

The face time: is makeup for men the next big beauty trend?

For the last century, makeup has been mostly the preserve of just half the population. Even as society has become more **feminist**, and less ruled by **gender binaries**, women's cosmetics use has become even more **prolific**, while men have continued to go au naturel, occasionally boshing on a bit of **moisturizer** and hoping for the best. But that may be changing, as brands from Chanel to Tom Ford launch male cosmetics lines.

feminist 女权主义者

gender binaries 性别二元论

prolific 丰富的; 多产的

moisturizer 保湿霜

Tom Ford launched a men's **concealer** and brow gel comb last year; Chanel now has a **tinted foundation**, a **matte** lip balm and four shades of eyebrow pencil under its new Boy De Chanel brand. Male cosmetics still make up less than 1% of the \$465bn global beauty market, although 15% of UK men under 45 bought makeup in 2016.

concealer 遮瑕

tinted 有色彩的

foundation 粉底

matte 哑光的; 无光泽的

As with the boom in female beauty, the charge is being led by ordinary teenagers making videos in their bedrooms. James Charles from **upstate** New York was 16 when he launched his first makeup **tutorial** on YouTube. By the age of 18, Charles had amassed 8.5 million subscribers and become the first man to model for makeup brand CoverGirl.

upstate 北部的

tutorial 教程

In the UK, the most famous male beauty **vlogger** is Gary Thompson, who has had campaigns with L' Oreal and Superdrug. He started wearing makeup because of bad skin, but now loves the way it makes him feel.

vlogger 视频博主

Both Thompson and Charles are model-like, and their makeup looks are full-on and feminine: lots of **contouring**, bronzer and color. Both are gay; **queer** culture has always **appropriated** elements of femininity, particularly makeup. As Thompson says, “Makeup connects with queer culture --- it’s such a powerful form of expression.”

contour 修容；轮廓；等高线

queer 同性恋者；奇怪的

appropriate 挪用；拨款；适当的

primer 妆前乳

eyeshadow 眼影

blusher 腮红