



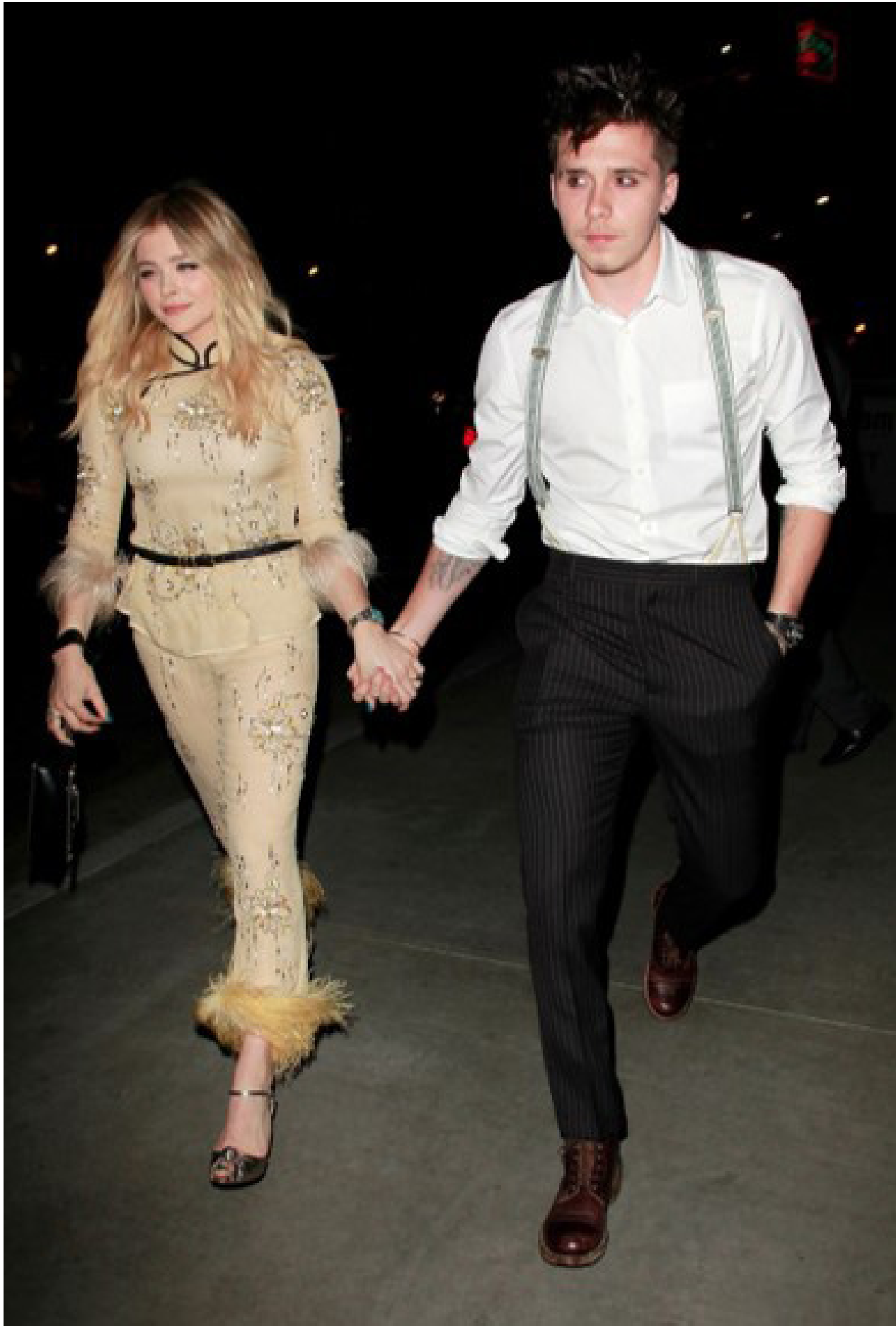
Matching
Make-up!

RAHN

Forget matching outfits ...



How about matching eyeliner?



Gender stereotypes are becoming a thing of the past.

People are becoming more free to break the boundaries of what being a “girl” or a “boy” means.

With the gender spectrum becoming more and more broad, people are deciding for themselves, how they want to be recognised and seen.

For men, this relaxation of gender norms mean, they are more able than ever to express their identity through the means of make-up.

Don't forget the nails!

MAN-icure anyone?

Some are even opting to get matching manicures with their other half!



2016 – First male Spokesmodel

Male-targeted make-up products are normally subtle, with neutral or dark coloured packaging.

But here all the rules are out the window!

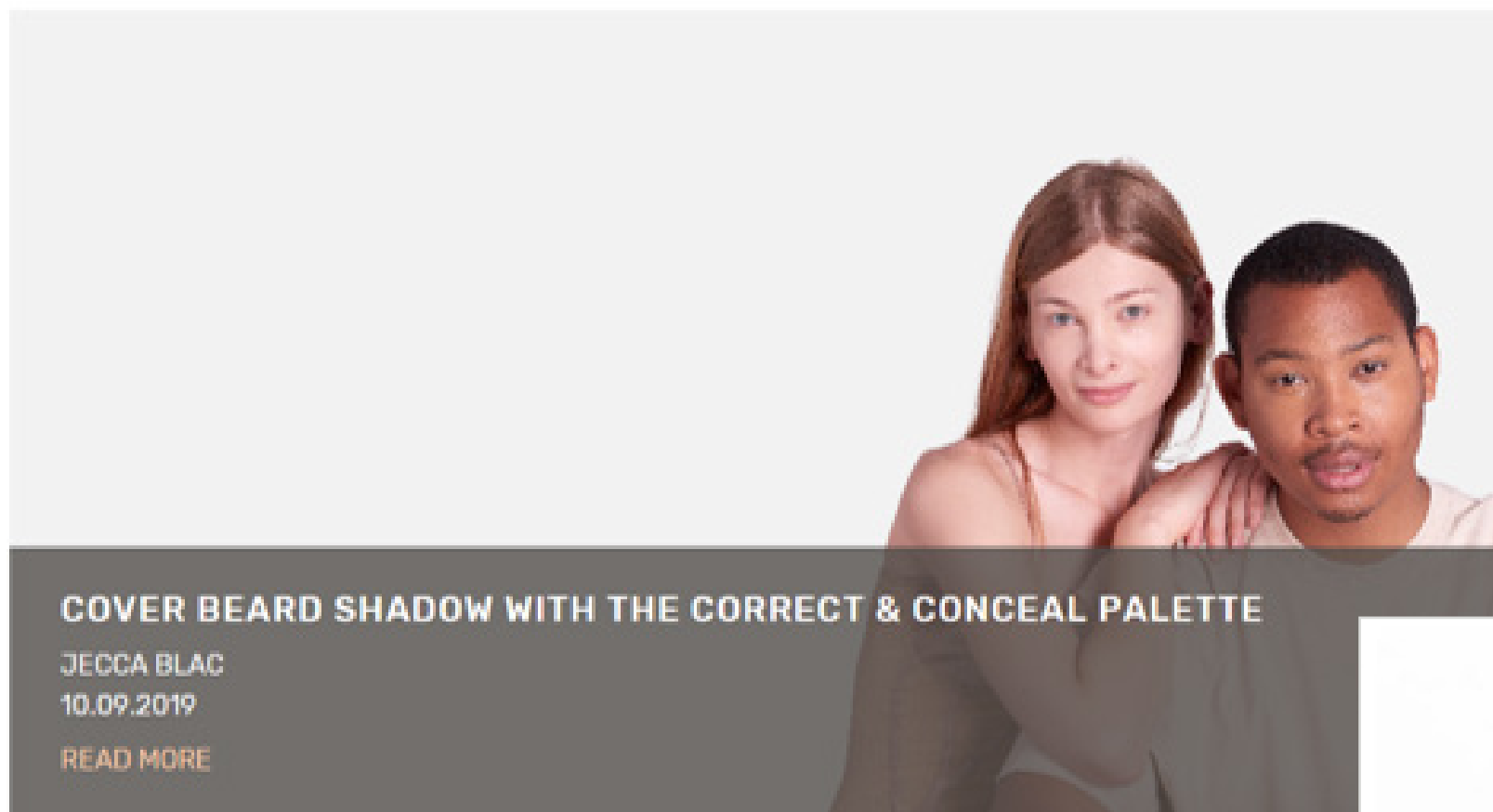
The message sent was, that men don't have to hide they wear make-up. They can enjoy it, show it off and embrace wearing overt and obvious colours and products like eyeshadow and lipstick!



Genderless Make-Up Brands

Jecca Blac is an example of a brand that appeals to the rise and acceptance of gender fluidity.

Some of her products target issues, faced by the transgender community. She offers make-up tutorials for these problems.



Can genderless skin care truly cater to the distinct needs of male and female skin? Are there differences between male and female skin?

Take a look at our article about “Genderless cosmetics with gender-specific efficacy”.

