

**DITCH THE
LABEL** YOUR WORLD, PREJUDICE FREE .

U.K. MAKEUP

SHAMING



**A measure of the pejorative attitudes
towards makeup and those who
consume it.**

In partnership with

Sleek
MakeUP

Visit DitchtheLabel.org for the largest anti-bullying support hub in the world.

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INTRODUCTION

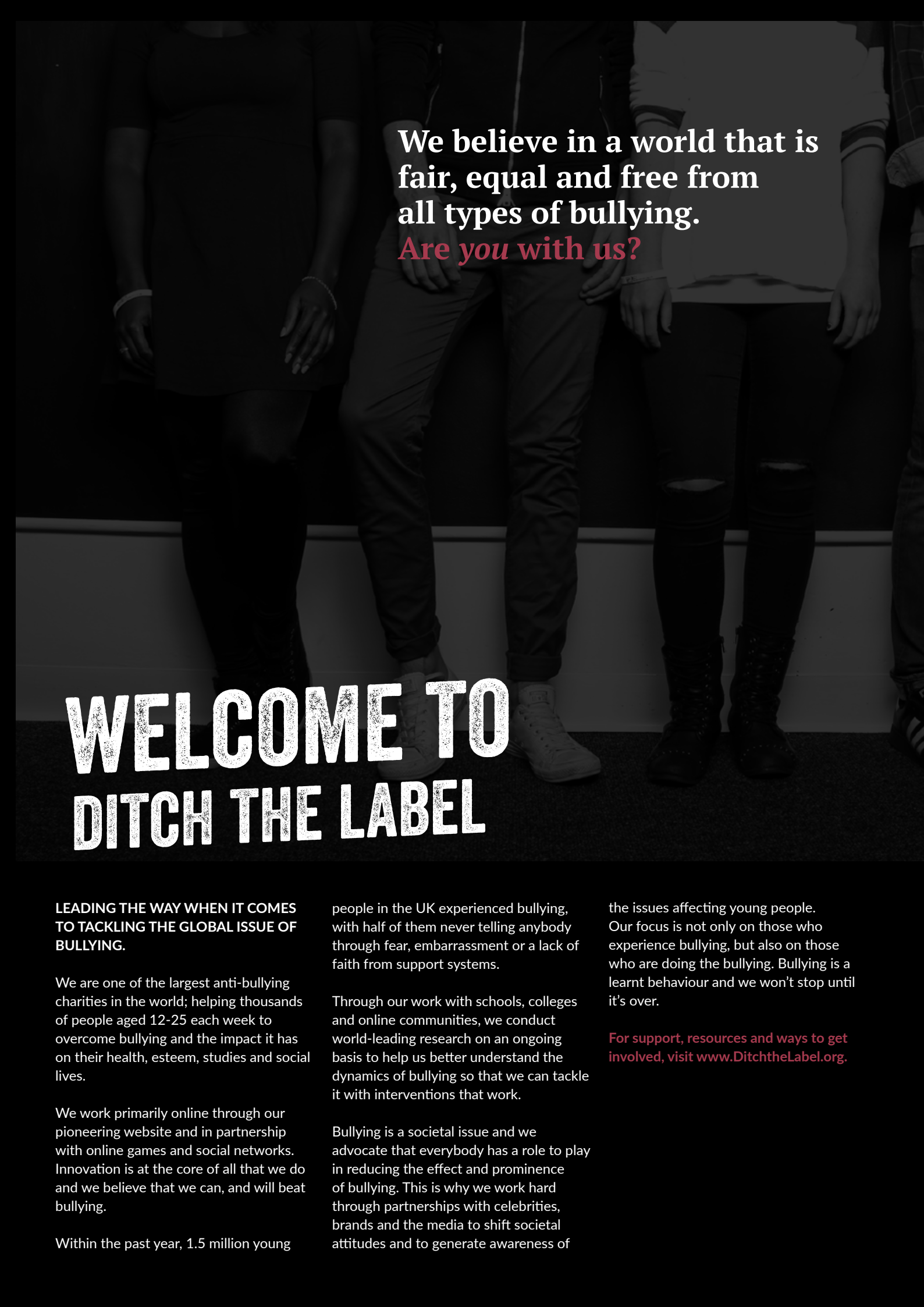
04

04: About Ditch the Label
05: About this research
06: Executive Summary
07: Preface from Sleek MakeUP
08: Methodology and sample

ATTITUDES TOWARDS MAKEUP

10

10: How attractive do you feel?
12: How does makeup make you feel?
13: The extent and nature of makeup shaming
15: Attitude mapping
17: Makeup and sex
18: Makeup censoring
20: Why do you think people wear makeup?



**We believe in a world that is
fair, equal and free from
all types of bullying.**

Are you with us?

WELCOME TO DITCH THE LABEL

LEADING THE WAY WHEN IT COMES TO TACKLING THE GLOBAL ISSUE OF BULLYING.

We are one of the largest anti-bullying charities in the world; helping thousands of people aged 12-25 each week to overcome bullying and the impact it has on their health, esteem, studies and social lives.

We work primarily online through our pioneering website and in partnership with online games and social networks. Innovation is at the core of all that we do and we believe that we can, and will beat bullying.

Within the past year, 1.5 million young

people in the UK experienced bullying, with half of them never telling anybody through fear, embarrassment or a lack of faith from support systems.

Through our work with schools, colleges and online communities, we conduct world-leading research on an ongoing basis to help us better understand the dynamics of bullying so that we can tackle it with interventions that work.

Bullying is a societal issue and we advocate that everybody has a role to play in reducing the effect and prominence of bullying. This is why we work hard through partnerships with celebrities, brands and the media to shift societal attitudes and to generate awareness of

the issues affecting young people. Our focus is not only on those who experience bullying, but also on those who are doing the bullying. Bullying is a learnt behaviour and we won't stop until it's over.

For support, resources and ways to get involved, visit www.DitchtheLabel.org.

ABOUT THIS RESEARCH



Sleek MakeUP is launching a new global campaign with the aim of tackling makeup shaming. The campaign, *My face. My rules.* has been created to positively recognise and stand up for everyone's right to define their individual beauty, without boundaries. *My face. My rules.* is a celebration of individualism and uniqueness, with a true love for makeup at its core.

The campaign stars Sleek MakeUP's own consumers, the majority of whom were cast via social media, and showcases their incredible skills and amazing responses to the judgement they face in the world.

To highlight these issues, Sleek MakeUP has joined forces with Ditch the Label, to commission this makeup shaming survey and work together positively to empower everyone, readdressing the balance of beauty norms.

The purpose of this research is to explore the attitudes that society has towards those who wear makeup; exploring the extent to which pejorative attitudes exist.

In addition to measuring negative attitudes, we wanted to explore the importance of makeup to those who choose to consume it. How does makeup make them feel? Why do they wear it? And how does this differ from the opinions and beliefs of those who are less passionate about makeup?

We have represented the real, anecdotal experiences of young people who have felt bullied or shamed over attitudes towards their makeup consumption, many of which make for difficult reading.



EXECUTIVE SUMMARY



LIAM HACKETT, CEO

Our previous research has consistently highlighted appearance-based bullying as one of the biggest challenges facing young people today. *The Annual Bullying Survey 2017* found that 50% of those who have experienced bullying said it was because of attitudes towards how they look.

Never has appearance been such a topical and important issue. There is a heightened awareness surrounding *body-shaming*, led by key societal role models who are taking a stand against the harmful rhetoric of body image perpetuated by the press and social media.

Our recent *Insta Lie* video, which exposes the reality behind the seemingly perfect photographs shared on social media has been watched over 55-million times and has sparked a much-needed debate surrounding the ways in which we all represent ourselves in the digital arena.

This research, produced in collaboration with Sleek MakeUP is a vital component in our joint mission to challenge the shaming and pejorative view of people who wear makeup for self-expression and creativity. We are proud ambassadors of Sleek MakeUP's new *My Face, My Rules* campaign, which promotes empowerment and challenges the stereotypes associated with makeup usage head-on.

1 in 10 respondents to our survey believe that the more makeup a woman wears, the more sexual partners she has. 1 in 4 want to police the amount of makeup a woman wears and 1 in 4 believe that it's *weird* for a man to wear makeup.

These are just some of the damaging beliefs and stereotypes attached to the consumption of makeup and we know that they have very real and often harmful consequences on people who choose to wear it.

Nobody should feel judged when wearing makeup or shamed into oppression. People are at their happiest when they have the freedom to express their individuality. Give people the tools - whether that be a makeup brush, a microphone or a keyboard - and give them the liberty of creativity.

We believe that everybody should have the freedom of choice and to be able to police their own bodies - regardless as to whether or not that is about the makeup they wear, body shape, clothing style, piercings or anything else for that matter.

We hope that this research will contribute to the growing discussion against makeup shaming and will bring us a step closer to our vision of a world that is fair, equal and free from all types of bullying.

I would like to take the opportunity to thank Sleek MakeUP for inviting us to partner on this incredibly important issue of which we are proud to support.

A stylized, handwritten signature in white ink that reads "L HACKETT". The signature is fluid and modern, with a long horizontal line extending from the end.

Liam Hackett
Founder & Chief Executive Officer,
Ditch the Label.

PARTNER PREFACE

“This is our way of positively recognising and standing up for everyone’s right to define their own beauty, without boundaries.”

- Sleek MakeUP



As a brand, Sleek MakeUP is proud to have diversity, inclusion and individuality at its core. We have spent the last few years watching the makeup world explode, with more and more people becoming amazingly obsessed with the latest techniques and products. Sadly, alongside this we have also seen the rise of makeup shaming. This research aims to shine a light on the opinions of those who wear makeup and those who judge them for doing so.

In partnership with Ditch the Label, our *My face. My rules.* campaign aims to highlight the issues around makeup shaming in today's society and work together positively to empower everyone, readdressing the balance of beauty norms. At Sleek MakeUP, we are proud to celebrate everyone, without exception.

Being part of the beauty industry, we were shocked at some of the results and attitudes highlighted in this survey, such as 75% of people thinking women would look better with none or less makeup and almost a third thinking that those who choose to wear a lot of makeup are seen as 'trashy'. *My face. My rules.* is our way of positively recognising and standing up for everyone's right to define their own beauty, without boundaries. Through this research we aim to drive conversation around representation of makeup lovers in our industry. We are making it our mission to help combat this judgement, a judgement that many of our consumers face every day. Sleek MakeUP strive to eradicate negative stereotypes that can sometimes come with having a passion for makeup.

- The Sleek MakeUP Team

You can find out more about Sleek MakeUP at www.SleekMakeUP.com and join the conversation using [#myfacemyrules](https://twitter.com/myfacemyrules).

DATA SAMPLE

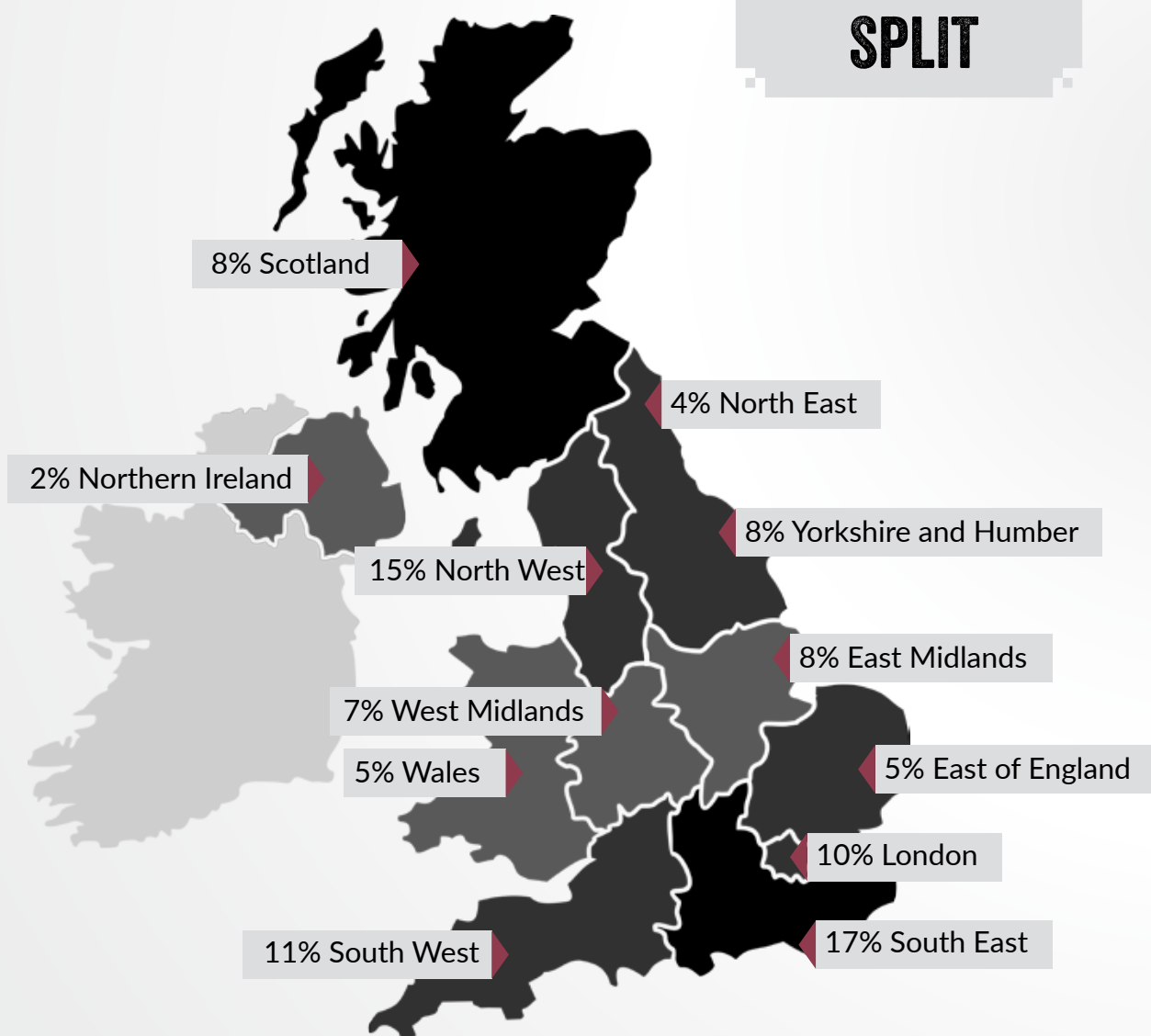
1,084 people aged
13+ participated in
the survey

This report was produced in collaboration with Sleek MakeUP to measure current attitudes towards makeup power users.

The survey was made available through the Ditch the Label Research website for a period of two weeks. The survey was promoted through social media and a prize draw was used to incentivise users.

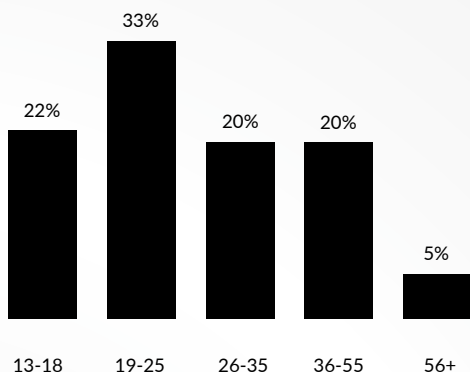
Once cleansed, a total of 1,084 people completed the survey.

REGIONAL SPLIT

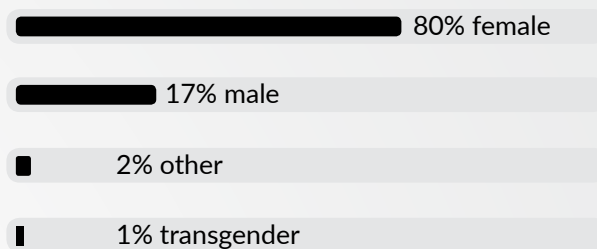


> DEMOGRAPHICS

HOW OLD ARE YOU?



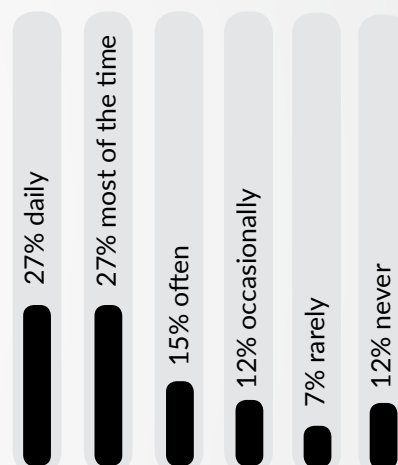
WHAT IS YOUR GENDER?



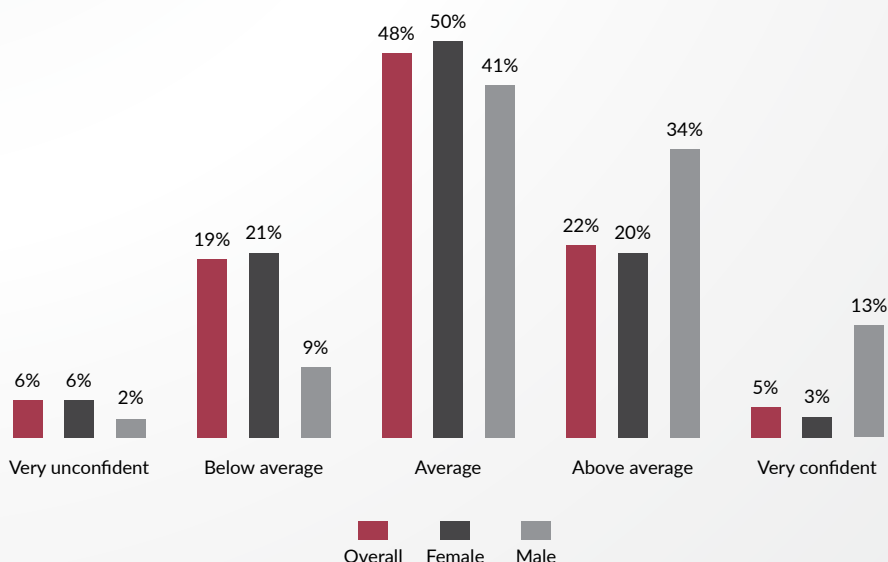
WHAT IS YOUR SEXUALITY?

- 68% Straight
- 11% Bisexual
 - 9% Gay
- 5% Curious / unsure
 - 1% Lesbian
 - 1% Asexual
- 3% Prefer not to say
 - 2% Other

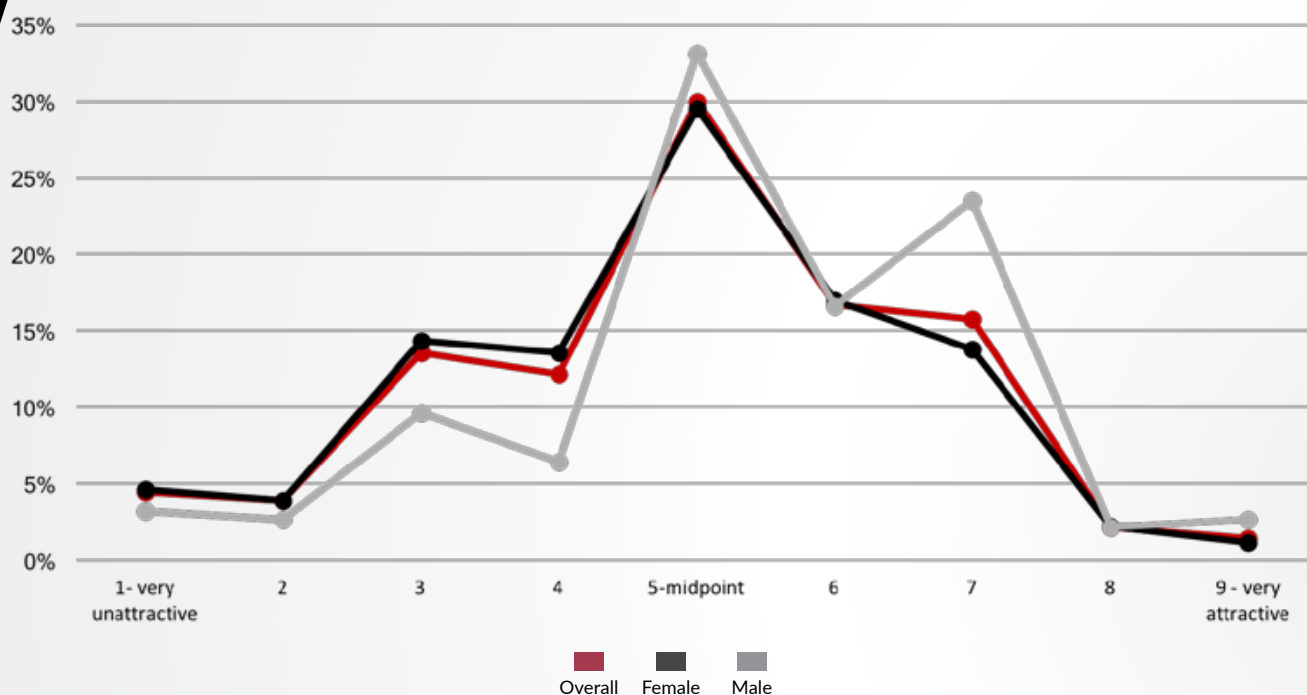
DO YOU WEAR MAKEUP?



HOW CONFIDENT DO YOU FEEL?



HOW ATTRACTIVE DO YOU FEEL YOU ARE?



IF YOU HAVE NOTHING NICE TO SAY, STEP AWAY FROM THE KEYBOARD

"I have been told that I look like a different person with makeup. I feel like a lot of people have those opinions quietly in person, but clearly express opinions of hatred on others online where they feel they don't have to face any real consequences." - Female, aged 21

MAKEUP MAKES ME FEEL MORE COMFORTABLE IN MY OWN SKIN

"People think that you have no natural beauty if you choose to wear a lot of makeup, and that wearing it makes you fake. I wear it to feel more comfortable in my own skin. I have bad acne and people have made comments of how makeup does not actually hide it." - Female, aged 18

WHY DO PEOPLE STILL BELIEVE THAT MAKEUP IS JUST FOR GIRLS?

"It's always the sly comments and the whispers. 'A guy wearing makeup' usually it's on public transport or out in the streets you'll walk past a group of lads and get 'oi faggot' 'gay boy' all because I'm wearing makeup. Don't get me wrong it's not just guys that do it. You get girls saying it too 'don't you know it's just for girls?' 'you're a guy you can't be wearing makeup' 'you shouldn't be doing that' In the LGBT community right now you even have fellow gay people bullying you. 'you make gays have a bad name,' 'you should act like a man.'" - Male, aged 23

I DON'T WEAR MAKEUP TO ATTRACT SEXUAL PARTNERS. IT'S AN ART FORM TO ME

"I struggle with confidence a lot, I was once told I was only wearing 'an excessive amount' of make up to attract the opposite sex, I responded with the explanation that I wear make up because I like the way it makes me feel, to me it's an art form. That's why I love drag queens, their ability to completely transform themselves amazes me. I can spend hours doing my make up daily but it's something I do for me, it gives me confidence and if anyone else happened to notice and enjoy it along the way that's just a bonus." - Female, aged 22

WANNA TALK?

INSTANT HELP AND SUPPORT

You don't have to go through bullying alone. Get instant help and support from the largest online anti-bullying hub in the world.

Browse thousands of guides, tips and interviews, meet likeminded people and speak with our expert mentors.

Visit DitchtheLabel.org



HOW DO YOU FEEL WHEN YOU WEAR MAKEUP?



MAKEUP MAKES ME FEEL **ATTRACTIVE**

48% OVERALL AGREED

Gender breakdown | female: 53%, male: 26%, transgender: 20%, other: 69%.

MAKEUP MAKES ME FEEL **CREATIVE**

30% OVERALL AGREED

Gender breakdown | female: 30%, male: 24%, transgender: 70%, other: 75%.

MAKEUP MAKES ME FEEL **SAFE**

21% OVERALL AGREED

Gender breakdown | female: 25%, male: 5%, transgender: 20%, other: 13%.

MAKEUP MAKES ME FEEL **CONFIDENT**

58% OVERALL AGREED

Gender breakdown | female: 64%, male: 29%, transgender: 70%, other: 69%.

MAKEUP MAKES ME FEEL **EMPOWERED**

33% OVERALL AGREED

Gender breakdown | female: 35%, male: 25%, transgender: 50%, other: 56%.

MAKEUP MAKES ME FEEL **NO DIFFERENT**

9% OVERALL AGREED

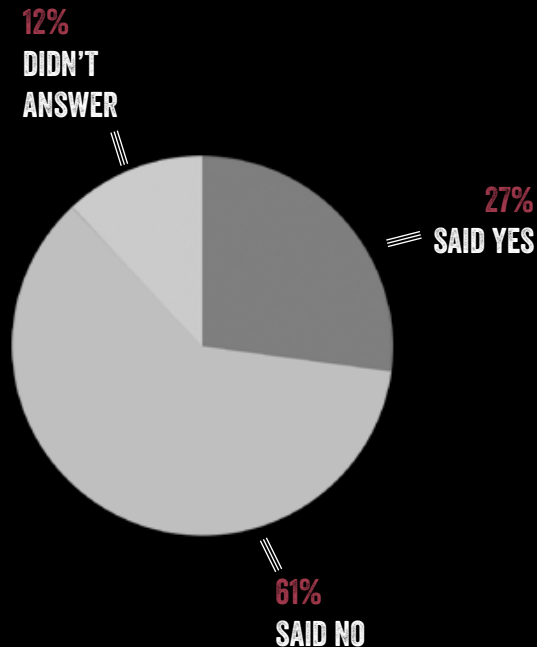
Gender breakdown | female: 11%, male: 2%, transgender: 10%, other: 6%.

MAKEUP MAKES ME FEEL **SELF-CONSCIOUS**

8% OVERALL AGREED

Gender breakdown | female: 7%, male: 10%, transgender: 20%, other: 36%.

HAVE YOU EVER FELT JUDGED FOR WEARING MAKEUP?



WHAT THE F**K IS THAT?

*"Well as a guy wearing makeup I sometimes have things shouted at me as people drive past, or look at me and say 'what the f***k is that?' It's kind of dehumanising to be honest." - Male, aged 17.*

I'M NOT DOING IT TO 'HIDE MY FACE'

"People think you wear make up to hide your face but I use it to embrace my quirkyness. I was bullied as a child so I used to have very low self esteem but wearing make up helps me feel empowered. People usually laugh about me doing my make up at work on my break."
Female, aged 24.

STOP TRYING TO POLICE HOW MUCH MAKEUP SHE WEARS

"My friend's husband said that I wear way too much makeup and that it is not attractive. He told his wife that she wasn't to wear as much as me because she was pretty without it. I thought it was totally out of order - I wouldn't tell someone their hair was too bright if they dyed it red or blue! Surely it is up to the person who wears the makeup to decide how much they want to wear."
Female, aged 26-30.



NILL TAVANGAR

I have been judged many times for wearing 'too much makeup' by people I know and do not.

People assume it is acceptable to comment on someone's appearance but it never is. It makes me feel self-conscious to think that others feel I'm being 'false' by wearing makeup, when in reality, it's the opposite – it's part of who I am.

The *My face. My rules.* campaign highlights these exact issues and empowers myself and others to stand up to those who assume it's ok to shame. Many actually use makeup as an art form, to express their personalities and individualism. My advice is to do YOU!

Express yourself and play around with makeup because there's no right or wrong way of doing makeup. Who cares what others say, just do you.

- Nill Tavangar

Sleek MakeUP My face. My rules campaign star.

HOW DID YOU FEEL JUDGED WHEN WEARING MAKE UP?

“Sometimes people look down on anything other than ‘natural’ makeup, as though it means you must be naturally unattractive.”

“I was told I was fake and hiding behind a mask, the truth is I am the same person with makeup on, I’m just a lot more confident.”

“That somehow because I wore makeup I was less intelligent, alternatively like I had something to hide. Both instances were comments during job interviews or dealings with the general public.”

“I’ve been told numerous times that I shouldn’t wear make-up. It’s being “fake”. If I’m wearing it apparently I must be trying to be seen as a girl, which is not the case; make up is not linked to a specific gender.”

“I am a male and there is a very big stigma around men wearing makeup. I work for a cosmetics brand and suffer daily from people refusing my knowledge or disbelieving me because of my gender.”

“People tell me I wear too much, accuse me of only wearing it to attract boys and tell me I’m wasting hours of my day putting it on - I put it on how I want it for me.”

“I openly wear a multitude of coloured lipsticks such as black, blue, green and grey. So of course I have been judged before. I wear rainbow eyeshadow and walk about with my head held high. I don’t care what others think about it!”

ATTITUDE MAPPING

DO YOU **AGREE** OR **DISAGREE**?

"SOME WOMEN WOULD LOOK BETTER IF THEY WORE LESS MAKEUP"

75% AGREE | 25% DISAGREE

"IT'S WEIRD FOR A MAN TO WEAR MAKEUP"

23% AGREE | 77% DISAGREE

DISAGREE

"I TAKE WOMEN WHO WEAR LOTS OF MAKEUP LESS SERIOUSLY"

22% AGREE | 78% DISAGREE

AGREE

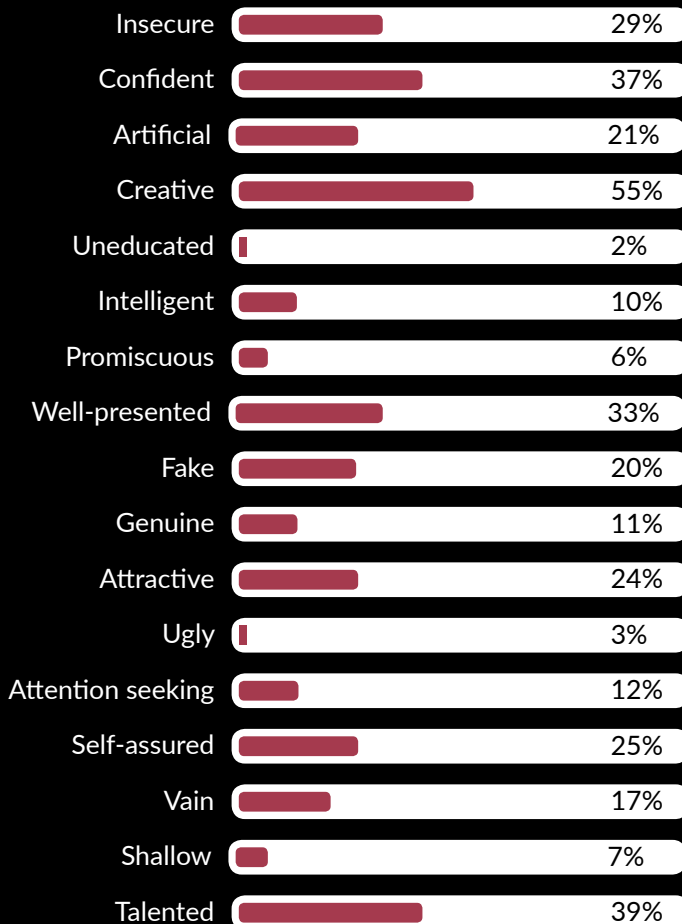
"WEARING LOTS OF MAKEUP JUST LOOKS TRASHY"

31% AGREE | 69% DISAGREE

"MORE MEN SHOULD WEAR MAKEUP"

45% AGREE | 55% DISAGREE

WHICH WORDS WOULD YOU USE TO DESCRIBE SOMEBODY WHO WEARS LOTS OF MAKEUP?



MY FRIENDS JUST DON'T UNDERSTAND

"I know that many of my friends don't understand why I wear makeup daily. I use makeup as a defensive or protection, and I've had people tell me that it's silly or that it doesn't make a difference. As someone with a number of mental health issues around body image and self-perception, my brain warps this to mean that I'm ugly even with makeup." - Female, aged 20

THE INSULTS ARE A DRAG

"I do drag and people stare and pass comment both out loud and under their breath, I've even had people go out of their way to approach me and question me and my gender/sexuality. Some tell me I look great whereas others have let me know how wrong they think I am for wearing it." - Male, aged 19



HABIBA DA SILVA

I've always been passionate about makeup and since being online I've become used to being on the receiving end of comments, shaming me for wearing makeup whilst wearing a hijab.

People try to criticise me by telling me it's a contradiction to be covered, yet beautify myself for the eyes of men.

They don't understand that I don't wear makeup for men. I wear makeup because it's one of my creative expressions and I'm very passionate about it and always will be.

- **Habiba Da Silva**

Sleek MakeUP Ambassador & beauty influencer.

COMPLETE THIS SENTENCE...



**TYPICALLY, THE MORE MAKEUP
A WOMAN WEARS...**

THERE IS **NO**
CORRELATION BETWEEN
MAKEUP AND
SEXUAL PARTNERS

92% AGREE

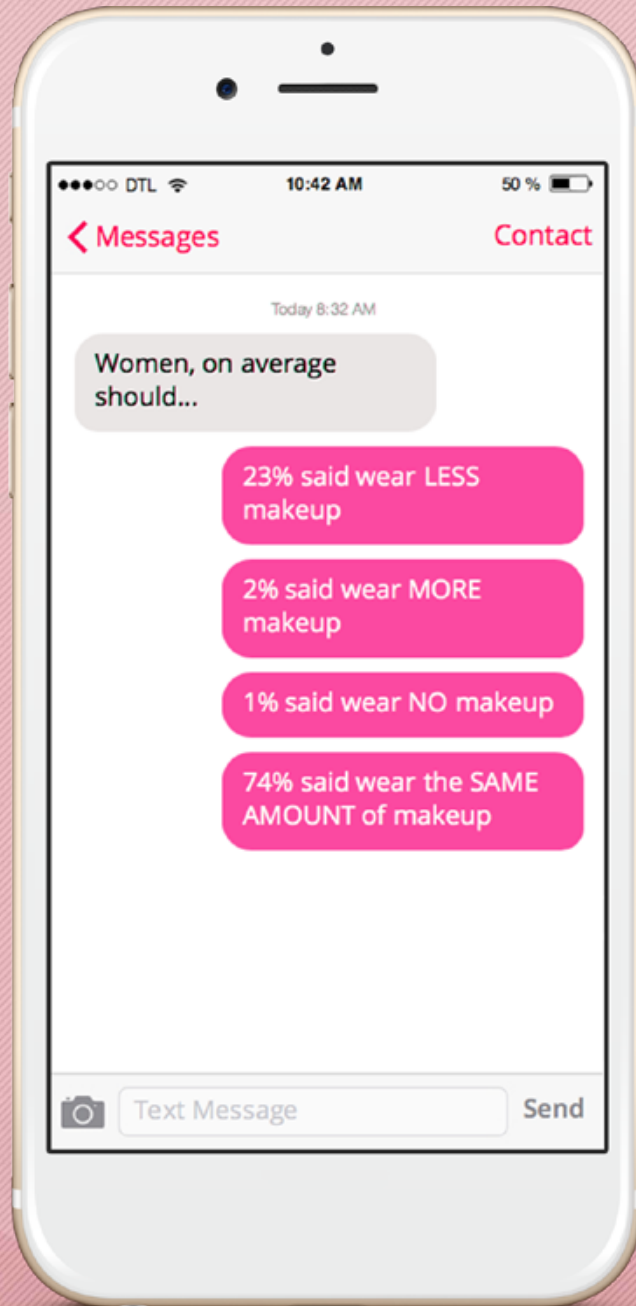
THE **MORE**
SEXUAL PARTNERS
SHE HAS

7% AGREE

THE **LESS**
SEXUAL PARTNERS
SHE HAS

1% AGREE

MAKEUP CENS*RING

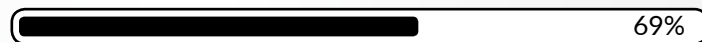


WHY DO YOU THINK PEOPLE WEAR MAKEUP?

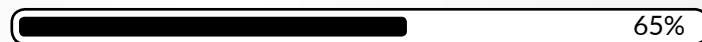
TO FEEL GOOD ABOUT THEMSELVES



FOR THE ENJOYMENT



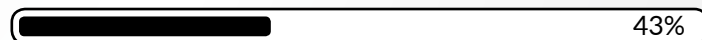
TO CHANGE THEIR APPEARANCE



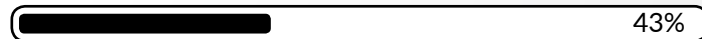
BECAUSE THEY ARE CREATIVE



TO ATTRACT THE ATTENTION OF OTHERS



BECAUSE THEY HAVE LOW SELF-ESTEEM



TO HIDE THEMSELVES



TO TRICK OTHERS INTO FINDING THEM ATTRACTIVE



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