

You Can't Keep a Good Woman Down, How Women Uplift Economies

Women have been helping the economy for many years whether intentionally or not. During WWII women banded together and filled in for factory workers keeping the economy afloat. In times like these women actively were responsible for getting jobs done and continuing the flow of money in the country. In modern times women have contributed unknowingly to the flow of money in the economy through things like the pink tax. They also bring in great revenue to the beauty industry which worldwide brings in 528.59 billion dollars. The patriarchal use of beauty standards brings in billions of dollars. While men contribute to this revenue by buying skincare and makeup, due to societal norms men usually make a very conscious decision to buy and use these products where as women are taught and pressured to use these products daily and consistently.

Beauty for women has always been highly coveted throughout history and the standards of beauty that are set by men are constantly changing. In ancient Rome full figured women with a unibrow were considered the height of beauty and many women would use makeup to give themselves unibrows. In pre-revolutionary France women would purposely contract diseases to make themselves paler and sickly looking to be considered beautiful. Makeup products used to be made with highly toxic chemicals like arsenic that would cause lesions on the skin, despite the painful lesions white arsenic face paint was applied over and over again so that women would be considered beautiful. Women have been told that being beautiful is the top priority and to do anything they can to achieve it.

and businesses and not just in a way of simple transactions of product, it creates jobs. Formulas require teams of chemists, dermatologists, and scientist and the marketing of these products bring in teams of people to create ideas along with graphic designers and influencers who get brand deals to sell the products and this creates jobs for many people. The huge source of income is built on women who are unconsciously and greatly contribute to the economy.

In my family beauty products are heavily used. Moisturizer, serums, sunscreen, toner, hair oils, fake tanner, heat protectant, hot tools, silk pillowcases, bonnets, makeup, fake lashes, and nail appointments are factored into our budget. It is expensive to keep up with on any budget and many products have to be bought consistently. I get my nails done every two weeks which is around \$70-\$80 with tip and I get a bottle of tanner that costs around \$30 every month or so. My skincare consists of a moisturizer, 2-3 serums, sunscreen, toner, and face wash that together costs around \$63. These are just a few things that I consistently buy to keep up with my beauty routine and as I get older it will only get more expensive. Millions of women have routines similar to mine and my family's which brings in an extraordinary amount of money.

While this industry was originally created to economically benefit of womens insecurities and need to fit into patriarchal beauty standards it has grown into so much more, With more women rising to power in these industries the beauty industry has grown into a movement of health and self-expression. This change in narrative is a huge reason the industry brings in as much revenue as it does. People now feel more comfortable with using products knowing that it is moving away from outdated beauty standards made by men and is shifting to individual expression. People today are buying more products than ever. Makeup has turned from altering

styles and techniques to express who they are and not who society want them to be.

Women have shown throughout history that they are the shadow workers of the economy. They create demand, supply, job opportunities, and step up anytime the work force needs it. Many times women don't even realize how much they help their economy by doing things they consider mundane. They also show that they can transform patriarchal views into their own and in doing so create even more revenue. Women constantly uplift economies with things men consider frivolous like clothes, makeup, shoes, decorative household objects, and even a \$7 Starbuck drink aid in cash flow, job opportunities, as well as supply and demand. Despite patriarchal hardships women continue to uplift the economy while they uplift themselves.