is still room for improvement.

Figure 18 – Respondents' view of diversity in the makeup sector
Do you think our society's diversity is well represented in today's makeup world?



Depending on the answer to the previous question, participants were asked to identify through an open-ended question, who they felt was still being left out within the makeup sector. The purpose of this question was to find out what first comes to their mind when talking about exclusion in the beauty world. Respondents' answers were grouped by category to outline the group of people or descriptions that came up the most (Table 2). Among the different responses, the most cited group was racialized people. In 37% of the responses, people refer to ethnicity or skin color. The gender issue in this field is also at the forefront of people's minds, as the next two most frequently cited groups of individuals are men (22%) and non-binary people (8%). Other terms that appear most frequently are people with disabilities (6%), darker complexion (5%), and imperfect skin (4%), which refers to skin conditions or blemishes. The category "darker complexion" was separated from "racialized people" since some respondents only mentioned it in relation to the fact that products for the darkest skin tones cannot be found in stores. Surprisingly, some of the most frequent answers represent only a small percentage, but this is due to the wide range of responses. Indeed, many categories were mentioned but on an individual basis such as the LGBT community, the elderly, overweight people, allergic people, and pregnant women. As a result, the findings from this question

demonstrate that those who think the makeup sector is not yet inclusive enough, first think of discrimination on the grounds of race or gender.

Table 3 – Most frequent answers

Answers	Number of times cited	Percentage of citation
“Racialized people”	48	37%
“Men”	29	22%
“Non-binary people”	11	8%
“Disabled people”	8	6%
“Darker complexion”	6	5%
“Imperfect skin”	5	4%

4.3.2 Varying levels of representation across minority groups

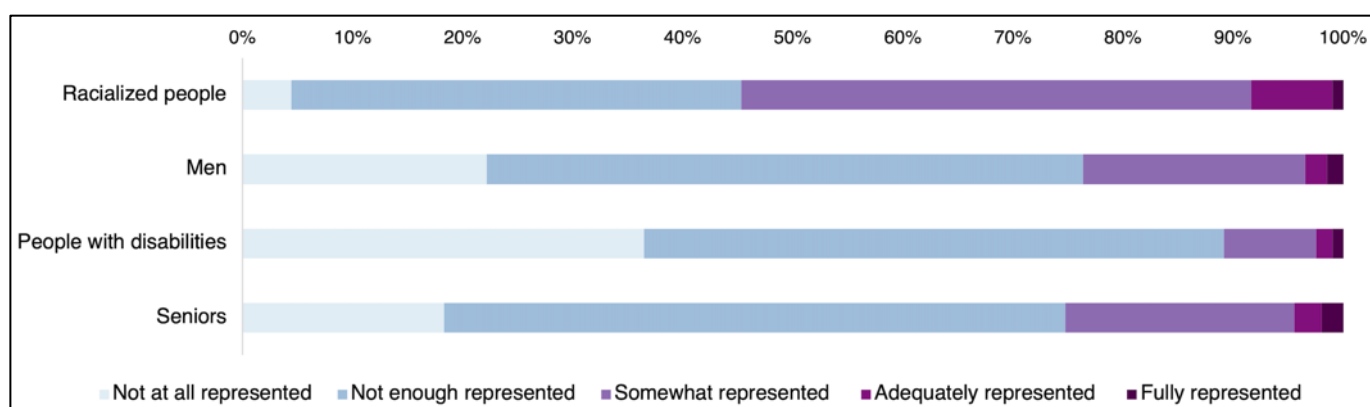
In line with the previous questions which sought to determine how people view the level of diversity in today's makeup industry, respondents were requested to rate the representation of each minority group on a scale from 1 to 5. These questions targeted the four minority groups studied in this research, namely racialized people, men, people with disabilities, and the elderly. After asking participants what their first thoughts were when speaking about underrepresentation, it was important to gather their perspectives on each specific minority group.

Regarding racialized people, most seem to see an effort of representation on the part of the brands but that is not sufficient, as shown by the two responses given by the overwhelming majority, defining them as “not represented enough” for 46% of people and “somewhat represented” for 41%. This is reflected in an average rate of 2.60 out of 5. Responses for men, on the other hand, seem to lean more towards a majority opinion that they are not enough represented (54%), which is reflected in a lower mean of 2.06. Disabled people have the lowest average rate (1.78), indicating that they are predominantly considered as not at all or not enough represented. Finally, seniors have the second-highest mean (2.13), which shows that the majority (56%) considers them to be represented, but insufficiently. Overall, the average rates for each group are relatively low and do not exceed 3, implying that each of these groups is widely considered to be underrepresented (Table 3).

Table 4 – Level of representation per minority group

		Racialized people	Men	Disabled people	Senior
1	"not at all represented"	4%	22%	36%	18%
2	"Not enough represented"	41%	54%	53%	56%
3	"somewhat represented"	46%	20%	8%	21%
4	"adequately represented"	7%	2%	1%	2%
5	"fully represented"	1%	1%	1%	2%
	Average rating	2.60	2.06	1.78	2.13

When comparing the level of representation across groups in Figure 19, it appears that racialized people are the most represented, followed by the elderly, men, and finally people with disabilities. This is what is observed when a group is considered to be represented from the "somewhat represented" to "fully represented" scale. Surprisingly, there is a difference in the ranking when only considering the "fully represented" scale. At this level, it appears that seniors are thought to be more included in the beauty sector than racialized people. While unexpected, this discrepancy is still relatively small, representing only 1% or just a few respondents.

Figure 19 – Level of representation per minority group

In the end, the survey findings indicate that respondents have little to no exposure to people categorized as belonging to minorities, implying that they encounter only a few diverse profiles in the makeup field. As a result, this observation may explain the prevalent sentiment that the makeup industry does not adequately represent today's society.

4.3.3 Excluded voices: “As a member of a minority group, I feel left out”

Table 5 – Interviewees’ personal experience in the makeup sector

	Respondent A	Respondent B	Respondent C	Respondent D	Respondent E
Already feel excluded ?	Yes	Yes	Yes	Yes	Yes
Reasons	Gender, skin color	Skin color	Age	Disability	Skin color
Improvements observed	the makeup world is more open	Better representation and wider choice of products	Better representation of different skin colours	Some groups (men, disabled people) are starting to be considered, but still far from widespread	Better representation and wider choice of products
Is it enough ?	No	No	No	No	No

All the five interviewees say that they have already felt excluded in the makeup industry. Whether in terms of product offering or representation. Respondent C, for example, says that she has never had any problem finding makeup products that meet her needs, but that she used to feel excluded because women her age are never represented in advertisements. Similarly, Interviewee D claims that she never sees disabled people in advertisements and that this lack of representation makes her feel left out and “not like others”. On the other hand, Respondent C notes an exclusion in terms of products, stating that she very often cannot find products for her skin tones in stores whereas women of her skin color are featured in advertising for the brand in question. Among the different stories shared, the common idea that emerges is that these people belonging to minorities, still experience difficulties in the makeup industry and therefore a feeling of exclusion.

When it comes to the recent improvements in the industry, all the respondents agree that some progress has been made and were able to point it out. Some also emphasized the positive effects it brought to their customer experience. Interviewee A, for example, says that it made him more comfortable in the makeup field and that it contributes to his self-confidence. Respondent D also brings up the idea of self-confidence, stating that makeup significantly boosts it, especially for women with disabilities who may find it difficult to reach this assertiveness. She claims that the last innovation for people with reduced mobility announced by Lancôme can therefore significantly help women in her situation at this level. Respondent B also mentions the positive impact on her experience as a makeup user saying that she feels less limited in her product options, which makes wearing makeup and trying new products more enjoyable. Similarly, Respondent E states that having more makeup options has allowed her to progress and learn new techniques.

While the efforts to improve diversity and inclusivity are recognized and appreciated, they are still judged as insufficient by all respondents. According to Respondent A, men are still underrepresented and victims of stereotypes in makeup. As for Respondent C, she categorizes certain minorities such as the elderly and people with disabilities as “still non-existent” in this area. Respondent E also perceives these two minorities as “transparent” or “invisible”. Interviewee D refers to the inclusion of the latter as “still far from the common brand practices”. The overall point is that while efforts have been made to include people of various origins and skin colors, many profiles - such as those of men, the elderly, and people with disabilities - remain almost invisible.

4.4 The impact of inclusivity on the customer-brand relationship

4.4.1 Positive perception of brands embracing diversity

Then, respondents were inquired about the effect of inclusion on brand perception, more specifically, they were asked if the representation of diversity in a makeup brand's advertisement could influence their opinion of it. Out of the five participants, four affirms that it may positively impact their view of the brand in question. For example, Respondent B claims that it would portray the brand as progressive and attentive to its customers. Similarly, Respondent C remarks that it would create an impression of a brand that values open-mindedness, which is a "big plus" for her. However, the opinion of Respondent C is more mitigated, saying that she would appreciate this approach but that it would not necessarily influence her overall opinion of the brand.

As a result, these findings provide insights into how and why inclusion may shape a brand's image. Some customers may acknowledge and appreciate inclusivity without it having an impact on their brand opinion. Others, on the other hand, may be more receptive to this approach and interpret it as a sign of innovation, customer focus, and open-mindedness, resulting in an overall more positive brand image.

Table 6 – Interviewees' perceptions of an inclusive advertisement

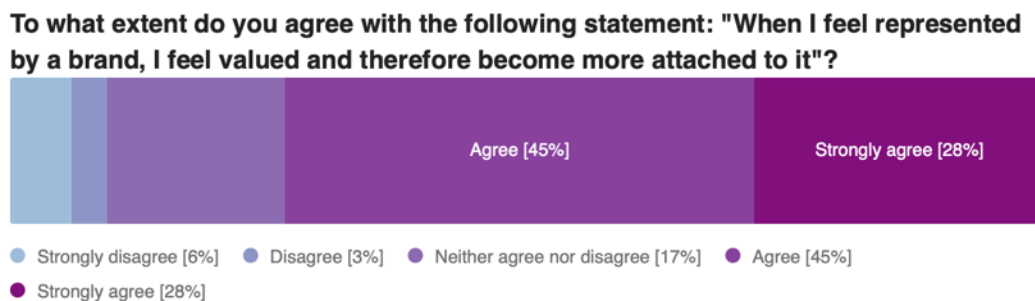
	Respondent A	Respondent B	Respondent C	Respondent D	Respondent E
Effect on perception	Positive	Positive	Neutral	Positive	Positive
Sentence said	<i>"I think that we are instinctively more attracted to a brand that considers everyone"</i>	<i>"I would think that these products are better overall"</i>	<i>"I won't have a better image of a brand that does it"</i>	<i>"I would see a brand that want to encourage open-mindedness"</i>	<i>"It shows that the brand does not only consider a white cisgender woman"</i>

4.4.2 Feeling represented drives the emotional attachment

As supported by existing literature, customers tend to form relationships with brands in the same way as they do with people (Fournier, Breazeale and Fetscherin 2012). Hence, a connection on the emotional level could potentially be developed between these two actors. Survey participants were asked about this dimension in relation to inclusiveness.

They were asked to express their level of agreement with the statement: "When I feel represented by a brand, I feel valued and therefore become more attached to it". The survey results indicate that most respondents (73%) are in favor of this statement. Conversely, only 9% disagree with this opinion. These findings suggest that inclusiveness could play a role in strengthening the bond between customers and makeup brands. Indeed, it implies that customers may be more likely to form a deeper attachment with a brand that makes them feel seen. As a result, inclusivity could be one of the factors favoring stronger interactions with brands since they may perceive it as a way to connect on an emotional level.

Figure 20 – Respondents' level of attachment to an inclusive brand



Based on the interviews, it has been understood that this deeper emotional connection might be the result of various positive attitudes towards inclusive makeup brands. Respondent A, for example, reports that feeling represented gives him a sense of pride and confirms that he has his place within this brand. Similarly, Respondents D and E also evoke a sense of pride and satisfaction. Respondent B completes this by saying that it brings her a sense of justice in addition to satisfaction. Moreover, it makes her optimistic for the future because it shows that the industry is moving in the right direction. Respondent C mentions curiosity, as feeling represented makes her want to study more the products of the brand in question. She is therefore interested and touched by the brand.

4.4.3 Inclusiveness may boost purchasing intention

Another aspect of the customer relationship that was explored with the interviews was the purchasing intention. Participants were asked if they were more likely to buy from a brand that prioritizes and promotes diversity and inclusion. The results of the interviews suggest that inclusiveness may be part of the final purchase decision of customers. The reasons evoked by the four interviewees preferring to favor an inclusive brand are the

following: to stay true to their personal values, as they feel more drawn to brands that represented them, or to choose an inclusive brand because it stands out and better meets their needs. On the other hand, one respondent says it would not affect her final purchase decision, since it remains a secondary criterion. She recognizes that seeing a woman of her age represented could pique her interest and drive her to do additional research, but that other criteria, such as the quality or components of a product, prevail in the final decision.

Table 7 – Interviewees’ purchasing intention

	Respondent A	Respondent B	Respondent C	Respondent D	Respondent E
Impact on purchasing intention	Yes	Yes	No	Yes	Yes
Reasons	Loyalty to personal values	Sense of inclusion	Secondary criteria	Sense of attraction	Meeting the needs
Sentence said	<i>“I can’t see myself buying from a brand that denigrates a certain group of people”</i>	<i>“The feeling of being included will make me choose this brand over another”</i>	<i>“it will not affect my final decision to buy the product or not”</i>	<i>“for me, an inclusive brand stands out from the rest”</i>	<i>“it means that the brand offers products that meet my needs”</i>

The interviewees were also confronted with the opposite scenario, in which they are interested in a product, but the brand does not make any effort to be inclusive. The purpose of this question was to investigate if the lack of inclusiveness might refrain them from making a purchase. The five interviewees were unanimous in saying that this will not stop them from buying this product but stated different reasons. Respondent A, for example, says that he would still want to buy the products to try them out. In addition, he believes that if the brand notices an increase in demand for diversity, it could push it to take steps towards more inclusivity. Respondent D claims that she would only buy the products out of necessity. She thinks that she will not get particularly attached to this brand and will not display any sign of loyalty such as recommending it or following it on social media. Respondent E states she would buy from a non-inclusive brand but would refuse to support brands known for problematic behavior such as racism or any similar issue. However, Respondent C’s opinion is more decisive as she states that this would not deter her at all because what is most important for her is the actual benefits that the products provide.

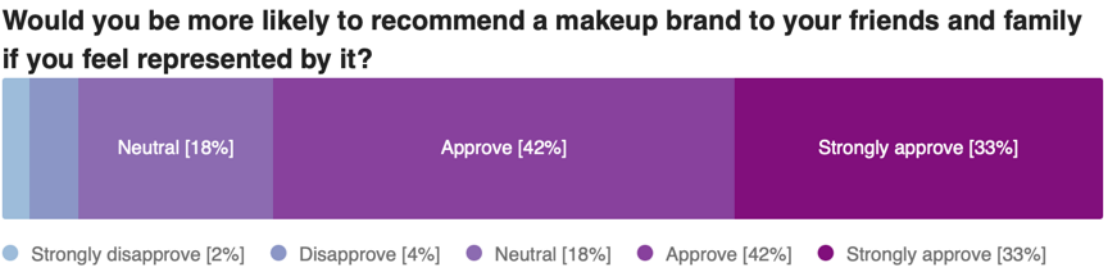
The findings suggest that while inclusion can spark the interest of customers and even drive them to make a purchase; if this element is missing, it does not refrain them.

Consequently, its importance varies depending on the customers' priorities, and they may be willing to compromise on it if the product satisfies their needs and interests.

4.4.4 Feeling represented encourages to spread the word

According to Jones and Sasser (1995), customer loyalty is not only assessed in terms of repurchasing intention but also about recommendation. For this reason, this dimension was investigated in relation to inclusiveness. The survey’s results demonstrate that most respondents are inclined to recommend a makeup brand to their social circle if they feel represented by it. In fact, 75% of the participants support this viewpoint and only a small fraction (6%) disagrees. The outcome of the interviews aligns with this, as all the interviewees stated that they would readily recommend an inclusive brand. The underlying reasons given are diverse. For example, according to Interviewee B, she readily recommends these brands because her choice is often limited, so if this brand offers something even for her, then surely everyone can find something that suits them. Respondent D considers recommending an inclusive brand can contribute to promoting open-minded attitudes towards inclusion. Consequently, these observations may lead one to believe that inclusivity has a positive impact on customer referrals and may therefore impact a form of customer loyalty, which is ultimately desirable for brands.

Figure 21 – Respondents’ recommendation intention



4.5 Attitudes towards greater inclusion

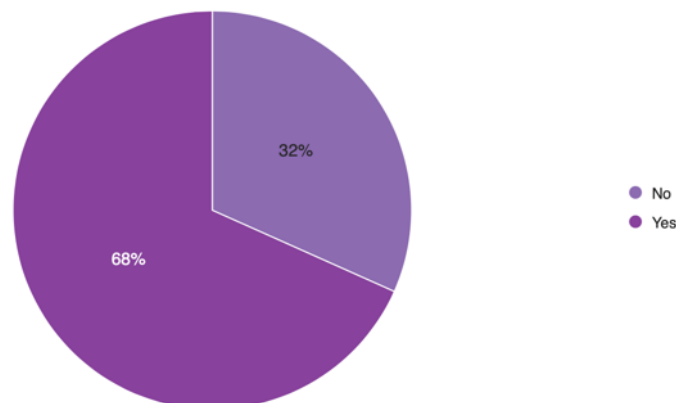
To determine whether customers would be open and eager to greater inclusion in the beauty industry, specific questions were asked about people with disabilities and seniors, the two minority groups previously identified as still invisible. Thus, the next questions aim at estimating the participants' receptivity to inclusive practices regarding these groups.

4.5.1 People with disabilities: satisfaction and eagerness for inclusion

In the online survey, respondents were initially asked if they would be more likely to buy from a makeup brand that implements measures that assist certain customers, even if it didn't apply to them directly. To illustrate this, the example of packaging adapted to visually impaired people was mentioned. Most participants believe that this would encourage them to buy from the brand in question, with 68% answering affirmatively. This suggests that they generally perceive this type of approach from beauty brands as favorable, which could potentially impact their purchasing behavior positively.

Figure 22 – Effect of assistance measures on purchasing intention

Would you be more likely to buy from a makeup brand that puts in place measures that can help some customers, whether or not it is relevant to you?



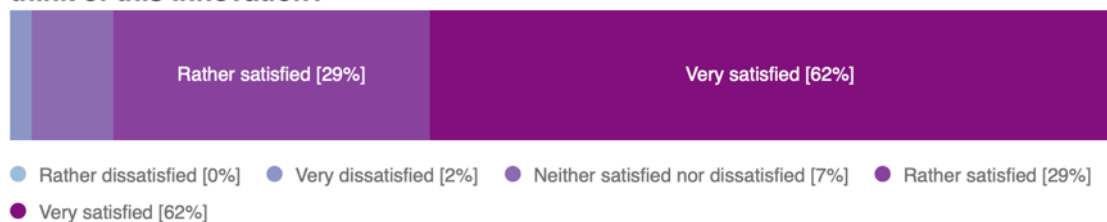
Survey respondents were then confronted with a more concrete case, namely the recent Lancôme announcement of its stabilizing device for people with reduced mobility, to assess their level of satisfaction with this innovation. To prevent potential brand biases that could affect the results, the survey did not mention the name of the brand in question.

The result is unequivocal: 91% of respondents are “satisfied” to “very satisfied” with this innovation. There is still only a small percentage of people (9%) who are either indifferent

or displeased with it. As a result, a significant majority expresses a great deal of satisfaction with this assistance measure, suggesting that they could potentially encourage further development in this direction.

Figure 23 – Respondents’ satisfaction with Lancôme stabilizing device

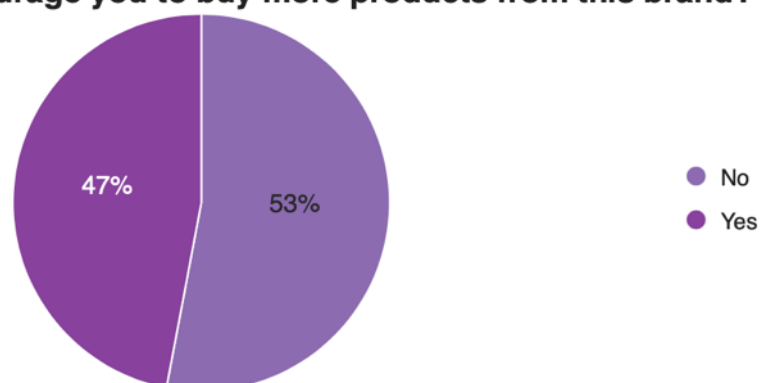
Recently, a famous makeup brand announced the launch of a stabilising device that facilitates the application of make-up for people with reduced mobility. What do you think of this innovation?



The survey also inquired whether customers' overall attitudes toward the brand were influenced by its inclusion efforts. Participants were, therefore, asked if these types of practices would encourage them to buy more products from this brand. In contrast to the high level of satisfaction noted in the previous question, respondents' purchasing intentions are mixed: only 47% believe that it would incite them to buy more from this brand. This implies that, while they appreciate this effort and value it, it does not necessarily attract them more to this brand. This result could be explained by the fact that the participants do not feel concerned by the innovation proposed by Lancôme and therefore do not see the interest in favoring a brand that does not directly bring them added value.

Figure 24 – Respondents’ attitudes towards Lancôme

Would this encourage you to buy more products from this brand?

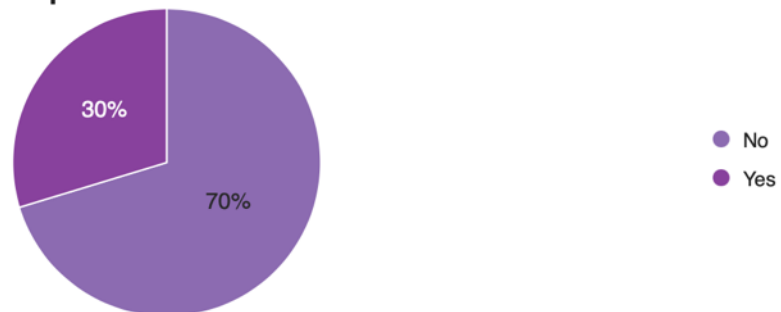


4.5.2 Seniors: acknowledged absence but weak support

After inquiring if the elderly had adequate representation in the beauty industry, respondents were asked about their receptivity to marketing communications that highlighted this population group. To this question, 70% of people answered negatively, indicating that they would not tend to buy more from a brand that used this type of approach. As a result, respondents acknowledge the underrepresentation of mature women and men in the beauty world, but they would not be more receptive to a brand that put them in the spotlight.

Figure 25 – Impact of senior representation

If a makeup brand highlighted the elderly in its marketing communications, would you be more likely to buy the products of this brand than another?



These various observations have shown that respondents seem open to greater inclusiveness but their reaction may differ depending on the specific minorities being introduced. Indeed, respondents seem more enthusiastic and receptive to the inclusion of people with disabilities than of the elderly. This divergence may be attributed to the age range of most respondents, which is between 16 and 35 years old. Being predominantly young, this audience may place less importance on the representation of all age groups in the beauty industry than on other aspects of diversity.

5. Discussion & Recommendations

5.1 Discussion

5.1.1 Beauty must be the reflection of society

Based on the literature review and results, it was observed that inclusivity is an emerging but increasingly sought-after concept in the beauty field, especially in makeup. After years of being subjected to beauty diktat, customers are now looking for brands that consider and provide offerings for all. This is translated by the fact that 68% of the survey respondents believe in the importance of inclusivity within makeup. The reasons evoked by the interviewees to justify its significance are related to the freedom it gives each person to express and take care of themselves as they wish. In addition, customers are now willing to speak up about their expectations. They no longer hesitate to express their dissatisfaction when makeup brands fail to meet their standards, as evidenced by the backlash experiences by companies like Tarte or Beautyblender. On the other hand, brands that have innovated on this level and even made diversity of their signature, like Fenty Beauty, have been warmly welcomed and supported. This is further illustrated by the fact that after the successful launch of this brand, the entire industry took a new direction with all competitors trying to broaden their offerings, a phenomenon known today as the Fenty effect.

As a result, the beauty industry is now expected to go beyond the traditional one-size-fits-all approach and recognize the full spectrum of skin tones, genders, ages, and abilities present in society. If they don't, customers will share it and made it known.

5.1.2 Discrepancy in industry claims and consumer perceptions

Prior literature and business practices suggest that inclusion is firmly entrenched and even standard in the beauty industry. However, from the customers' perspective, the reality seems quite different. In fact, most respondents (52%) do not consider the makeup sector representative of society and can even point to those who are still left out. They note a different level of representation between the different minorities and believe that the most represented are racialized people, followed by the elderly, men, and finally people with disabilities. This observation is slightly contradictory to what was noted earlier, namely that the makeup industry has made greater progress regarding

gender than age. Indeed, based on brand practices and recent improvements, it seemed that men were more integrated and visible in makeup than mature women.

When addressing members of a minority group directly, as was the case in the interviews, it is clear that there is still a strong sense of exclusion. Each interviewee could easily cite one or more examples of situations in which they felt marginalized and dissatisfied because of their different profile than the able-bodied white cisgender woman initially targeted by makeup brands. The various contexts of exclusion identified by interviewees relate to both the brands' product offerings and their representation in makeup in general.

Thus, by comparing field research with existing literature, it seems that makeup brands have more to do than they might assume for customers to perceive the makeup industry as truly inclusive and welcoming to all.

5.1.3 The power of feeling seen and valued

Since inclusive marketing aims to provide a diversified offer, it results in a larger number of alternatives that ultimately better meet the needs of customers (Patrick, Hollenbeck 2021). Previous studies on inclusive marketing focusing on customer response have already demonstrated the potential of this approach for brands to create stronger relationships with customers and generate positive attitudes from them (Patrick, Hollenbeck 2021; Licsandru, Cui 2018). The results of the field research align with this, testifying that customers feel more connected to makeup brands that consider them, recommend them more willingly and have a better overall perception of them.

An inclusive offer is therefore an opportunity for makeup brands to expose customers to diverse profiles in which they can feel a sense of familiarity, which will ultimately deepen the connection. In addition, this perceived intimacy pushes customers to exhibit signs of engagement and loyalty. As noted in the interviews, an inclusive brand is seen as innovative, attentive, and open-minded, which totally appeals to the mindful customers of today's makeup industry.

5.1.4 Representation matters

Representation matters since it affects as much an individual's self-image as the perceptions of others. As previously provided by the existing literature, it serves as a symbol of external validation and therefore provides a sense of being valued (Daykin 2022; Patrick, Hollenbeck 2021). This is consistent with observations made from the interviews that feeling represented brings self-confidence, pride, and personal satisfaction. Furthermore, for the case of minorities in particular, representation plays a crucial role to achieve realistic public perceptions, since stigmatization or prejudice is often the result of poor or non-existent representation.

In an industry like makeup, which is very much about appearance and aesthetics, it is essential to feel seen as it means that one's beauty is recognized. By embracing an inclusive approach, makeup brands are sending a message to their customers that every beauty is valid and valued, regardless of social norms.

5.1.5 Openness towards greater inclusion

By stating that the industry is not yet doing enough in terms of inclusion, customers imply that they want to see more. From the research findings, customers are pleased and supportive of greater inclusion, especially of people with disabilities. In fact, most respondents affirm they would support a makeup brand that provides assistance measures for certain customers, even if they are not concerned by it. This enthusiasm, however, does not translate as strongly into purchasing intentions in the face of a concrete case, namely the latest Lancôme product for people with reduced mobility, as fewer of them would want to buy from this brand. When it comes to the inclusion of the elderly, the picture is a little different. Respondents are aware of their lack of representation in the beauty industry, yet few would support a brand that would put them in the spotlight.

From these observations, the general impression is that customers are open and enthusiastic about the prospect of even wider inclusiveness, but for this factor to be decisive and reflected in purchase intention, it depends on the minority represented as well as the sensitivity of each.

5.2 Recommendations

The various findings and observations obtained from this research are intended to enlighten makeup brands about customers' expectations of inclusiveness. The following suggestions are, therefore, based on the experience of Swiss customers in particular, but are applicable to the European market, as supporting conclusions have been drawn from previous literature. The author decided to establish these recommendations on the marketing mix model, which includes four factors - product, price, place, and promotion - to encompass all the dimensions that must be considered by marketers.

5.2.1 Setting the foundations for an inclusive approach

Before delving into the operational aspect, it is essential to consider the corresponding strategy that must be developed beforehand. Since the marketing strategy infuses the marketing mix, it is the starting point for creating an inclusive environment. Thus, beauty companies should prioritize including this notion in the essence of their marketing strategy. Makeup brands should, therefore, start by revising the core components that guide their operations such as their values, mission, and vision. As previously raised by the findings, today's consumers expect the beauty industry to recognize and value the difference of each. Thus, "embracing diversity" is the watchword, and it must be integrated into the direction they pursue to guarantee that it is reflected in their market practices. Companies should, therefore, question if this notion is present and perceptible in the essential components of their identity, and if not, make the necessary adjustments. For example, the brand statement might be revised to ensure that it is addressed to all customers regardless of gender, ethnicity, age, or ability. In addition, makeup brands should evaluate their target audience by asking themselves if it includes all makeup users. Brands cannot just convey the idea of inclusion but must ensure that their scope of actions considers all customers. Beyond that, to be able to serve a diverse customer audience, makeup brands must fully grasp their demands. This entails understanding the reality and needs of each profile to propose solutions aligned with their expectations.

Anchoring diversity into the strategy, from values to market positioning, is vital to lay the foundations to promote an inclusive environment in an authentic way. However, it is equally important that this is reflected in the market operations so that theory matches with practices. Makeup companies should, therefore, be cautious to sell a message that is consistent with their action in the market, namely their product offering.

5.2.2 Product

5.2.2.1 *Colors for all: expanding beyond foundation shades*

Although most cosmetic firms made strides to expand their foundation shade range, this remains insufficient for makeup to be suited for all skin colors. Firstly, the complete set of complexion products must be designed for each skin tone such as powder, blush, or bronzer. As for foundations, these products are also incompatible with light to dark skin and therefore must be offered accordingly. In fact, Respondent B claims that as a black woman, her choice of complexion products is still limited for anything beyond the foundation. Moreover, this observation also applies to all other product categories, including eyes, lips, and eyebrows. As pointed out again by Respondent B, “We generally believe that there is a wide choice of lipstick colors for everyone, but in reality, this is not true as most shades on offer are not suitable for black skin”. Like for complexion products, these items will not look the same on light or dark skin due to the undertones specific to each complexion. For this reason, makeup companies should take into consideration their entire product range when expanding color shades to develop an offer that gives equal opportunities to all makeup users. This could involve ensuring to propose a balanced number of shades per skin tone category. In this way, a bronzer available in nine shades would have three for light skin, three for medium skin, and three for dark skin.

5.2.2.2 *Genderfluidity*

During the state-of-the-art of the makeup industry, it emerged that there are two distinct approaches to the gender issue: genderfluidity or makeup for men. However, it is recommended that makeup brands go for the first option, genderfluidity, as it is the alternative that ultimately results in deconstructing the codes of this initially female-oriented industry. As mentioned by respondent B, developing products designed specifically for men only reinforces the idea that there is a barrier between men and women. Thus, it is critical that beauty companies do not feed the belief that makeup is for women only, but instead focus on creating a space where everyone feels welcome no matter the gender. To achieve this, beauty brands might begin by rethinking their approach to product innovation by asking themselves: What does a makeup user want to see? Rather than centering on what women want to see. This could also be put into practice in the design of product packaging, implying that brands should avoid using any gender-related labels such as “for women” or “for men”, or overly feminine and pink

aesthetics. For example, M.A.C Cosmetics or Nars perfectly illustrates this by opting for neutral and plain packaging. For men to feel welcome in makeup, brands must set up an environment in which they feel awaited and listened to.

5.2.2.3 Designing user-friendly makeup products

As demonstrated in the online questionnaire, 68% of respondents claim to support a brand that puts in place assistance measures for certain customers. It would be therefore beneficial for brands to broaden their product offering so that they are suitable for all, as it is sought after by the majority and not only by those in need. As previously mentioned, people with disabilities represent the largest minority group and a significant portion of the population but are those whose needs are least addressed by the makeup sector. It is therefore recommended that makeup businesses improve their offerings to make makeup products equally accessible to all customers, regardless of their physical condition. This could start by including specific features to secondary packaging that are adapted to people with visual impairments such as particular color, text or Braille to assist them in identifying products. Furthermore, primary packaging could also be developed to be easy to use for all and not require complex motor skills. For example, this could involve designing products with ergonomic shapes that are easy to handle or with magnetic closures for easy opening. To illustrate, the company Guide Beauty made a name for itself by developing makeup products with an innovative grip that improves stability and precision (Bitmead 2020). In the same vein, it is critical to continue to develop additional tools, such as the stabilizing device announced by Lancôme. However, such advancements should not be standalone events but rather become widespread in the beauty industry.

5.2.3 Price

5.2.3.1 Included across all price ranges

Since being inclusive consists in considering all customers, it is a matter of putting them on an equal footing, which should not be reflected in the pricing. However, this seems to be what buyers actually feel, as respondents B and E report having to go to more expensive brands, which have a wider range of choices, to find products that fit them. In fact, Respondent E elaborates: *"Cheap brands like Essence or Maybelline found in supermarkets never have enough choice for all skin tones, so I have to turn to more*

expensive and professional brands like Fenty Beauty, Bobby Brown, or MAC." As a result, it is recommended for makeup brands, whatever their price positioning, to align themselves with the competition and strive to supply their customers with as diverse an offer as possible. Although mass brands may be more constrained to expand their product range for budgetary reasons, it is nevertheless advisable that they do their maximum as this is strongly desired by customers. In the end, inclusivity should not be seen as an asset that only high-end companies possess but more as a criterion to prioritize to fulfill customers' expectations.

5.2.4 Place

5.2.4.1 *Included everywhere, from supermarkets to specialty stores*

As previously mentioned, some interviewees believe that they do not have as much choice in terms of shades in supermarkets as they do in specialized retail stores. However, according to the survey findings, customers like to buy their makeup almost as much in each of these locations, with 44% buying in specialized stores and 33% in supermarkets. Therefore, there is no reason why customers cannot find what they are looking for in supermarkets. As a result, the author recommends drugstore makeup brands to diversify their product offerings in terms of shades to align with the competition, as it is sought after by the customers. Indeed, as shoppers claim to "have to" buy from high-priced brands usually found in specialized retail stores to find what they want, they would gladly turn to more affordable products marketed by mass brands.

5.2.4.2 *Consistency of offer across all retail locations*

Another point raised by Respondent A, who works as a makeup artist for a famous brand, is that the extent of product options varies depending on the size of the store in question, and so the offer is not the same across cities. To illustrate, he says that in his store there is very little to no stock of the darkest shades of foundation, which limits customers' choices and prevents him from adequately advising them. However, as he indicates, while these shops decide to limit stock where demand is lower, it is by offering appropriate products that they would attract a more diverse customer base. For this reason, it is recommended that cosmetics firms ensure a consistent offer in all their stores to provide customers with the same breadth of options. This would imply having an adequate supply of the entire product range in all stores and if some items are not

sold in certain locations, they could be returned and redistributed to other points of sale. Another alternative for makeup brands would be to use the in-store experience in complement to online selling. Brands could provide testers of all existing shades at each point of sale, without necessarily having the product in stock, so that customers can try out the entire product range and be properly advised. Then, customers would be encouraged to order the products online if they are not available in stores. In addition, another option could be to leverage technological advancements, such as virtual augmented reality to broaden customers' choices. ModiFace, a technology solutions company acquired by the L'Oréal Group in 2018, supplies augmented reality experiences for more than 80 beauty brands in the market. The solutions proposed by this company enable customers to virtually try on makeup products through "magic mirror" also called "AR Mirror", either online or in-store (Milnes 2017). Thus, makeup brands could equip their shops with these technologies to enable customers to test all the shades, without having to furnish all testers, and then encourage them to order products online. This would be a further way to enhance the in-store customer experience through the digital dimension.

5.2.4.3 Tailored advice for a diverse customer base

Three out of five interviewees expressed the fact that they are poorly advised in-store because of their skin color. Consequently, they point out the problem that shop assistants do not seem to be trained to respond and provide advice tailored to each client profile. As the principle of inclusiveness is to recognize that clients have different needs and wants, this must also be reflected in the advice they receive. Indeed, a 20-year-old and a 50-year-old woman will not look for the same style of makeup or use the same techniques. Thus, in addition to providing a diversified offer, beauty businesses must ensure that in-store guidance is appropriate to this offer. To this end, the author recommends that cosmetic companies train their staff so that they have equivalent makeup knowledge regardless of the client's ethnicity, age, or gender. This would involve organizing recurring training classes focused on mastering how to apply makeup on different skin colors, textures, or conditions. Online training could also complement this by offering lessons tailored to a specific profile, such as for example a tutorial for makeup on women over 60. Another alternative would be for beauty companies to diversify their workforce so that the team is able to meet all customer demands based on their personal experience.

In the first place, emphasizing on inclusion during in-store advice allows the customers to be properly informed and therefore to find products that meet their needs. But on top of that, it brings a sense of comfort to clients, as it creates a setting where they feel accepted and listened to.

5.2.5 Promotion

5.2.5.1 *Embrace the full spectrum of diversity in marketing campaigns*

After the storm caused by the Fenty Effect in the beauty industry, more and more brands started to include diverse models in their marketing campaigns. However, as discussed in the literature review, this advancement was mostly about the representation of racial diversity. This was also confirmed by the results of the online survey and interviews, where racialized people, even if considered not fully represented, seem to be the most highlighted minority group. Consequently, the author recommends beauty brands to broaden their vision of inclusivity and embrace all aspects of diversity. To do so, brands could ensure that each promotional material consistently puts forward varied and distinct profiles. This would therefore involve rigorously checking that the four aspects of diversity - ethnicity, gender, age, and ability - are addressed. Another option would be to create marketing campaigns dedicated to a certain group of people to put one specific difference at a time in the spotlight. This has already been seen during annual events such as for example the LGBTQ pride month. Nevertheless, celebrating differences throughout the year, rather than only on special occasions as most do, is much more authentic.

5.2.5.2 *Makeup tutorials for all customers*

As stated by Respondent E, seeing familiar models helps one know what to do because it allows one to reproduce the same makeup looks. Respondent C evokes a similar thought by saying that seeing women her age represented might be a source of inspiration. In line with the importance of diverse representation in advertising campaigns, brands should inspire their customers with content featuring people who look like them. This is already partly done through influencers and user-generated content, but beauty companies could complement this by providing content for specific profiles still underrepresented. Indeed, as previously stated, diversity is not just about skin color, and some customers still cannot find advice or content adapted to their needs. Thus,

brands could fill this gap by providing professional advice in the form of makeup tutorials dedicated to specific profiles. Fenty Beauty and M.A.C. Cosmetics, for example, have already published a few tutorials for mature women and men on their YouTube channel, which is a good start, but more could be expected.

Finally, to wrap up her recommendations, the author proposes the following tool for makeup brands. This checklist, therefore, serves to highlight the key points that brands should consider both in the marketing strategy and operations, based on the findings of this research.

Figure 26 – Inclusivity Checklist

Inclusivity Checklist	
From Marketing Strategy to Actionable Operations	
Setting the foundations	
☐ The brand explicitly incorporates the notion of inclusivity in its core components, including values, mission, and statement ☐ The brand identity reflects and embodies the principles of inclusion and diversity ☐ The target audience is made up of a broad and diverse population ☐ The brand aims to engage with everyone, by delivering a message that resonates with and appeals to diverse profiles ☐ The overall brand positioning aligns with the commitment to promote inclusion and diversity in all parts of its operations	
Actionable operations based on weak spots identified	
Product ☐ Expand the range of shades of the entire product line, considering the suitability for various skin tones ☐ Ensure gender neutrality in the product offering ☐ Enhance the accessibility of the product offering to guarantee it is appropriate for all customers, regardless of their physical conditions	Price ☐ Provide an inclusive and diverse product offering independently of the price range
Place ☐ Provide an inclusive product offering across diverse retail settings, from supermarkets to specialized retail stores ☐ Maintain a consistent product offering across all retail locations ☐ Ensure in-store assistance adapted to a diverse customer base	Promotion ☐ Guarantee consistent representation of diversity in marketing campaigns, including various ethnicities, genders, ages, and abilities ☐ Offer instructive promotional content catering specific needs of each profile

5.2.6 Considerations of the recommendations

The above recommendations were formulated according to the results of the study. However, it is worth mentioning that the implementation of these could vary depending on the brand's positioning or capabilities.

Firstly, it is important to take into account that these suggestions apply differently if the brand is established or new. In fact, in the case of an established brand some are neither appropriate nor applicable depending on their brand identity or essence. For example, opting for a gender-neutral approach could not be considered by a brand that has integrated the idea of glamour and femininity into its DNA, such as Too Faced, as this strategy would be counterproductive to the image it has developed to date. Instead, it could rather focus on making its products more accessible to everyone or on including different profiles in the feminine environment it depicts through its promotional content. Being more inclusive means focusing on broadening its offering to serve a wider range of customers and not abandoning the key characteristics that make the brand what it is today.

In addition, the Inclusivity Checklist (Figure 26) has been created to outline the research findings and propose concrete measures to address them, but with the understanding that makeup brands should selectively choose the relevant points to their own circumstances. This implies that certain suggestions may be constrained by operational limitations such as price, space, or logistics. It can, therefore, be elements of prioritization in these proposals. Firstly, brands are advised to prioritize the recommendations in terms of product, as this is the element that will ultimately be the most beneficial to customers and make a real difference in their eyes. Indeed, they would consider a brand to be inclusive if it is clearly reflected in its product offering. Secondly, being more inclusive at the promotion level should also be viewed as a top priority as it directly influences the message and the perception that the brands want to convey. Moreover, this could be widely envisaged for most brands, as it simply comes down to a selection and emphasis on more diverse models.

6. Conclusion

Through various stages, this study attempted to investigate how makeup brands could benefit from an inclusive approach in the customer-brand relationship. Hence, based on the customer's perspectives, the different dimensions explored by the research were the importance of inclusivity, the perception of its current level in the market, the potential impact of this business practice on the connections built with beauty brands and, finally the eventual openness towards greater inclusion.

According to the findings of this research, inclusivity is an emerging but increasingly sought-after concept in the beauty industry. Even if this sector made significant strides to include greater diversity these last years, this is still considered not enough. Most customers recognize that the beauty field is not yet reflective of our society and can point out who are the people still left out. Consequently, it was observed that ethnic diversity has been introduced, but diversity is more than that, and its full spectrum, including gender, age, and ability, has yet to be addressed. In fact, some minority groups such as people with disabilities or seniors are still regarded as non-existent or invisible. Additionally, this research also highlighted that promoting inclusive beauty might lead to stronger connections between consumers and brands. Indeed, respondents claimed to feel more attached to a makeup brand that represents them, but also more inclined to recommend it to their friends and families. As mentioned in the qualitative interviews conducted, an inclusive brand is perceived more positively and mirrors the image of an innovative, customer-oriented, and open-minded brand. As for the idea of introducing greater inclusion in the makeup sector, such as with people with disabilities and seniors, customers showed great enthusiasm. However, regarding their purchase intention towards brands implementing this kind of practice, it was deduced that it depends on the minority showcased as well as on the sensitivity of each.

In light of the positive responses for a truly inclusive beauty sphere, recommendations for makeup brands were formulated to address the identified needs. It has been deduced that cosmetics companies should refine their inclusion practices to better respond to their customers' expectations, from their product offering to their marketing communications. Firstly, it was established that makeup brands should ensure inclusivity is at the heart of their marketing strategy so that it is authentically reflected in the market practices. As for their operations, they should put the emphasis on an inclusive offer to provide makeup products that meet the needs of all, that is, by expanding their range of shades for all items, opting for a genderless approach, and ensuring that the products are accessible to all regardless of physical condition. In addition, companies should do their best to

provide an inclusive offer available in all price ranges and locations. Indeed, customers should be able to find products that suit them in both specialty stores and large retailers, and a consistent offering must be provided in all a brand's retail locations. To complement this all-inclusive offer at the point of sale, in-store consultations must be tailored to a broad client base, ensuring that all customers receive the same level of assistance and knowledge. As for the promotion of inclusivity, makeup brands should represent every aspect of diversity, that is in terms of ethnicity, gender, age, and ability, in marketing campaigns or various additional advertising content such as makeup tutorials.

Today's consumers are looking for makeup brands that think about everyone and provide solutions for everyone. It is therefore expected that beauty businesses go beyond their traditional one-size-fits-all approach and recognize the richness of diversity. Beyond this, conveying the feeling of being considered is an opportunity to connect with customers on a deeper level, which then must be used to its maximum potential.

6.1 Limitations and recommendations for further research

The main limitation of this study is that it focuses exclusively on the consumers' perspective. The data collection process, for both the questionnaire and the interviews, was solely directed at customers to determine their views on inclusiveness and its influence on their interactions with brands. Hence, expanding the scope of investigations by including the brands' perspectives, which are ultimately the main stakeholders of this research might be extremely valuable. Indeed, this would allow obtaining their knowledge on the subject as well as additional information on its market implementation. Furthermore, it might provide data to quantify the impact of inclusion on the customer relationship, elements that were missing from prior literature.

In addition, it is worth mentioning that the findings have limitations due to a group of respondents not representative of the global population. Indeed, the online questionnaire was mainly answered by young individuals, falling between the age range of 16 to 35 years old, and identifying as female for 89% of them.

Further research could be done by exposing practical cases to consumers in the form of an experiment. In the interviews and online survey, customers were asked about the behaviors they expected to have towards brands, but they were only exposed to a few real situations to see how they reacted. For this reason, it might be interesting to introduce customers to several marketing campaigns to elicit their exact thoughts on them and, as a result, to further assess their receptivity to inclusive practices.

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Appendix 1: Online survey – Questions

Demographic questions :

1. How old are you?
 - a. Under 16 years old
 - b. 16-25 years old
 - c. 26-35 years old
 - d. 36-50 years old
 - e. 51-65 years old
 - f. 66 years old and over
2. Gender: How do you identify?
 - a. Man
 - b. Woman
 - c. Non-binary
 - d. Not listed (*Please specify*)
 - e. Prefer not to answer
3. Do you use make-up? (of any kind and at any frequency)?
 - a. Yes (next question)
 - b. No (closing of the survey)

Habits and practices:

4. How often do you use make-up?
 - a. Never
 - b. Sometimes
 - c. Several times a week
 - d. Almost every day
 - e. Daily
5. Where do you usually buy your make-up products? (*Several choices possible*)
 - a. In specialized retail stores (Sephora, Marionnaud, Douglas)
 - b. In supermarkets (Manor, Coop, Migros)
 - c. In pharmacies
 - d. Online
 - e. Other (*Please specify*)
6. How often do you buy make-up?
 - a. Never
 - b. Rarely
 - c. Once a month
 - d. Once a week
 - e. More than once a week
7. What is your monthly budget for this category? (Only for make-up products, not for skincare or hair products)
 - a. Less than 20 CHF
 - b. Between 20 and 50 CHF
 - c. Between 50 and 100 CHF
 - d. Between 100 and 200 CHF
 - e. More than 200 CHF

Research questions:

8. What are the most important criteria you look for when buying a make-up product? (Tick the 3 most important ones for you)
 - a. Quality
 - b. Price
 - c. Brand
 - d. Composition
 - e. Reputation of the product
 - f. Availability of the product in several shades
 - g. Eco-friendly
 - h. Labels et certifications (Bio, vegan, cruelty free, ...)
 - i. Other (*Please specify*)
9. What are the most important values that a make-up brand should convey in your opinion? (Tick the 3 most important ones for you)
 - a. Reliability
 - b. Expertise
 - c. Authenticity
 - d. Diversity
 - e. Accessibility
 - f. Environmental responsibility
 - g. Innovation
 - h. Creativity
 - i. Genderless
 - j. Other (*Please specify*)
10. Do you think our society's diversity is well represented in today's make-up world?
 - a. Yes (Question 12)
 - b. No (Question 11)
11. If not, who do you think are the people still left out?
 - a. Open question
12. How important is it to you that a make-up brand is inclusive? In other words, it represents various profiles and offers a wide range of products that can meet everyone's needs. (Scale from 1 to 5, 1= very unimportant, 5 = very important)
 - a. 1 (very unimportant)
 - b. 2 (unimportant)
 - c. 3 (neutral)
 - d. 4 (important)
 - e. 5 (very important)
13. To what extent do you agree with the following statement: "When I feel represented by a brand, I feel valued and therefore become more attached to it"?
 - a. Strongly agree
 - b. Agree
 - c. Neither agree or disagree
 - d. Disagree
 - e. Strongly disagree

14. Would you be more likely to recommend a make-up brand to your friends and family if you feel represented by it?
- Strongly approve
 - Approve
 - Neutral
 - Disapprove
 - Strongly disapprove
15. Do you think that people belonging to ethnic minorities are sufficiently represented in the make-up world? (Scale from 1 to 5, 1= not at all represented, 5= fully represented)
- 1 (not at all represented)
 - 2 (not enough represented)
 - 3 (somewhat represented)
 - 4 (adequately represented)
 - 5 (fully represented)
16. Do you think that men are sufficiently represented in the make-up world? (Scale from 1 to 5, 1= not at all represented, 5= fully represented)
- 1 (not at all represented)
 - 2 (not enough represented)
 - 3 (somewhat represented)
 - 4 (adequately represented)
 - 5 (fully represented)
17. Do you think that people with disabilities are sufficiently represented in the make-up world? (Scale from 1 to 5, 1= not at all represented, 5= fully represented)
- 1 (not at all represented)
 - 2 (not enough represented)
 - 3 (somewhat represented)
 - 4 (adequately represented)
 - 5 (fully represented)
18. Would you be more likely to buy from a make-up brand that puts in place measures that can help some customers, whether or not it is relevant to you?
Example: A packaging adapted to visually impaired people
- Yes
 - No
19. Recently, a famous make-up brand announced the launch of a stabilising device that facilitates the application of make-up for people with reduced mobility. What do you think of this innovation?
- Very satisfied
 - Satisfied
 - Neutral
 - Not satisfied
 - Not at all satisfied



Source: Velasco, 2023

20. Would this encourage you to buy more products from this brand (whether or not you are concerned by this innovation)?
 - a. Yes
 - b. No

21. Do you think that the elderly are sufficiently represented in the make-up world? (Other than for products with anti-aging properties) (Scale from 1 to 5, 1= not at all represented, 5= fully represented)
 - a. 1 (not at all represented)
 - b. 2 (not enough represented)
 - c. 3 (somewhat represented)
 - d. 4 (adequately represented)
 - e. 5 (fully represented)

22. If a make-up brand highlighted the elderly in its marketing communications, would you be more likely to buy the products of this brand than another?
 - a. Yes
 - b. No

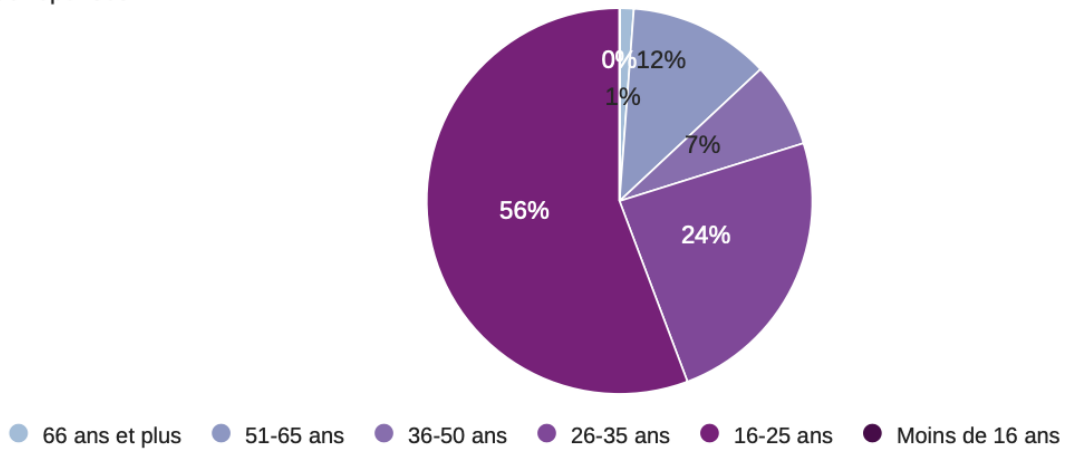
Bonus questions

23. What are the most inclusive make-up brands in your opinion?
 - a. *Open question*
24. What improvements would you like to see in the make-up world?
 - a. *Open question*

Appendix 2: Online survey – Results

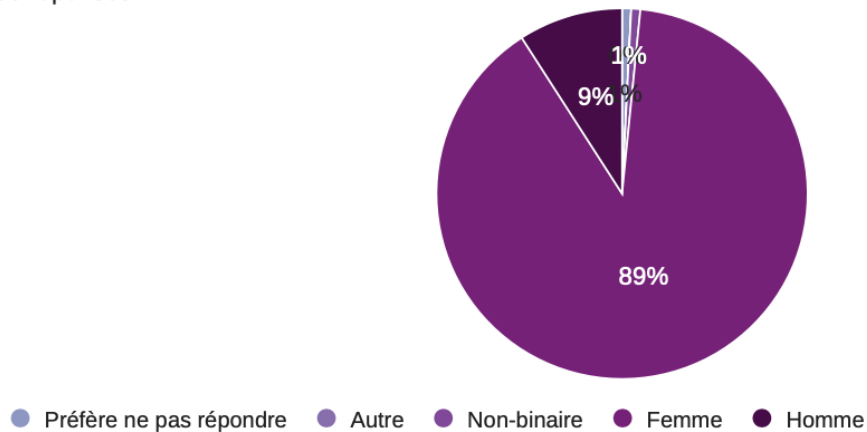
Q1 - Quel est votre âge ?

253 réponses



Q2 - À quel genre vous identifiez-vous ?

253 réponses



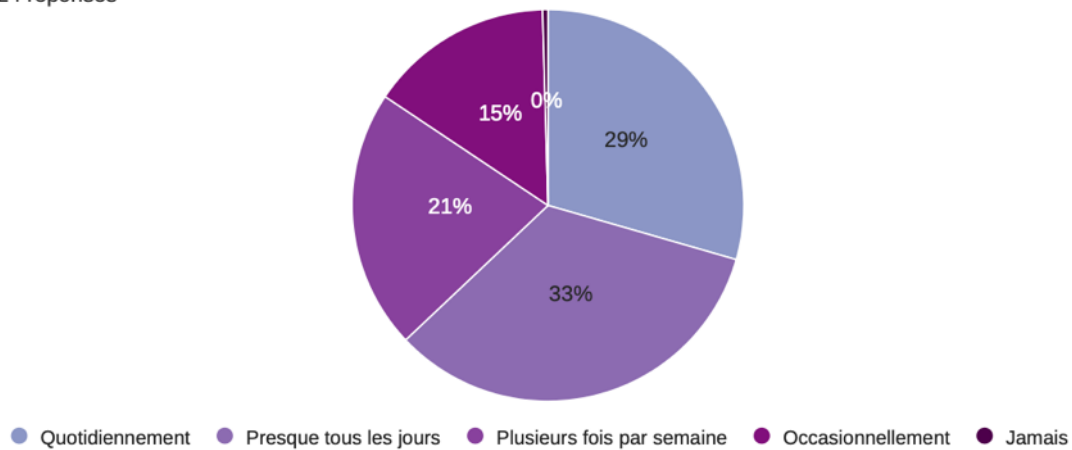
Q3 - Utilisez-vous du maquillage ? (Quel qu'il soit et à n'importe quelle fréquence)

253 réponses



Q4 - À quelle fréquence utilisez-vous du maquillage ?

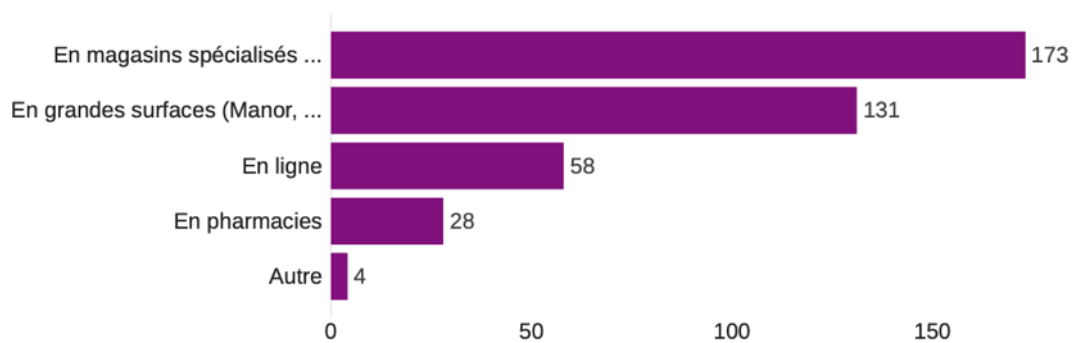
224 réponses



Q5 - Où achetez-vous généralement vos produits de maquillage ?

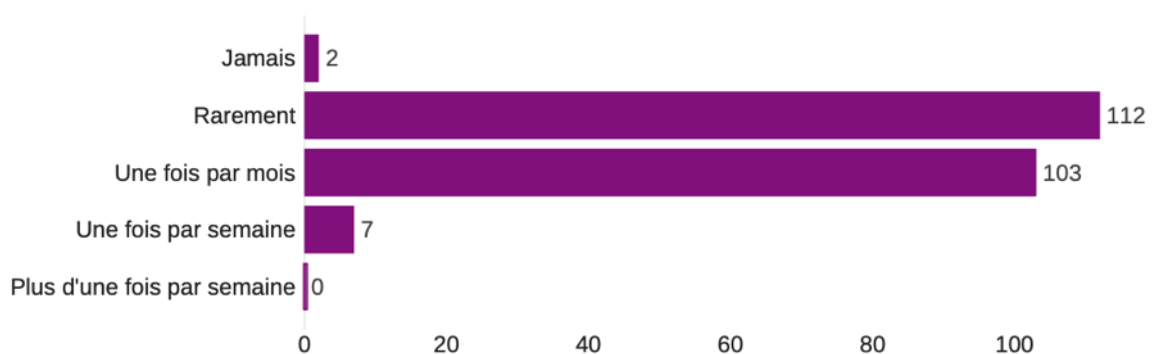
(Plusieurs choix possibles)

224 réponses



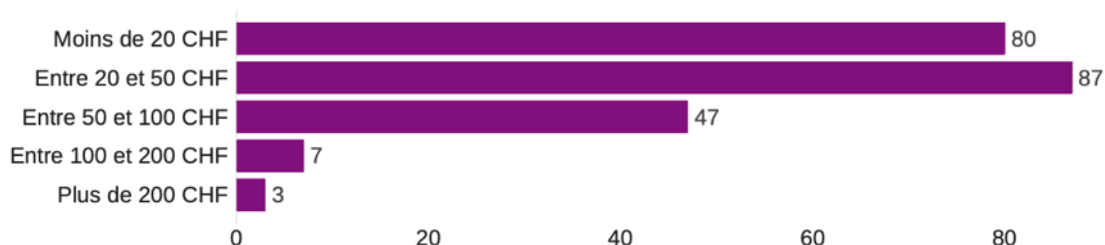
Q6 - À quelle fréquence achetez-vous du maquillage ?

224 réponses



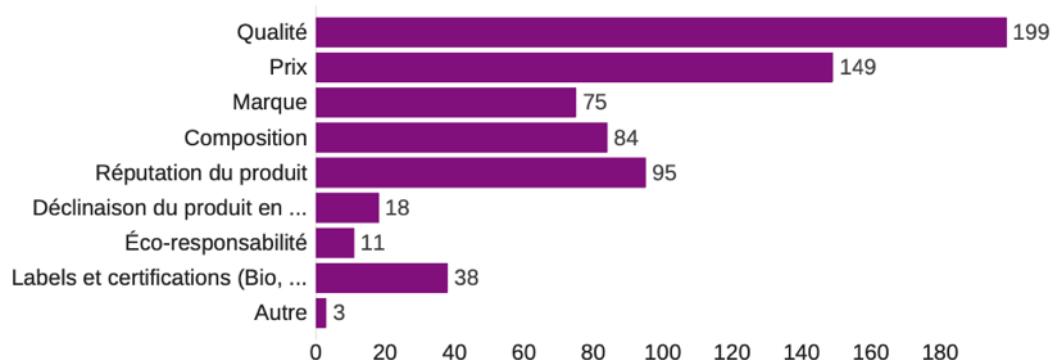
Q7 - Quel budget mensuel accordez-vous à cette catégorie ?
(Uniquement pour les produits de maquillage, et non soins pour la peau ou capillaires)

224 réponses



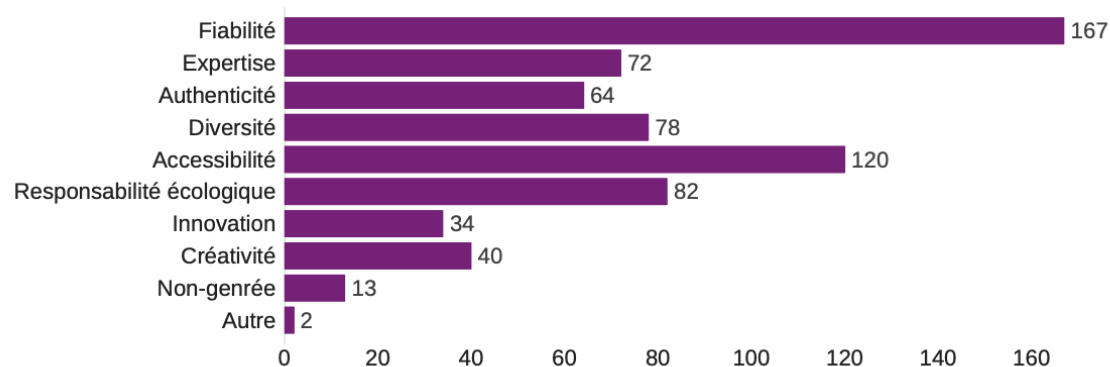
Q8 - Quels sont les critères qui vous importent le plus lorsque vous achetez un produit de maquillage ? (Cochez les 3 plus importants à vos yeux) - Selected Choice

224 réponses



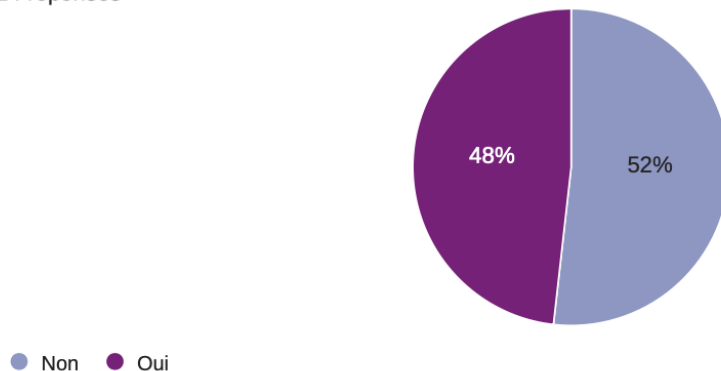
Q9 - Quelles sont les valeurs les plus importantes qu'une marque de maquillage doit transmettre selon vous ? (Cochez les 3 plus importantes à vos yeux)

224 réponses



Q10 - Pensez-vous que la diversité de notre société est bien représentée dans le monde du maquillage actuel ?

224 réponses



Q11 - Si non, qui sont les personnes encore mises de côté selon vous ?

92 réponses

Si non, qui sont les personnes encore mises de côté selon vous ?

Les personnes de couleurs (peau)

hommes, personnes de couleur

Les hommes, les personnes non-binaires, ...

Les personnes racisées

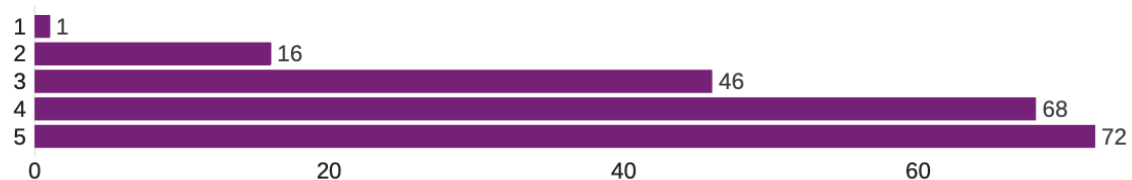
People of color, people with skin conditions

Toutes les personnes qui ne sont pas dans les standards sont encore peu représentées.

Les personnes qui ne rentrent pas dans la catégorie femme cisgenre

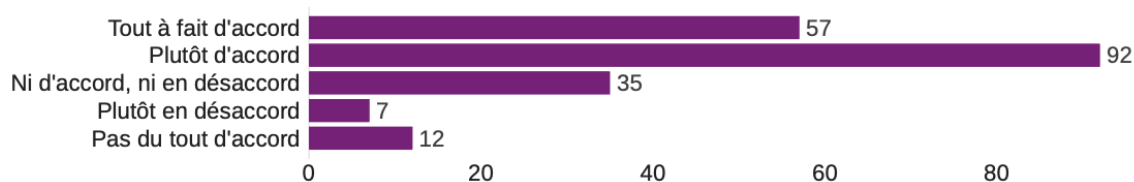
Q12 - À quel point est-ce important pour vous qu'une marque de maquillage soit inclusive ? C'est-à-dire qu'elle représente divers profils et offre une large gamme de produits qui peut satisfaire tout le monde.

203 réponses



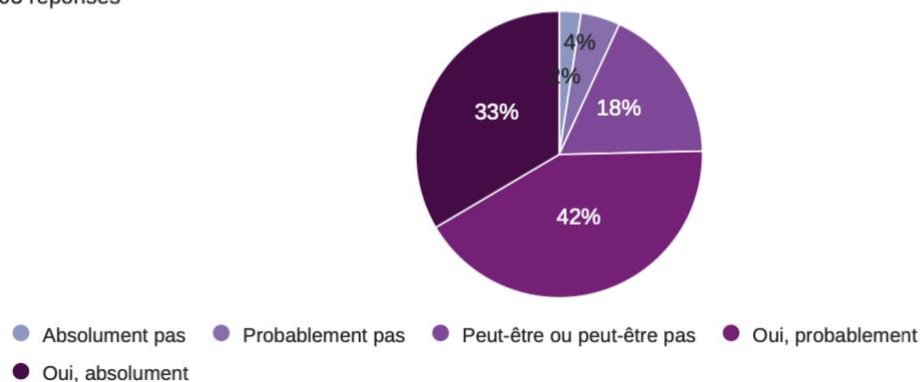
Q13 - À quel point êtes-vous d'accord avec cette phrase : « Lorsque je me sens représenté(e) par une marque, je me sens considéré(e) et donc je m'y attache plus » ?

203 réponses



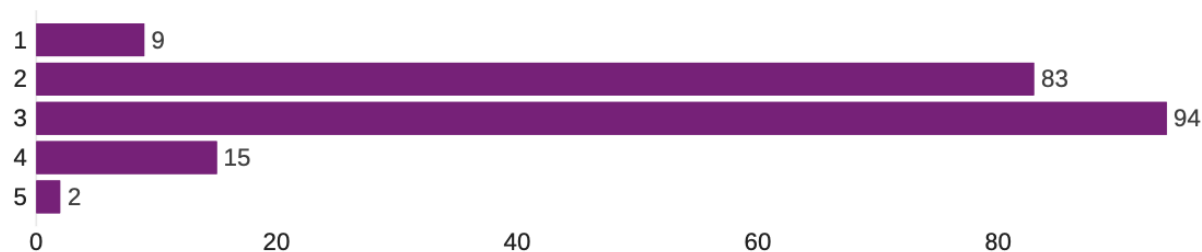
Q14 - Seriez-vous plus enclin à recommander une marque de maquillage à vos proches si vous vous sentez représenté(e) par celle-ci ?

203 réponses



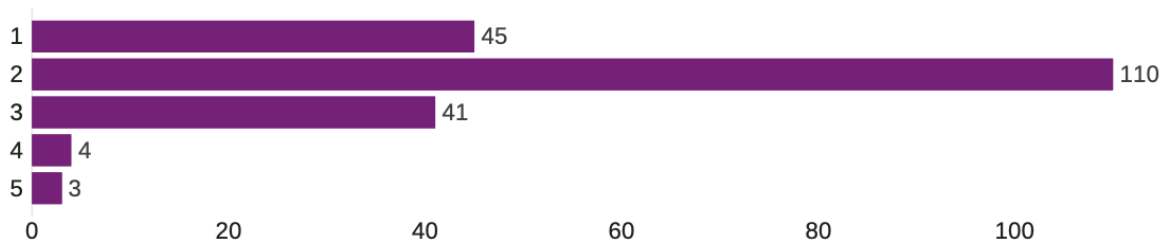
Q15 - Pensez-vous que les personnes issues de minorités ethniques soient suffisamment représentées dans le monde du maquillage ?

203 réponses



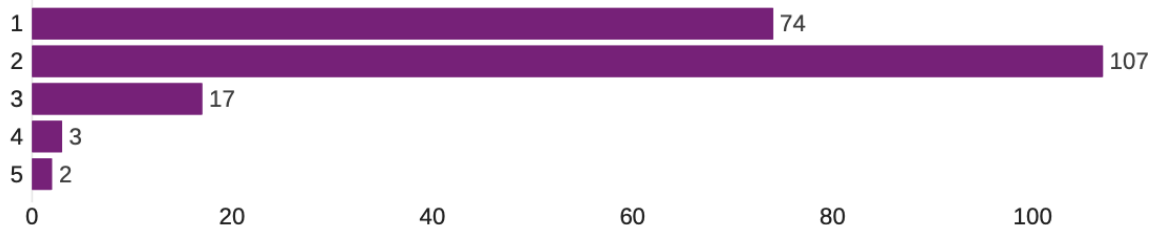
Q16 - Pensez-vous que les hommes soient suffisamment représentés dans le monde du maquillage ?

203 réponses



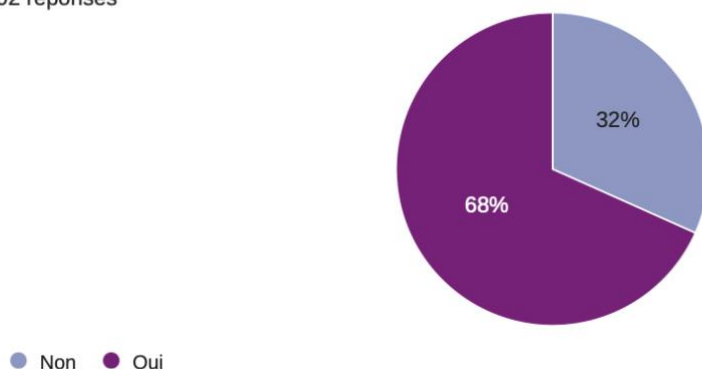
Q17 - Pensez-vous que les personnes en situation de handicap soient suffisamment représentées dans le monde du maquillage ?

203 réponses



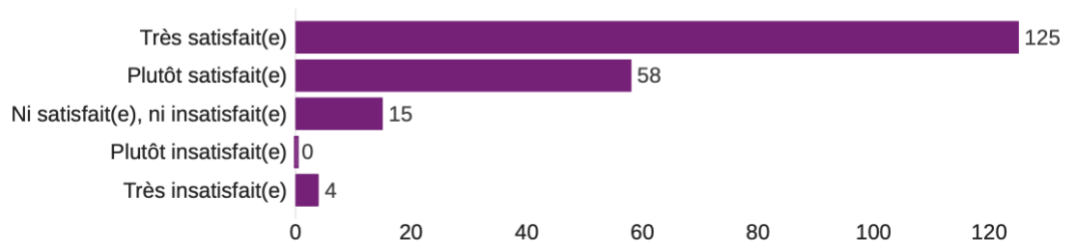
Q18 - Seriez-vous plus susceptible d'acheter auprès d'une marque de maquillage qui met en place des mesures qui peuvent aider certains clients (que cela vous concerne ou non) ? Exemple: Un packaging adapté aux personnes malvoyantes

202 réponses



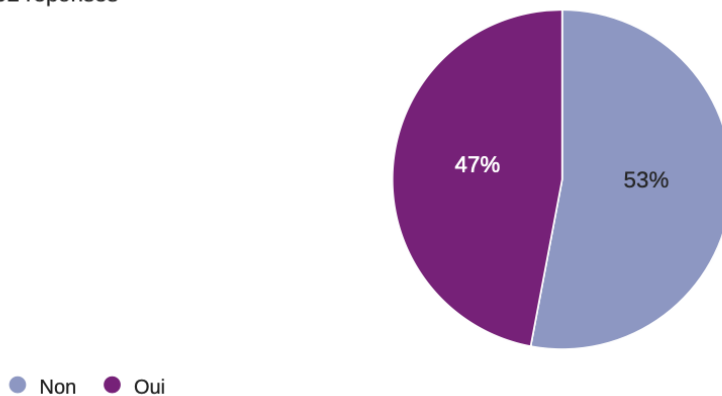
Q19 - Récemment, une grande marque de maquillage a annoncé la sortie d'un dispositif stabilisant qui facilite l'application de maquillage pour les personnes à mobilité réduite. Que pensez-vous de cette innovation ?

202 réponses



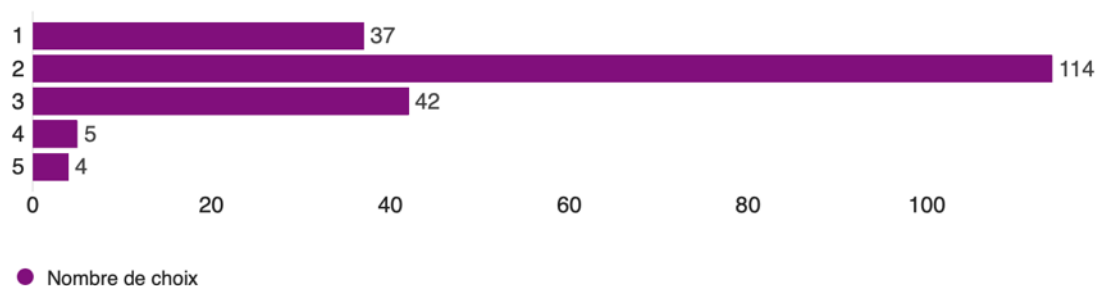
Q20 - Est-ce que cela vous inciterait à acheter plus de produits de cette marque (que vous soyez ou non concerné(e) par cette innovation) ?

202 réponses



Q21 - Pensez-vous que les personnes âgées soient suffisamment représentées dans le monde du maquillage ? (Autre que pour les produits aux propriétés anti-âge)

202 réponses



Q22 - Si une marque de maquillage mettait en avant les seniors dans ses communications commerciales, cela vous inciterait-il à acheter les produits de cette marque plutôt qu'une autre ?

202 réponses



Q23 - Quelles sont les marques de maquillage les plus inclusives selon vous ?



Q24 - Que souhaiteriez-vous voir comme amélioration dans le monde du maquillage ?

52 réponses

Que souhaiteriez-vous voir comme amélioration dans le monde du maquillage ?

Plus de produits pour tous les types de peaux (matures, peaux noires, ...)

moins de photos super retouchées

Brands being more open about the composition of their products and more diversity in their choice

Que ces marques se spécialise, selon l'age ou les types de peau

Plus de produits sans methylisothiazolinone

Produit plus naturel et bonne qualité

Plus de transparence et voir plus de gens « normales » de couleurs, handicapés qu'on croise tous les jours dans la rue

Appendix 3: Interview questions

Interview – French

Importance de l'inclusivité

1. Dans quel contexte t'es-tu déjà sentie exclu(e) ou marginalisé(e) par l'industrie du maquillage ?
2. À quel point est-ce important pour toi que l'industrie du maquillage soit ouverte à tous, indépendamment de leurs origines, de leur genre, de leur âge ou de leurs capacités ?

Impact sur la relation client avec les marques

3. Comment la diversité représentée dans la publicité et le marketing d'une marque de maquillage influence-t-elle ta perception de cette marque ?
4. Es-tu plus enclin(e) à acheter auprès d'une marque de maquillage qui valorise l'inclusion et la diversité ? Si oui, pourquoi ? Si non, pourquoi ?
5. Lorsque tu te sens représenté(e) et donc considéré(e) par une marque, qu'est-ce que cela te fait ressentir ?
6. De même, si tu te sens considéré(e) par une marque, la recommanderais-tu plus volontiers à tes proches ainsi que sur tes réseaux sociaux ?
7. Au contraire, si une marque manque d'inclusion et de représentation de la diversité, mais que tu es intéressé(e) par les produits qu'elle propose, les achèterais-tu quand même ?

État actuel de l'industrie en termes d'inclusivité

8. Quels changements as-tu remarqué dans l'industrie du maquillage en termes d'inclusivité ces dernières années ? Qu'ils soient positifs ou négatifs
9. En quoi ces changements étaient-ils pertinents pour ta situation ?
10. Penses-tu que l'industrie du maquillage fait suffisamment d'efforts pour répondre aux besoins des personnes appartenant à des groupes minoritaires ?

Améliorations souhaitées pour l'avenir

11. Quels conseils donnerais-tu aux entreprises de maquillage qui souhaitent être plus inclusives et accueillantes pour tous ?

Appendix 4: Interview 1 – Respondent A

1. Dans quel contexte t'es-tu déjà sentie exclu(e) ou marginalisé(e) par l'industrie du maquillage ?

Premièrement par le fait d'être un homme dans ce domaine qui est souvent considéré comme étant réservé aux femmes. Je voyais très peu d'hommes également acheter du maquillage en magasins, ce qui attirait des regards insistants sur moi lorsque je le faisais. De plus, je me suis également déjà senti exclu en raison de ma couleur de peau. Il y a 4-5 ans par exemple, trouver ma teinte de fond de teint était un défi. Bien que je puisse maintenant trouver ma teinte en magasin, les vendeuses ont encore du mal à me conseiller c'est-à-dire à cibler la bonne teinte qui me conviendrait.

En fin de compte, je dirais que je ressens plus de discrimination en tant qu'homme que comme une personne de couleur.

2. À quel point est-ce important pour toi que l'industrie du maquillage soit ouverte à tous, indépendamment de leurs origines, de leur genre, de leur âge ou de leurs capacités ?

Je trouve que c'est important que tout le monde puisse se retrouver dans le maquillage, peu importe l'âge, la couleur de peau, le genre ou peu importe. Pour moi, il n'y a aucune distinction à faire, car tout le monde devrait avoir accès et être en mesure d'utiliser du maquillage.

L'évolution positive que nous avons connue jusqu'à présent m'apporte un sentiment de satisfaction personnelle, et cela n'était pas le cas il y a 4 à 5 ans. Je pense également que mes attentes en 2023 sont bien plus élevées. Je veux que tout le monde soit représenté, car c'est important à mes yeux.

3. Comment la diversité représentée dans la publicité et le marketing d'une marque de maquillage influence-t-elle ta perception de cette marque ?

Quand je vois de la diversité dans une publicité, cela me donne le sentiment d'être considéré, ce qui me fait voir la marque de manière plus positive. Je pense que c'est psychologique où l'on est instinctivement plus attiré par une marque qui considère tout le monde. En tout cas, je pense que cela est particulièrement vrai pour les gens de ma génération, alors les personnes plus âgées peuvent être plus influencées par d'autres facteurs comme la qualité par exemple.

4. Es-tu plus enclin(e) à acheter auprès d'une marque de maquillage qui valorise l'inclusion et la diversité ? Si oui, pourquoi ? Si non, pourquoi ?

Oui, car c'est une marque qui souhaite révolutionner les choses. Je me vois très mal acheter une marque de maquillage ou autres produits qui dénigre un certain groupe, comme j'ai pu le constater chez Guerlain par exemple.

5. Lorsque tu te sens représenté(e) et donc considéré(e) par une marque, qu'est-ce que cela te fait ressentir ?

Le fait de me sentir représenté, me procure un sentiment de fierté, car cela confirme que j'ai ma place au sein ou même en dehors de cette marque. Ainsi, je pourrai également parler de la marque à d'autres personnes en leur disant qu'elles peuvent y aller les yeux fermés.

6. De même, si tu te sens considéré(e) par une marque, la recommanderais-tu plus volontiers à tes proches ainsi que sur tes réseaux sociaux ?

Tout à fait, je recommande plus facilement les marques inclusives sur mes réseaux sociaux. Étant makeup artist, je partage régulièrement mon travail sur les réseaux sociaux. J'ai donc tendance à identifier plus souvent ces marques dans mon contenu, notamment MAC et Fenty Beauty, qui, selon moi, sont des exemples d'inclusivité et de diversité dans l'industrie du maquillage.

7. Au contraire, si une marque manque d'inclusion et de représentation de la diversité, mais que tu es intéressé(e) par les produits qu'elle propose, les achèterais-tu quand même ?

Ce n'est pas un frein pour moi. Je peux quand même vouloir acheter ces produits pour pouvoir les tester. En tant que client, j'espère pouvoir contribuer à faire évoluer la marque vers plus d'inclusivité et de diversité. Si la marque constate une demande plus diversifiée, elle peut alors agir en conséquence. Ainsi, je pourrais contribuer à être un moteur pour cette évolution.

8. Quels changements as-tu remarqué dans l'industrie du maquillage en termes d'inclusivité ces dernières années ?

Je trouve que le domaine du maquillage est maintenant plus ouvert. Par exemple, les clients ont plus de teintes différentes à leur disposition et on peut voir plus d'hommes.

9. En quoi ces changements étaient-ils pertinents pour ta situation ?

Au fil du temps, je me suis senti de plus en plus à l'aise dans le domaine du maquillage. Au début, je n'osais pas à acheter du maquillage et je me renfermais. Mais maintenant, j'ai plus confiance en moi, je sais exactement ce que je veux et j'ai plus de facilité à demander des conseils aux vendeurs ou vendeuses en magasin.

10. Penses-tu que l'industrie du maquillage fait suffisamment d'efforts pour répondre aux besoins des personnes appartenant à des groupes minoritaires ?

En ce qui concerne les hommes, je pense qu'ils sont encore insuffisamment représentés. Je pense que certaines peurs et stéréotypes limitent leur engagement dans ce domaine. Bien que j'aie déjà vu quelques représentations masculines chez des marques telles que MAC et Fenty Beauty, cela reste encore très peu fréquent et j'espère que cela évoluera dans le futur.

Quant aux personnes racisées, j'ai personnellement remarqué un changement significatif après la sortie de la marque Fenty Beauty. Depuis, j'ai vu de nombreuses marques suivre cette tendance, et je trouve que la représentation des personnes de couleur commence à s'améliorer petit à petit.

11. Quels conseils donnerais-tu aux entreprises de maquillage qui souhaitent être plus inclusives et accueillantes pour tous ?

J'aimerais que les marques intègrent davantage de modèles masculins dans leurs publicités. Même s'il y a maintenant plus d'influenceurs hommes dans le domaine du maquillage, cela ne se reflète pas suffisamment dans les communications des marques. Récemment, j'ai vu que certaines marques proposaient du maquillage spécialement conçus pour les hommes, mais je ne comprends pas l'intérêt de cette démarche. À mes

yeux, le maquillage n'a pas de genre, donc pourquoi renforcer cette idée ? Je pense qu'il serait plus pertinent de d'aller vers une approche « genderless » du maquillage, plutôt que de diviser les produits en fonction du genre.

Je suis d'avis que les magasins devraient avoir une plus grande variété de teintes en stock, même si la demande peut ne pas être élevée, car c'est en proposant des produits adaptés que nous attirerons une clientèle plus diversifiée. Pour illustrer, dans la boutique où je travaille, il y a souvent peu de stock pour les teintes les plus foncées. Cela peut être gênant lorsque je ne peux pas conseiller correctement une cliente en manque de choix. Il arrive également que certaines clientes se rendent en magasin uniquement pour commander leurs teintes, car elles les connaissent et savent qu'elles ne sont pas disponibles en rayon. Bien sûr, la sélection de produits peut varier en fonction de la ville dans laquelle se trouve la boutique. Dans les grandes villes, l'offre en termes de teintes de maquillage est peut-être plus importante, mais c'est dommage pour les plus petites boutiques.

Appendix 5: Interview 2 – Respondent B

1. Dans quel contexte t'es-tu déjà sentie exclu(e) ou marginalisé(e) par l'industrie du maquillage ?

Je me suis sentie plusieurs fois mise de côté. Une fois, par exemple, j'ai vu une femme noire dans une publicité pour la marque NYX et quand je me suis rendue en magasin pour acheter le produit présenté, je n'ai pas trouvé ma teinte alors que la mannequin avait une peau encore plus foncée que moi. Ce type de situation m'arrive très souvent. Dans les publicités, il semble y avoir toutes les teintes, mais au final, quand on se rend en magasin, on en retrouve que deux ou trois. En plus de cela, j'ai assez fréquemment des problèmes pour trouver un rouge à lèvres qui convient à mon teint. On pense généralement qu'il y a un large choix de couleurs de rouge à lèvres pour tout le monde, mais en réalité c'est faux car la plupart des teintes proposées ne vont pas sur les peaux noires. Il m'est par exemple impossible de trouver un bon crayon brun pour les lèvres et donc j'achète des crayons pour les yeux pour cela. Au final, pour trouver un large choix de produits qui correspondent aux peaux noires, je suis souvent obligée de me diriger vers des marques plus chères.

Le fait de ne pas être incluse dans l'offre de produits me fait ressentir de la frustration et l'impression d'être prise pour une imbécile. Depuis la sortie de Fenty Beauty, il y a eu une vague de marques qui prétendent être inclusives dans leur publicité, mais en réalité, on ne retrouve pas cette même ouverture dans l'offre de produits.

2. À quel point est-ce important pour toi que l'industrie du maquillage soit ouverte à tous, indépendamment de leurs origines, de leur genre, de leur âge ou de leurs capacités ?

Pour ma part, j'ai beaucoup de plaisir à me maquiller et je trouve donc que c'est dommage si cela est une difficulté pour certains. Je pense donc que c'est très important que le maquillage soit accessible à tous afin que tout le monde puisse profiter de cela et s'exprimer librement. De plus, je pense qu'il est tout à fait réalisable d'inclure tout le monde. Bien que je reconnaisse les efforts déjà faits par les marques, je pense qu'elles pourraient encore faire mieux pour répondre aux besoins de tous.

3. Comment la diversité représentée dans la publicité et le marketing d'une marque de maquillage influence-t-elle ta perception de cette marque ?

Si je vois qu'une marque est inclusive, cela aura un impact positif sur ma perception de la marque. Je vais avoir une image plus favorable de la marque en général, en pensant que ses produits sont meilleurs dans l'ensemble, mais il est possible que cela soit un peu biaisé de ma part. De plus, cela me donnera l'impression que la marque est progressiste, à l'écoute de ses clients et qu'elle cherche à sensibiliser les gens sur l'importance de la diversité. Je considérerai donc que cette marque est innovante et qu'elle évolue dans la bonne direction.

4. Es-tu plus enclin(e) à acheter auprès d'une marque de maquillage qui valorise l'inclusion et la diversité ? Si oui, pourquoi ? Si non, pourquoi ?

Oui, car cela m'attirera davantage. Le fait que cette marque mette en avant la diversité me donnera le sentiment d'être intégrée, ce qui me poussera à choisir cette marque plutôt qu'une autre. Maintenant que nous avons plus conscience de l'importance de ces valeurs, je pense que la plupart d'entre nous privilégierait sûrement les marques qui ont ce genre d'approche.

5. Lorsque tu te sens représenté(e) et donc considéré(e) par une marque, qu'est-ce que cela te fait ressentir ?

Cela me procure un sentiment de satisfaction et de justice. Cela montre qu'on pense à nous et donc on se sent plus intégré dans le monde du maquillage. De plus, cela me donne de l'espoir pour l'avenir, car cela montre que l'industrie évolue dans une direction positive en accordant davantage d'importance à la diversité. Ainsi, je dirais que je suis contente et optimiste pour l'avenir.

6. De même, si tu te sens considéré(e) par une marque, la recommanderais-tu plus volontiers à tes proches ainsi que sur tes réseaux sociaux ?

Oui, mais je crois que je le fais de manière inconsciente dans le sens où, comme je sais que je peux utiliser cette marque et que mon choix est souvent limité, je pense que tout le monde pourrait également y trouver son compte. Autrement dit, si même moi je trouve, cela signifie qu'il y a un choix important de produits et donc qu'il est fort probable que d'autres personnes puissent également trouver ce qui leur convient. De plus, je recommande davantage ces marques car ce sont celles que je peux tester et utiliser, donc celles sur lesquelles je peux donner un avis.

7. Au contraire, si une marque manque d'inclusion et de représentation de la diversité, mais que tu es intéressé(e) par les produits qu'elle propose, les achèterais-tu quand même ?

Je crois que ça me freine un peu, mais pas totalement. Par exemple, si la marque ne propose pas des produits teints qui correspondent à ma couleur de peau, je vais peut-être porter moins d'attention aux autres produits qu'elle propose. Cependant, dans d'autres cas, je vais simplement savoir que je ne peux pas trouver les produits teints chez cette marque et donc me concentrer sur les autres catégories de produits qu'elle propose. Donc cela dépend de la situation et des produits que je recherche.

8. Quels changements as-tu remarqué dans l'industrie du maquillage en termes d'inclusivité ces dernières années ?

J'ai remarqué qu'il y a eu des progrès en termes de représentation. Les marques ont fait des efforts pour inclure davantage de diversité dans leurs publicités c'est-à-dire à travers les affiches ou les contenus audio-visuels. Il y a également eu un plus large choix de produits, mais à ce niveau il y a encore des lacunes. Par exemple au niveau des produits pour le teint, il y a plus de fond de teint pour peaux noires, mais pas les autres produits comme la poudre, le bronzer ou le blush. Il est également toujours difficile de trouver sa teinte parfaite, car le choix reste limité.

De manière générale, je pense que l'inclusivité est devenue obligatoire pour se faire bien voir auprès du public. On dirait donc que certaines marques se forcent à le faire et se contentent de faire le minimum, sans s'impliquer réellement dans la création de produits qui conviennent à tous les types de peau. Enfin, bien que certains groupes aient été inclus, il y a encore un grand nombre de personnes mises de côté comme par exemple les hommes ou les personnes handicapées.

9. En quoi ces changements étaient-ils pertinents pour ta situation ?

Je constate qu'il y a désormais plus de choix de produits adaptés à ma couleur de peau et dans une variété de marques différentes. Je ne suis plus limitée à quelques produits spécifiques, ce qui me permet d'explorer et de trouver des produits qui me conviennent encore mieux. Cela me donne davantage de plaisir à me maquiller et à tester de nouvelles choses.

10. Penses-tu que l'industrie du maquillage fait suffisamment d'efforts pour répondre aux besoins des personnes appartenant à des groupes minoritaires ?

Non, je ne pense pas que les marques de cosmétiques se soient réellement étendues à un public plus large que les femmes de différentes origines. Je pense qu'elles ont juste fait des efforts pour inclure de la diversité au niveau de la couleur de peau, mais qu'elles n'ont pas encore élargi leur public en termes de genre, d'âge, d'handicap ou autres.

11. Quels conseils donnerais-tu aux entreprises de maquillage qui souhaitent être plus inclusives et accueillantes pour les personnes appartenant à des groupes minoritaires ?

Je pense que les marques de maquillage devraient tout d'abord améliorer leur conseil en magasin en formant leurs employés à maquiller toutes les couleurs de peau ou bien en ayant des vendeuses de toutes origines. De plus, il serait également intéressant de se concentrer davantage sur les teintes medium à foncée afin de pouvoir offrir une gamme de produits vraiment adaptée à tous et toutes. Je pense aussi que les marques devraient faire l'effort de toujours présenter tous leurs produits, comme par exemple les rouges à lèvres, sur différentes couleurs de peau, afin que les clients puissent avoir une idée du rendu sur leur peau.

Appendix 6: Interview 3 – Respondent C

1. Dans quel contexte t'es-tu déjà sentie exclu(e) ou marginalisé(e) par l'industrie du maquillage ?

Il m'est déjà arrivé de me sentir exclue en raison de la représentation de la beauté dans les publicités, car les femmes de mon âge ne sont rarement voire jamais représentées pour des produits cosmétiques. Toutefois, en ce qui concerne l'offre des produits, je n'ai jamais eu de difficultés à trouver des produits qui me correspondaient en tant que femme mature.

2. À quel point est-ce important pour toi que l'industrie du maquillage soit ouverte à tous, indépendamment de leurs origines, de leur genre, de leur âge ou de leurs capacités ?

Pour moi, c'est important que le maquillage soit accessible à tous que car cela permet à chacun de prendre soin de soi comme il l'entend.

3. Comment la diversité représentée dans la publicité et le marketing d'une marque de maquillage influence-t-elle ta perception de cette marque ?

J'apprécie le fait que des profils différents soient représentés, mais cela ne va pas m'influencer au point d'avoir une meilleure image d'une marque qui le fait.

4. Es-tu plus enclin(e) à acheter auprès d'une marque de maquillage qui valorise l'inclusion et la diversité ? Si oui, pourquoi ? Si non, pourquoi ?

Non, pour moi, c'est un critère secondaire lorsque j'achète un produit. Je m'intéresse davantage à la qualité du produit ou ses composants. Par exemple, si je vois une femme de mon âge dans une publicité, cela peut m'inciter à m'intéresser davantage au produit et à faire des recherches supplémentaires, mais cela n'affectera pas ma décision d'acheter le produit ou non.

5. Lorsque tu te sens représenté(e) et donc considéré(e) par une marque, qu'est-ce que cela te fait ressentir ?

Quand une marque me représente, cela suscite ma curiosité et me pousse à étudier davantage ces produits. Je suis interpellé et touchée quand je vois qu'une marque s'intéresse à une personne qui peut me ressembler.

6. De même, si tu te sens considéré(e) par une marque, la recommanderais-tu plus volontiers à tes proches ainsi que sur tes réseaux sociaux ?

Oui, je pense que je la recommanderai plus facilement. Je pourrais par exemple dire à une amie : "As-tu vu ce que cette marque a fait ? Tu devrais jeter un coup d'œil, car cela pourrait te correspondre".

7. Au contraire, si une marque manque d'inclusion et de représentation de la diversité, mais que tu es intéressé(e) par les produits qu'elle propose, les achèterais-tu quand même ?

Oui, j'achèterais quand même les produits proposés par cette marque. Pour moi, ce qui prime c'est ce que les produits peuvent m'apporter, plutôt que l'approche ou la communication que la marque choisit de mettre en place.

8. Quels changements as-tu remarqué dans l'industrie du maquillage en termes d'inclusivité ces dernières années ?

De nos jours, je pense que les femmes de couleur sont davantage représentées, ce qui n'était pas le cas auparavant. Je trouve très positif qu'il y a une plus grande ouverture à ce niveau, mais c'est encore très peu en comparaison à la diversité réelle de notre population.

9. En quoi ces changements étaient-ils pertinents pour ta situation ?

Je ne vois pas de changement significatif pour ma situation en particulier.

10. Penses-tu que l'industrie du maquillage fait suffisamment d'efforts pour répondre aux besoins des personnes appartenant à des groupes minoritaires ?

Non, ce n'est pas assez. Bien qu'il y ait des efforts en matière de couleurs de peau ce n'est pas encore suffisant en termes de représentation de toutes les origines de la population. Par ailleurs, on ne voit quasiment jamais d'hommes dans les publicités pour le maquillage et je trouve cela dommage. Quant aux personnes handicapées, je pense qu'elles sont totalement inexistantes dans ce domaine. Si une marque faisait des efforts à ce niveau-là, cela me toucherait beaucoup et je m'intéresserais plus à celle-ci.

En ce qui concerne les femmes de 50 ans et plus, elles sont un peu représentées pour les produits de soin, mais également inexistantes pour les produits de maquillage. Personnellement, je trouverais cela enrichissant de voir des femmes de mon âge avec des maquillages bien travaillés dans des publicités, cela me donnerait de l'inspiration.

11. Quels conseils donnerais-tu aux entreprises de maquillage qui souhaitent être plus inclusives et accueillantes pour les personnes appartenant à des groupes minoritaires ?

Je pense que les marques de maquillage devraient élargir leur représentation afin de mieux refléter la diversité de notre population. C'est important pour qu'on voit dans les publicités ce qu'on voit dans la réalité, c'est-à-dire afin que le domaine du maquillage soit visuellement représentatif de notre société.

Appendix 7: Interview 4 – Respondent D

1. Dans quel contexte t'es-tu déjà sentie exclu(e) ou marginalisé(e) par l'industrie du maquillage ?

En ce qui concerne l'offre des produits, je ne me suis jamais vraiment sentie exclue en tant que personne handicapée, car mon handicap ne m'empêche pas d'utiliser les produits de maquillage comme tout le monde. Cependant, j'ai des amies atteintes de la même maladie que moi qui sont limitées dans certains mouvements, ce qui peut rendre difficile l'ouverture d'un produit ou l'application de maquillage. Du coup je pense que pour certaines personnes, l'offre actuelle de produits n'est pas suffisante et qu'il faudrait développer cela. Pour ce qui est de la représentation, je n'ai jamais vu personne en fauteuil roulant ou toute autre forme de handicap dans les publicités ou sur les affiches dans les magasins. Ce manque de représentation peut donc me donner l'impression d'être exclue et pas comme les autres.

2. À quel point est-ce important pour toi que l'industrie du maquillage soit ouverte à tous, indépendamment de leurs origines, de leur genre, de leur âge ou de leurs capacités ?

Selon moi, le handicap est encore trop tabou dans notre société. Les personnes handicapées font encore face à beaucoup de préjugés, et le fait qu'elles ne soient pas représentées au même titre qu'une autre personne lambda renforce encore plus ces stéréotypes. Par exemple, j'ai reçu un nombre incalculable de fois la remarque « tu te maquilles bien pour une handicapée ». Pour moi, ce genre de remarque est complètement inacceptable étant donné que je suis une femme à part entière.

C'est pourquoi je pense que c'est très important que le maquillage soit ouvert à tous. Je rêverai de pouvoir faire partie d'une campagne publicitaire ou de voir quelqu'un dans ma situation le faire. Cela me rendrait très fière et je serais la première à en parler et à le partager.

3. Comment la diversité représentée dans la publicité et le marketing d'une marque de maquillage influence-t-elle ta perception de cette marque ?

Si une marque décidait d'inclure les personnes handicapées, j'en aurais une image plus positive. Je penserais que c'est une marque qui souhaite ouvrir les esprits ce qui est formidable. Je me dirais : « enfin une marque qui nous prend en considération ».

Pour moi, l'inclusion chez une marque c'est un grand plus. Lorsque je vois une publicité mettant en scène des femmes de différentes couleurs de peau, je trouve cela très bien. Il y en a marre de voir qu'un seul type de femme représenté. Au final, toutes les femmes sont belles et méritent d'être représentées peu importe leurs caractéristiques.

4. Es-tu plus enclin(e) à acheter auprès d'une marque de maquillage qui valorise l'inclusion et la diversité ? Si oui, pourquoi ? Si non, pourquoi ?

Oui, absolument. Cela me pousserait à m'y intéresser davantage et à tester ses produits. J'aurais forcément plus tendance à aller vers une marque inclusive plutôt qu'une marque plus classique, car pour moi elle se démarque. J'aurais donc envie d'aller voir dans un premier temps ce qu'elle fait et si je suis convaincue par ses produits, cela me motiverait encore plus à en parler autour de moi.

5. Lorsque tu te sens représenté(e) et donc considéré(e) par une marque, qu'est-ce que cela te fait ressentir ?

Si j'étais représentée, je me sentirais comme tout le monde. Je dis souvent une phrase qui illustre mon avis par rapport à cela « c'est plus la société qui nous rend handicapé que le handicap en lui-même ». Ainsi, si je me voyais représentée par une marque, cela me rendrait fière et satisfaite.

6. De même, si tu te sens considéré(e) par une marque, la recommanderais-tu plus volontiers à tes proches ainsi que sur tes réseaux sociaux ?

Oui, sans aucun doute. J'en parlerai plus volontiers autour de moi, car cela permettrait de contribuer à faire évoluer les mentalités et lever les préjugés liés au handicap.

7. Au contraire, si une marque manque d'inclusion et de représentation de la diversité, mais que tu es intéressé(e) par les produits qu'elle propose, les achèterais-tu quand même ?

Oui, je pense que j'achèterais quand même ces produits mais uniquement par nécessité. J'achèterais donc ces produits car il me les faut dans ma routine de maquillage. Cependant, je ne serais pas particulièrement attachée à la marque en elle-même. Par exemple, je ne ressentirais pas forcément le besoin d'en parler autour de moi ou de m'abonner à leurs pages sur les réseaux sociaux.

8. Quels changements as-tu remarqué dans l'industrie du maquillage en termes d'inclusivité ces dernières années ?

En ce qui concerne les personnes handicapées, la seule évolution que j'ai remarquée récemment c'est l'annonce de la sortie d'un porte rouge à lèvres par Lancôme. C'est une très bonne initiative et son annonce a déjà fait du bruit, donc lorsque le produit sera disponible, ce sera génial.

Je trouve également que les femmes de couleur sont de plus en plus représentées. On peut voir que les marques de maquillage ont élargi leur gamme en termes de teintes. Les hommes sont aussi de plus en plus représentés, mais cela reste encore peu courant. Quant aux personnes âgées, je n'ai pas encore remarqué d'amélioration pour le moment.

9. En quoi ces changements étaient-ils pertinents pour ta situation ?

Cette innovation pour les personnes handicapées ne me concerne pas directement puisque je peux me maquiller sans problèmes. Cependant, j'ai directement pensé à mes copines qui rencontrent des difficultés pour se maquiller en raison de leur handicap. Je me dis que peut-être cela peut leur donner envie de se maquiller et donc les aider à prendre confiance en elles. Je sais à quel point le maquillage peut apporter de la confiance en soi. En effet, il permet d'avoir une meilleure mine, de se sentir plus belle et comme les autres, ce qui est particulièrement important pour les personnes handicapées pour qui la confiance en soi peut être difficile à atteindre.

J'ai également pensé que si une innovation comme celle-ci sort maintenant, cela signifie peut-être que nous pouvons espérer voir d'autres innovations dans le futur.

10. Penses-tu que l'industrie du maquillage fait suffisamment d'efforts pour répondre aux besoins des personnes appartenant à des groupes minoritaires ?

Non, je ne pense pas que les marques fassent assez d'efforts pour inclure tout le monde. Par exemple, les hommes, les personnes âgées et les personnes handicapées sont encore très peu représentés et leur inclusion est encore loin de faire partie des pratiques courantes des marques.

11. Quels conseils donnerais-tu aux entreprises de maquillage qui souhaitent être plus inclusives et accueillantes pour les personnes appartenant à des groupes minoritaires ?

Tout d'abord, je recommanderais aux marques de maquillage d'inclure tout le monde car cela peut susciter beaucoup plus d'intérêt, à la fois des personnes concernées mais aussi du grand public. Par exemple, je suis convaincue qu'une affiche publicitaire présentant une personne différente des profils standards que nous avons l'habitude de voir attirera davantage notre attention.

Pour ce qui est du handicap plus spécifiquement, je pense qu'il est important de fournir autant d'efforts pour l'inclusion dans la représentation que dans la proposition de produits, car l'un ne va pas sans l'autre. Il faut plus mettre en avant les personnes handicapées pour montrer que nous sommes comme tout le monde et que nous avons tout autant le droit d'avoir accès au monde de la beauté et donc de nous sentir beau ou belle, car nous le sommes tout autant.

Bien que nous sommes une grande partie de la population, nous sommes encore trop souvent mis dans l'ombre et je trouve cela fou à l'heure actuelle. Il est donc nécessaire d'élargir les esprits et de normaliser le fait d'être handicapé, quel que soit le type de handicap, pour que nous ne soyons plus mis à l'écart. Pour moi, être en fauteuil roulant, ou autre, est tout aussi normal que porter des lunettes, c'est simplement une caractéristique de la personne et cela devrait être perçu comme tel.

Appendix 8: Interview 5 – Respondent E

1. Dans quel contexte t'es-tu déjà sentie exclu(e) ou marginalisé(e) par l'industrie du maquillage ?

Quand j'étais plus jeune, vers 2015-2016 je dirais, il m'est déjà arrivée de me sentir exclue car il y avait très peu de visibilité pour les personnes noires dans le monde de la beauté. J'avais du mal à trouver la bonne couleur de fond de teint et je remarquais que les vendeuses ne savaient pas comment me conseiller. Du coup, je me retrouvais très souvent à finir par acheter des produits pas adaptés à ma couleur de peau et finalement cela m'a fait abandonner le fond de teint pendant un certain temps. Toutefois, j'ai encore été confronté à ce genre de problème il y a quelques années. En plus de cela, je me sentais aussi exclue en raison du manque de représentation des femmes noires sur les réseaux sociaux. Cela rendait donc difficile de trouver de l'inspiration et des tutoriels adaptés à ma carnation.

Même aujourd'hui, pour trouver des produits qui correspondent à ma couleur de peau, je dois m'orienter vers des marques plus chères et de meilleure qualité. Par exemple, les marques à bas prix comme Essence ou Maybelline que l'on trouve dans les supermarchés ne proposent jamais assez de choix pour toutes les couleurs de peau. Du coup, je me tourne plutôt vers des marques plus chères et professionnelles comme Fenty Beauty, Bobby Brown ou MAC. Cela vaut non seulement pour les produits teint, mais aussi pour d'autres produits comme les fards à paupières, qui ne sont jamais assez pigmentés pour les peaux noires, sauf s'ils sont de très bonne qualité.

2. À quel point est-ce important pour toi que l'industrie du maquillage soit ouverte à tous, indépendamment de leurs origines, de leur genre, de leur âge ou de leurs capacités ?

Je trouve cela extrêmement important, car la représentation est essentielle pour que chacun puisse se reconnaître et s'identifier. Pour ma part, si je ne pouvais pas m'identifier à d'autres femmes noires dans le monde du maquillage, je n'aurais pas autant d'idées et de liberté dans ce domaine.

3. Comment la diversité représentée dans la publicité et le marketing d'une marque de maquillage influence-t-elle ta perception de cette marque ?

Je dirais que cela m'en donne une bonne impression, car cela montre que la marque ne considère pas seulement une femme blanche cisgenre.

Après je pense que la publicité ne m'influence pas plus que ça. Je suis plus influencée par les produits proposés et les valeurs qu'elle transmet de manière générale. Par exemple, si une marque est accusée de discrimination envers un groupe de personnes ou fait l'objet de polémiques, je n'aurais pas envie de dépenser mon argent pour celle-ci. Donc, au final, je pense que c'est plus important pour moi qu'une marque soit inclusive dans ses valeurs et dans les produits qu'elle propose plutôt que dans sa communication.

4. Es-tu plus enclin(e) à acheter auprès d'une marque de maquillage qui valorise l'inclusion et la diversité ? Si oui, pourquoi ? Si non, pourquoi ?

Oui totalement, car cela signifie que la marque propose des produits qui répondent à mes besoins. Je pense que de nos jours, il n'est plus aussi difficile qu'avant de trouver des produits adaptés à ma carnation, mais je me tourne tout de même vers des marques inclusives pour les produits de teint. En revanche, pour les autres produits tels que les

palettes pour les yeux, si j'aime le produit en lui-même, je vais l'acheter chez cette marque même s'ils ne proposent pas de produits teint adaptés à ma carnation.

Personnellement, la marque que j'achète le plus, que ce soit pour des produits teint ou autres, comme des gloss par exemple c'est Fenty Beauty. Je suis convaincue par cette marque depuis son début, car j'ai beaucoup apprécié l'approche qu'elle a choisi dès son lancement et ce qu'elle a proposé de nouveau dans ce domaine.

5. Lorsque tu te sens représenté(e) et donc considéré(e) par une marque, qu'est-ce que cela te fait ressentir ?

Lorsque je vois qu'une marque me représente, cela me procure de la satisfaction et de la fierté personnelle. Je ressens cela parce que je me sens enfin prise en compte par la marque et donc mise en valeur.

6. De même, si tu te sens considéré(e) par une marque, la recommanderais-tu plus volontiers à tes proches ainsi que sur tes réseaux sociaux ?

Oui, si la marque met en avant les personnes racisées et que j'aime ses produits, je la recommanderai plus facilement. Pour ma part, je recommande souvent les produits que j'aime à ma mère, car cela lui permet de trouver plus facilement des produits qui lui conviennent. Je recommande donc généralement des produits de maquillage pour faciliter la recherche de produits, car j'ai moi-même déjà eu du mal à trouver ce qui fonctionnait pour moi dans le passé.

7. Au contraire, si une marque manque d'inclusion et de représentation de la diversité, mais que tu es intéressé(e) par les produits qu'elle propose, les achèterais-tu quand même ?

Oui, si les produits m'intéressent j'achèterai quand même chez cette marque. Cependant, je n'irai pas jusqu'à acheter chez une marque connue pour des comportements problématiques tels que du racisme ou autres, car je ne souhaite pas soutenir cela.

8. Quels changements as-tu remarqué dans l'industrie du maquillage en termes d'inclusivité ces dernières années ?

Ces dernières années, j'ai vu beaucoup de changements dans ce domaine. On voit désormais que les marques affichent plus de diversité raciale tant dans leur offre de produits que dans leur représentation. Il y a également beaucoup plus de sources d'inspiration sur les réseaux sociaux grâce aux influenceurs de différentes origines qui sont mis en avant.

Je pense qu'on voit également une représentation plus importante de la communauté LGBTQ+. Cependant, en ce qui concerne les personnes âgées ou handicapées, elles sont encore transparentes voire invisibles. On pourrait dire que les marques de maquillage qui les incluent se compte sur les doigts d'une main.

9. En quoi ces changements étaient-ils pertinents pour ta situation ?

Ces changements ont été importants pour moi, car j'ai pu trouver plus facilement des produits qui me convenaient et donc progresser dans le maquillage. Alors, je dirai que le fait qu'il y ait plus de visibilité pour les personnes noires m'a permis de pouvoir m'identifier à des influenceurs, mais aussi découvrir de nouvelles techniques. Lorsque

nous voyons des personnes qui nous sont plus familières, c'est plus simple de savoir quoi faire car nous pouvons reproduire les mêmes looks.

10. Penses-tu que l'industrie du maquillage fait suffisamment d'efforts pour répondre aux besoins des personnes appartenant à des groupes minoritaires ?

Selon moi, sur une échelle de 1 à 10, je dirais que l'industrie du maquillage est actuellement à 6,5 en termes d'inclusivité. Bien que certaines marques se soient engagées à faire de l'inclusivité leur marque de fabrique, il reste encore beaucoup à faire car ce n'est pas le cas pour toutes les marques.

Pour ce qui est des personnes racisées, il y a eu des progrès, mais je pense qu'on peut encore faire plus et que cela dépend beaucoup des marques. Par exemple, je trouve que les marques de maquillage de luxe font moins d'efforts en matière de diversité, ce qui se ressent dans leur publicité et en magasin. J'ai l'impression qu'elles ont un regard moins actuel sur l'industrie du maquillage et que certains efforts sont faits mais pour bien se faire voir.

Je pense que d'autres groupes comme les personnes âgées et les personnes handicapées ne sont pas encore assez représentés et qu'ils n'ont pas accès à des produits qui peuvent répondre à leurs besoins. Récemment, j'ai vu une marque qui avait sorti un pinceau spécialement conçu pour les personnes atteintes de la maladie de Parkinson, et je trouve que c'est une très bonne initiative qui devrait être suivie par d'autres marques.

Quant aux hommes, je pense qu'ils ne sont également pas encore assez représentés dans le domaine du maquillage. Cependant, j'ai plutôt l'impression que cela est dû en grande partie aux mentalités de la société qui n'encouragent pas les marques à faire avancer les choses à ce niveau-là.

11. Quels conseils donnerais-tu aux entreprises de maquillage qui souhaitent être plus inclusives et accueillantes pour les personnes appartenant à des groupes minoritaires ?

Je pense que les marques devraient encore plus promouvoir la diversité et faire des efforts rendre le maquillage accessible à tous. Il faut donc qu'ils diversifient encore plus leurs gammes de produits pour qu'elles correspondent à toutes les carnations de peau. Cela permettrait à une femme blanche et une femme noire d'avoir les mêmes opportunités en magasin. De plus, je pense qu'il est crucial que les marques forment leur personnel afin qu'il puisse conseiller et renseigner tous les clients.

Appendix 9: Illustrative elements of the recommendations

The following elements were shared during the oral defense of the thesis in order to further illustrate the recommendations made by the author.



Recommendations

Strategy – setting the foundations
Anchor diversity into the strategy of the brand, from values to market positioning.

Product

Price

Place

Promotion

06

Product

1

Colors for all

Consider the entire product range when expanding color shades, like foundations, makeup products are not suitable for all skin colors.



Fenty Beauty



Nars





Maybelline



RECOMMENDATIONS

06

Product

2

Genderfluidity

Adopt a gender-neutral approach. Design products that don't seem gendered, in terms of colors, design or wording.



MAC Cosmetics



Nars



Too Faced



RECOMMENDATIONS

06

Product

3

Design user-friendly makeup products

Design makeup products that are equally accessible to all, regardless of their physical condition.

L'Occitane



Guide Beauty



Rare Beauty



RECOMMENDATIONS

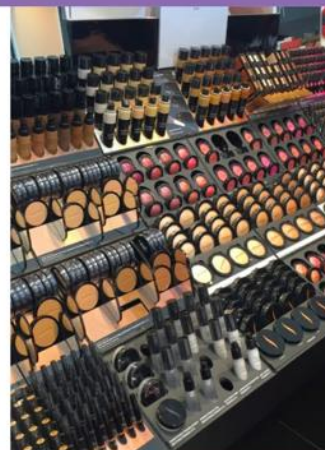
06

Price

1

Included across all price ranges

Try to broaden the range as much as possible, regardless of the price range. To be taken cautiously due to different pricing strategies or limitations.



RECOMMENDATIONS

06

Place

- 1 Included everywhere**
Enable customers to find an inclusive offer in all types of retail locations.
- 2 Consistency of offer across all locations**
Ensure a consistent offer in all stores.
- 3 Adapted In-store assistance**
Train staff members to be able to advise all customers, diversify the workforce.



RECOMMENDATIONS

06

Promotion

- 1 Embrace the full spectrum of diversity in marketing campaigns**
Check that each promotional material addresses the four aspects of diversity. Create campaigns dedicated to a certain group to highlight one specific difference at a time.

Revolution - New Conceal & Define Foundation



Milk Makeup - Blur the Lines



RECOMMENDATIONS

06

Promotion

- 2 Makeup tutorials for all**
Provide professional advice in the form of makeup tutorials dedicated to specific profiles.



MAKEUP FOR MEN | FENTY BEAUTY
156 k vues • il y a 1 an



CONCEALER FOR MATURE SKIN | FENTY BEAUTY
69 k vues • il y a 4 ans



HOW TO: Everyday Glam Starring Powder Kiss | MAC Cosmetics
9,5 k vues • il y a 2 ans



HOW TO: Timeless Holiday Makeup | MAC Cosmetics
5,8 k vues • il y a 2 ans

RECOMMENDATIONS

06