

Diversity & Inclusion

HISPANIC HERITAGE MONTH

ITS ORIGINS AND
HIGHLIGHTING HISPANIC
LEADERS IN THE COSMETIC
INDUSTRY

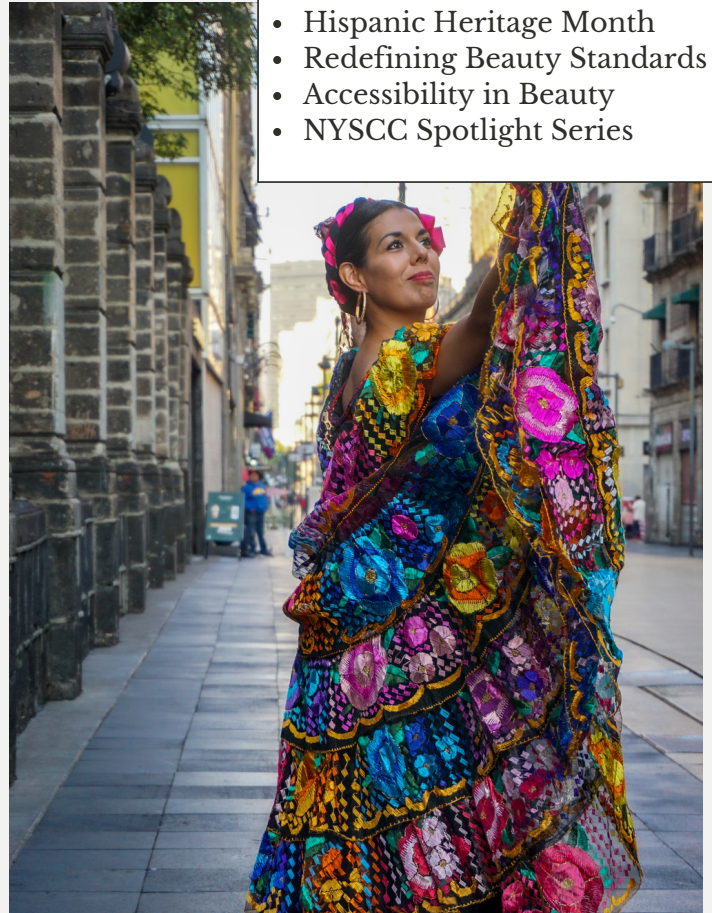
Written by Jessenia Castro

Since 1988 Hispanic Heritage Month has occurred from September 15th to October 15th and is a time when the culture and history of many Hispanic countries such as the Caribbean and Central and South America is celebrated. The first day of Hispanic Heritage month, September 15th, is also Independence day for Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua. Mexico and Chile celebrate their independence days on September 16th and September 18th respectively.



WHAT'S IN THIS MONTH'S ISSUE:

- Hispanic Heritage Month
- Redefining Beauty Standards
- Accessibility in Beauty
- NYSCC Spotlight Series



Hispanic men and women have had huge impacts on the cosmetic industry. Below a few of those individuals are highlighted:

1. **Rea Ann Silva** : Founder and creator of BeautyBlender. BeautyBlender was founded in 2007 and has since changed the way consumers apply their foundation. Since then the company has expanded their products to include other face products such as foundation and concealer.
2. **Tata and Henry Harper**: Together the pair founded Tata Harper in 2007 which has since then evolved to be a pioneer in natural luxury skincare. Both were born in Baranquilla, Colombia.
3. **Katia Beauchamp** : Co-founded Birchbox, the original beauty subscription box. Since it's founding it's shipped over 9 million boxes. Nowadays beauty subscription boxes are common way for consumers to try a multitude of new products without overspending.

WINNIE HARLOW AND REDEFINING BEAUTY STANDARDS

 [LINK TO ARTICLE!](#)

Written by Desiree Reid

As part of our mission, we continue to highlight how diversity and inclusion in the beauty industry is evolving, with the hopes that it will inspire our members to share scientific development, and ingredient recommendations that help other members, and beauty brand design more inclusive and diverse products, tools, packaging etc.



We felt the following article, highlights some of these ideas. Vitiligo is a quite common condition amongst people of colour, remember Michael Jackson, who claimed it was vitiligo that caused his skin to lighten. I have had family members who have suffered from this condition and one key issue was finding products and information to help them treat and understand how to manage the condition.

Many Vitiligo patients use makeup to cover their skin. Winnie Harlow, a top paid Jamaican/Canadian model chose to use her condition to empower other Vitiligo patients by not covering her skin condition. Winnie has proven who we are goes beyond our skin tones and skin condition and everyone should be included in any aspect of our society they choose.

Winnie has gone even further with her line of products designed to be inclusive. Her elevated level of SPF is a key as vitiligo patients must limit their exposure to the sun. The myth that people of colour have built-in protection as long been debunked. Ms. Harlow understands the importance of SPF for all skin tones and is on a mission to make the category more inclusive.

Is there a beauty category that you feel should be more inclusive? Please share your thoughts with us at DiversityandInclusion@nyscc.com. We look forward to your input and insights.

Accessibility in Beauty: A Historical Perspective

Written by Lanesa Mahon

Beauty has an ableism problem. Despite the desire to make beauty more inclusive for all, people with physical and mental disabilities are commonly forgotten in these conversations. Nearly 61,000,000 people in the United States alone live with some form of disability.

Historically, disabled people have been outcast from society. In the mid-to-late 1800s, a series of “unsightly beggar ordinances” dubbed the “Ugly Laws” were passed in numerous states which prevented “any person, who is diseased, maimed, mutilated or deformed in any way, so as to be an unsightly, disgusting, or improper object, to expose himself or herself to public view.” These laws were dehumanizing to people with physical and mental disabilities and implemented as a means of discrimination and control, effectively punishing them for simply existing as a person with a disability within the public sphere. These laws were not universally repealed until 1974 with the passage of the Americans with Disabilities Act.

Even then the fight for disability justice was far from over. A society that long sought to hide disabled people from public view had to contend with structural ableism that was embedded into the foundations of society and translated through its products, architecture, and environment. Because disabled people were forcibly hidden from mainstream society their needs were largely ignored, especially in the beauty industry that catered mostly to people that fit within a narrow framework of desirability. This still rings true today. Though society has progressed in other realms of inclusivity, disability justice is still a work in progress, especially in beauty.

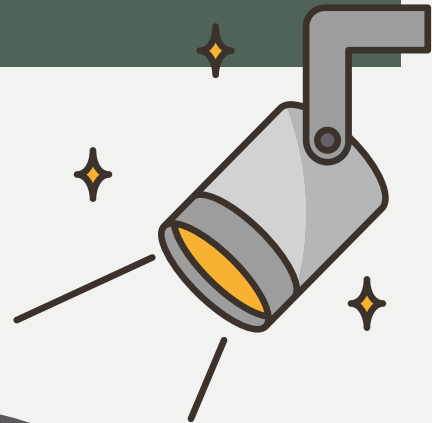


Pictured: Mama Cax, Haitian-American, model, amputee, and disability rights activist

In order for the beauty industry to contend with disability justice, it must hold itself accountable for the ways in which it has been ableist and continues to perpetuate ableism. Companies within the beauty industry need to interrogate how they can make their products more accessible and inclusive to disabled people, while making more of an effort to ensure that their needs are met and voices are heard. But what does disability justice in beauty look like?

It can include creating products, tools, and packaging with mobility aides for those with limited dexterity, that makes products easier for them to open and use. Or incorporating braille and other indicators on products and packaging that allow for those with visual impairments to identify them, and ensuring that websites have accessibility aides such as screen readers and alternative text that can help guide them through the online shopping process. It looks like showcasing people with disabilities through marketing and advertising while ensuring that they are adequately represented in the entire product development process, from conception to execution. It means hiring and listening to employees with disabilities and giving them adequate support and resources that they need to be successful, in the words of disability rights activist Leah Lakshmi Piepzna-Samarasinha “inclusion without power or resources is tokenism.” Disability justice in beauty is deconstructing normative frameworks of beauty and who is permitted to be beautiful and allowing all people to experience beauty in a way that is sensitive to their needs and capabilities.

Spotlight Series



[LINK TO FULL VIDEO INTERVIEW!](#)

The NYSCC D&I team felt that we don't hear from enough of our members. We all come from such different backgrounds and experiences, we can only benefit from hearing each other's stories. So we decided to kick-off NYSCC member Spotlight Series, where we shine a light on a current member and discuss their professional and personal journey.

Our first member in the spotlight is Bart Maxon. Bart is a Senior Technical Service and Development Scientist with DOW Chemical for Personal Care, and he has been with the company for 26 years!



BART MAXON

We discuss Bart's start into the Personal Care industry, and his key involvement with DOW's Affinity Groups as the North American leader for their Disability Employee Network

He says about DOW's Affinity Groups, "They bring together people with shared experiences or people who want to be allies for specific affinity groups." He goes on to say, "And it's really intended to bring in this 'all in' culture, so you can bring your full self to work."

Would you like your story heard?

Reach out to diversityandinclusion@nyscc.org for consideration to be next in the spotlight!

FOR MORE VISIT: www.nyscc.org/diversity-and-inclusion

OR

CONTACT US: diversityandinclusion@nyscc.org