

In youtube_extraction_english_136.json :

Title: AGEISM IN THE BEAUTY INDUSTRY | Fight It or Accept It?

- Table 1: Summary of the results per comment;
- [Table 2](#): Summary of the results per sociolinguistic variable;

Table 1: Summary of the results per comment

Comment	KeyWords	Sociolinguistic variables (Hiper - Hipo)	Hate Speech Frequency	Hate Speech Fre-quency(%)
I'm in New Zealand and I have only recently found your channel. I'm about to hit forty and feel like only now am I learning about how to have fun with my make up and that's thanks to you. While I won't always do a dramatic look, you have showed me how to when I have time and for that I thank you . All the make up brands here that target the more mature person think that you just have to look super natural with no colour or shimmer. I think we should all fight the ageism in the industry. As it is only in the last few years that I have had the means to buy really good quality make up. But I have to go looking for it and even when I approach the local Mac counter they still seem surprised that I want one of their products. They seem to have the impression that I would go to one of the counters that intentionally caters for my age group whether they have products I want or not.	Age, Ageism	Age - General	2/181	1.105
Yes! We do need to push back and change ageism . If our age group does not buy as much, perhaps it is because older women are fed the message that they are over the hill and don't see themselves reflected in the cosmetic and fashion industry. We should contact both companies and influencers and make our voice heard. Thank you for this video! Women 'of a certain age ' unite and fight this. Yes there are other issues, but other issues already have platforms, ageism in fashion industry does not.	Age, Ageism	Age - General	3/90	3.333
What bothers me the most is when I see 20 year old models being used for anti ageing skincare advertisements. So ridiculous! Thanks for posting this video. It bothers me that women over the age of 35 are being ignored completely these days.	Age, Ageing, Old	Age - General, Age - Over 65s	3/43	6.977

I'm 43 I say fight it I totally agree with u there is no one our age invited to those trips it's totally unfair we still wanna look good and feel sexy and relevant . I say fight it , love ur videos keep it up	Age	Age - General	1/46	2.174
My mom is 74 years old and uses a magnifying mirror to put her makeup on! She is totally fighting ageism ! I applaud her! She's not into makeup videos like me but she's totally fighting ageism !	Ageism, Old	Age - General, Age - Over 65s	3/36	8.333
Definitely don't accept it. Start by giving feedback to UD and any other companies that do invite you on how they could make their events different. They could have demos or speakers along with social event. The younger participants can go to a club and others can choose a lower key cocktail hour. In your videos, add content mentioning how a company may or may not be featuring older women in their ad campaigns. Continue to tailor your content to your demographic. I just found The YouTube beauty community when I stopped coloring my hair and knew I needed to refresh my look. Since I come to YT for other how to videos, I came here for makeup advice and was totally blown away. In the last six months I have spent more on makeup than in the last 5 years total. As the younger influencers age things will change as they change but you don't have to wait for it. I will do my part to share my favorite channels with in my circle.	Age	Age - General	1/175	0.571
I am pretty new to watching You Tube videos, and from what I can see, these brands are using influencers and social media as their major source of advertising and marketing— and I imagine— although I'm guessing— it costs them a lot less than print ads or TV commercials. I think the twenty-somethings are the demographic most heavily influenced by what they see others doing or looking like on social media, so it's all about the numbers for the cosmetic companies. Cha-ching\$. We more mature women are more experienced, know what we like and don't , and are less likely to fall for a line of advertising crap—— even though we have a whole lot more disposable income than we did in our twenties. I think we should always push back on companies and make ourselves heard. I thought your video was very honest and informative—like all of your videos, which I appreciate very much. Many others that I've seen seem like nothing more than a product commercial. Thank you for your efforts, and keep up the good work!	Nothing	Age - Youngsters	1/180	0.556
I completely agree with you. It is very intimidating for people like me who are in their 30's just starting a beauty channel... I would love to see more of an age range displayed in the beauty community.	Age	Age - General	1/38	2.632

I wish there was a love button for this video!! All I can say is I am so happy that I have found your channel!! I'm 38 for a little bit longer lol, and I was really struggling with finding makeuptutorials for a woman like me.. so many people have been telling me after 35 I need to stop wearing bright colors.. tone down my wardrobe ect.. that's not me!! But then I found you!! Risa you are seriously an inspiration for women like me!! Thank you so much for doing everything you do you look fabulous by the way! And I love your makeup!! Is that the soft glam you are rocking??	Woman	Gender - General	1/115	0.87
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First I have to say you are beautiful your makeup looks great age appropriate but then you're still at the age where you could wear crazy makeup like the eyeliner that goes out Beyond the edge of your eye Etc enjoy all that while you can because when you get older you can't get away with that at all that's said... Sorry I have to agree to disagree 40 simply is not mature skin there's a difference between lines and wrinkles. I expected when I clicked on these last two links I got the original from McGillicutty I believe her name and yes she has mature skin but you other two ladies the other ladies 50 and I guess you're 40? it's just NOT mature skin yet so this tells me that the Cosmetic industry the that includes moisturizers eye creams Etc has really made you guys feel like you're way older than you are because they're promoting a thirteen-year- old as the model as a mature skin person I'm 61 when I was 40 I had lines I DIDN'T HAVE WRINKLES I am a natural blond natural blondes do age faster because of the pigment of our skin! But yeah when I see a product that supposed to be an anti-aging line and they've got a 13 to 20 year old as the model I simply don't buy their product simple as that because it SCREAMS to me it is NOT an anti-aging line at all it's a gimmick!! But you YOUNGER LADIES ENJOY THOSE YEARS you're NOT OLD AT 40 in any way shape or form hell I'm not old at 61!!! Thanks for sharing but please quit letting cosmetic companies make you feel decades older than you actually are don't buy into the hype!!! PS I do still keep up my appearance I still wear makeup but I had to totally start reapplying makeup totally different then I'd wore all my life I had to do away with the black eyeliner and the dark brown eyeshadows I simply looked like a clown or a street walker LOL I guess I was around 49 to 51 when I had to change up the way I applied makeup! Me personally I just had lines and deeper line tell about the age of 56 57 is when I started getting actual wrinkles and yes of course they should invite people that are much older if they're promoting an anti-aging line people much older than yourself people in their 60s but that's never going to happen there's one model that I know of in her 60s but that's only one and Lauren Huntin used to she was a big-time model in the 80s and she did come back at 48 I think and she did show covers where they were putting the same makeup as in her 20s and she did look like a clown so that's when she came up with her own line of makeup	Age, Black, Crazy, Old	Age - General, Age - Over 65s, Ethnicity - Black, Physical Identity - Physical (and Mental) Impairments	9/495	1.818
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I couldn't agree more with this, I truly believe we shouldn't just except THIS. We do need to get more of us to get together and contact these brands. I will try to do my part!!! This really hit me. Because I just said yesterday that I'm done trying to get into the makeup world because I'm always being told that I've never worn makeup my entire life and being 46 I need to stay away from it now. Sorry I was busy being a full-time worker, a wife, raising two kids so I didn't worry about my appearance but now the kids r grown, moved out and starting their own families. I've always had a desire to play with makeup just never cared that much but thinking that I have done my job, everyone has moved on that maybe now I can do things for me and I want/wanted to learn and play with makeup but being told time and time again that I'm to old , look like a clown etc I threw in the towel and said u won, I won't buy any, watch videos anymore and just sit here. But this video has just made me want to fight back and tell them all to go see if it's snowing lol and let me have a life and enjoy something that's just for ME. Sorry if I'm not making sense. Thank you for bringing this subject up and helping me rethink things. Have an amazing week	Old	Age - Over 65s	1/249	0.402
You and Melissa m are so right. These companies should be paying some more attention to the more mature age group. We buy those products to and, how many say that their product is good for fine lines and mature skin. If they're not going to then we should stop buying from them xxx	Age	Age - General	1/54	1.852
Ageism crosses all races. We all get older. If you are feeling invisible in your forties wait until you reach your late sixties.	Ageism	Age - General	1/23	4.348

<p>First of all, I thought you were in your 20's, no BS. The twenty something might be a dinner invite, but can't afford these very expensive products. Most have entry level jobs (nothing wrong with that, that's where you get your foot in the door, and work your butt off, like we did) its our age group that have more disposal income, and rely on you to get out the truth about an expensive product. This allows us to make informed decisions about a product based on our skin type. If these yahoos were smart, that'd court you to promote their products. Of course in our twenties we looked flawless, thats why I chuckle out loud when they're peddling an anti aging products..REALLY!!? We'll push back with our all mighty dollar. Believe me, they take a better look whom has more purchasing power. Push back, wrong is wrong. Not only are we buying their expensive makeup, we buy more skin care. Remember the difference between 28 & 40. Sixteenth short years. Keep up the hard work, and know you have many loud voices that actually buy this stuff with you. And these days about 9p is my bed time. And at this age, no apologies required or necessary. I love you and your great info! And yes, we can have more than one issues that is of concern. I hate when others try to insert their agenda or topic for their own reasons xo</p>	Age, Nothing	Age - General, Age - Youngsters	3/245	1.224
<p>I'm so with you. We have youth shoved in our faces every time we even think about trying that new foundation or new palette. One must wonder who is buying the 20 year olds makeup. I know the big influences probably don't pay a dime. But. . . . They to, one day will be our age group and then what? Are we allowing the big brands to push up to the back seat and hope we get a crumb to show that we are still beautiful and amazing people. Honestly I feel that if the brands would market and showcase mature women, that they may just make a lot more money. Not to mention they wouldn't have to spend all that money on bites and alcohol until 3:00am. I'm a nobody trying to dip my big toe in this vast YouTube, Instagram, Facebook, influencer world and it's not looking very promising. I'm all for standagainstageism. Thank you for this video.</p>	Age, Nobody, alcohol	Age - General, Age - Youngsters, Behavioural Addiction - Alcohol	3/162	1.852

I am 63 and as far as I am concerned I am in the right demographic to be able to purchase this stuff..I have lived and worked hard and have money to spend..Of course I want you to represent me..I am not interested in wasting my time watching 20 something's who can hardly string two words together without using foul language..It is not necessary and it is certainly not beautiful..I sometimes wonder what Coco or Estée would think of their products being marketed that way..A little off track I know but still a thing..Risa, I hardly ever comment and I am sorry for that but I watch and I learn from you..You are talking about what is important to you and what interests you and obviously your subscribers, just because your content isn't about racism or dead whales doesn't make it any less, I can watch the news if I want to hear about those things..You are beautiful inside and out and you got to where you are by hard work and determination..There are a lot of you tubers who could learn a thing or two from you believe me..Keep up the good work and know that you are loved..	Racism	Ethnicity - General	1/200	0.5
Ur so right this is why I started you tube to many young fake reviewers .. I wanted to reach woman my age who are looking for a real woman no plastic surgaries ect .. but no one knows my channel its been hard	Age, Woman	Age - General, Gender - General	3/44	6.818
I am just turned 60. Ageism is alive and growing. I love make up & skin care. Brands, pay attention!! We have the time and money to grow your company. My answer is FIGHT and do NOT accept. I like many woman over 55 love makeup & skin care. I want to see people in my own age group. Thank you Risa for this video.	Age, Ageism, Woman	Age - General, Gender - General	3/65	4.615
I START wearing makeup in my 45 now i need it And honestly, concealer that works on 18y old girl dont work on me I want, no, i demand from makeup companies to produce and present a makeup for real woman , not just for girls fightageisminbeauty	Old, Woman	Age - Over 65s, Gender - General	2/49	4.082
Thank you! Hopefully by the time you're my age things will have changed for the better!	Age	Age - General	1/16	6.25
I agree with you I have daughters in there 20's and I'm 43 years old we all wear the same makeup brands from Estée Lauder to Mac , urban decay so, these companies should represent us older women who love to wear makeup!	Old	Age - Over 65s	1/43	2.326

<p>Ageism is very real and alive in this industry and I never realized it until I started a channel. I am almost 50 and decided to start a channel not only to have fun with my teen daughter, but because I had such difficulty finding reviews for products I was interested in learning more about. And, let's face it, products apply differently to mature skin than they do to younger skin. I don't know about you, but I was tired of watching reviews, seeing this beautiful product applied to a 20 year-old, purchasing it, applying it and having a completely different response. Because I had always received such wonderful treatment at the retail locations I shopped at (Nordstrom's treats me like gold), I never knew that women my age were devalued in this industry. If anything, it was my (false) belief that mature women were highly valued, as that had been my retail experience. Boy, did I have a shock when I started my channel! I quickly realized that mature women were, for the most part, completely disregarded. And I don't understand it. At all. Not only do women our age have a significant amount of experience working with these products (so we know a good, bad and ugly), but the demand is high for reviews and demos by women our age. But, you're right - our channels are completely ignored and disregarded. We are rarely included in PR and, you are completely right, personally, I have NEVER witnessed an influencer my age, or close to my age, invited to any event. Even the brands that have traditionally catered to the mature audience (luxury brands) disregard reviewers our age. Since I've had this experience, I am determined to make change. If men can be widely accepted in the industry, then women OF ALL AGES should be, as well. As it currently stands, our age group (over 40, especially) is the only 'group' that is excluded. But they sure want our money... When I talk to younger influencers, and brands, who have the influence to make change, I pass along one thing - this may not affect you now, since you're younger, but it will as you age. Make change NOW, while it's not something that personally affects you so when you get to my age, it's no longer a concern. But, in my experience, most people tend not to care about issues that don't personally affect them. And what really stuns me? Most of these brands are RUN BY WOMEN OUR AGE! You would think that they would know, from first-hand experience, that women our age purchase, use and recommend their products! Thank you for speaking out on this, sweetie! It was truly a shock to me; to go from being treated like gold on the retail level, valued as a consumer, to being treated as if I'm nothing and my opinion is useless, at the social media level. We need to make change - women of ALL AGES are beautiful, most of us use makeup (I do even more now than when I was younger) and our voices should be heard! So, yes, we should push back and I would be happy to stand by your side, representing women my age! And, let me tell you, there is no way that brands have taken polls on women our age and our purchasing habits, reflecting this in their exclusions because every, single woman I know (my age) purchases more now than when we were younger. Not only do we have more of an interest in products, but we can now afford them. I'm all ears and I would love to join with you!fightageisminbeautyMuch love,Shelbie =)</p>	Age, Ageism, Nothing, Woman	Age - General, Age - Youngsters, Gender - General	17/618	2.751
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<p>In 2018 where everyone is screaming that everyone should be inclusive in their brands and clothing lines and etcetera then why would it be Out Of Reach to have our maturing age men and women be included as well? I say that we stand up and say hey! We deserve to be included as well. Just because we are getting older doesn't mean that we are becoming more irrelevant against the younger ages. If anything as we get older and we fully know who we are as a person and as a member of society then we should be represented just as much as the beautiful young men and women are represented today in the media. We are still relevant we are still beautiful and we still matter!! inclusive AllAgesMatter</p>	Age	Age - General	1/131	0.763
<p>I've heard that Tati (4.2M) at 36 gets people in her comments telling her she's too old for YT. Jeez. But then I'm 50, and even most of the women near my age or even a bit older that I watch have waaay more youthful looks than me. They're upfront that they've had fillers/botox/lasering, but I still find it depressing that I don't look as good. I just can't afford treatments or high-end skincare, I'm doing the best I can with drugstore. So even some of us older women feel inadequate when we compare ourselves to our peers. Or maybe it's just me....</p>	Age, Old	Age - General, Age - Over 65s	2/103	1.942
<p>Hi Risa, I'm a newer subscriber and I'm really loving your channel. You ARE inspiring. I think it will be interesting to see how things turn with this over the next several years. Will the "hot" influencers of today still be thought of that way by these companies as they age? This demographic has grown up with all of the social media platforms- will they continue this into their 30s, 40s and 50s when they have (likely) less time yet more income? We'll see I guess. I'm really disappointed to hear how the UD event went- it seems like such a waste not to have someone talking about the brand's vision, product roadmap, etc. I guess "selfie exposure" is what they were looking to accomplish. That said, if they don't want this 40-something's money I'll remember that when shopping. Keep doing what you're doing and thanks for putting yourself out there.</p>	Age	Age - General	1/151	0.662

<p>Wow Risa this was fantastic! I don't even have words. During the entire time I read sooooo many of the women who posted here and all have such positive words not to mention they feel the same too. I agree with you 100 . I'm 52 and struggled with age 2 years ago but I've always worn makeup but at that time had questioned the whole part of it. But I realized how it made me feel, or act, or how I could accomplish my day. I LOVE AND LIVE makeup...I won't stop, I feel so good when I wear it. But to be honest without you and a handful of others whom you've mentioned in your 5 products you'd keep repurchasing you are the ladies I go to first. I respect and fully enjoy your opinions and your effort here. Please keep doing what you're doing. There are many many of us who love your channel</p>	Age	Age - General	1/159	0.629
<p>Hi Risa, Thank you for another Talk Tuesday. I know I'm a week late but better late than never ! You know, this "ageism" is an interesting thing. Yes, I do find that most makeup Youtube gurus out there are fairly young and they're very helpful, don't get me wrong, but one quickly realises that applying makeup on a 20 something year old, is totally different than applying makeup on a 40 something year old. This is the reason why I like your Youtube channel, Risa !!!!!I had the biggest compliment given to me this past weekend where my sister-in-law, who was visiting, said that I always have such nice makeup and to teach her how to draw in her eyebrows. Hello me, give you a tutorial ? I always talk about your Youtube channel and told her that I learned what I learned because of your channel. Yes, I've always been interested in makeup/grooming and I also happen to feel that we only get one shot at life so if you like to wear makeup and feel like you're "slaying", then why not go for it, right ?! I think that most of us who are in our 40's have become better with age because we're now watching Youtube and feeling confident that we know what to do. I know more about makeup application at 49 than when I was in my early 20's - no doubt !I feel it would be short-sighted for cosmetic brands to focus solely on the younger generation rather than the full spectrum of ages. There are pros and cons to both. There might be a better financial bracket with the older generation than the younger, there could be a better makeup application on the younger and there could be merit to showing makeup application for the mature woman - who knows what the right answer is, right ?! Age is only a number and if you like to feel coiffed and put together, I say "why not". I stand by you, Risa ! Thanks again for your videos. While I may not get to them as efficiently as some, I always look forward to watching them. Take care and have a great holiday with the family.</p>	Age, Ageism, Old, Woman	Age - General, Age - Over 65s, Gender - General	6/376	1.596

<p>Hi Risa! I hope it's not too late for you to read my review.....if that Urban Decay get together lets say, hypothetically had 100 middle aged people and a handful of 20 something , I guarantee the 20 something would be uncomfortable! Everything is always geared toward the young yes, even if they don't have money they get it from their parents or may work hard. Something about youth is beautiful of course but getting to live a long good life with wrinkles is beautiful also! The Bible talks about not being concerned with what to wear or hair arrangement meaning there are much more important things in life!! Our looks will fade but not Gods Word or His love for us! I think we should care about how we look NO matter what age we are if we are capable of doing so! I'm in my middle 50's and still care very much about taking care of myself physically and internally! And hope to until I no longer can or die. In the "End Times" which is OUR "End Times" The Bible talks about how people will be selfish and think higher of themselves. I remember my senior picture was seen by a woman and she called to see if I was interested in selling Mary Kay. (Just by the way I looked) even if I didn't use the products. I said I wasn't interested. DON'T STOP DOING WHAT YOU ARE DOING! I love all your videos! You look amazing for your age but we will ALL get older and it should be a privilege not a burden! I have felt the way you're feeling many times, but realize it is what it is! It is sad that most things are geared toward the young. I do see a few commercials geared to older women and makeup that you would have not seen a year ago! This is a quote I will always remember....."it is better to light one candle than to curse the darkness " You are making a difference and I love you my friend I'm NOT going to hide my light and love for people as long as I live! There is so much more I could say but I hope you know it's from my heart! I believe in you Risa and MANY of your subscribers do TOO! PS I agree with everything you said!!</p>	Age, Senior, Woman	Age - General, Age - Over 65s, Gender - General	4/401	0.998
<p>Risa, I really like the meat of what you have expressed here and think it's an important topic. As regards the other "isms" I think what you are saying is that we cannot fight every battle that comes our way, but must pick and choose. I agree, however, I think it is important to note that racism, for example, is everyone's battle in that it affects all of us regardless of color. It is incumbent upon those of us seated comfortably within our white privilege to speak up about the lack of inclusion within the makeup industry or to support brands that are inclusive or owned by WOC, whether or not we feel these things directly influence our lives. In the end, marginalizing people always affects the whole, whether it is older women on YT, WOC or any underrepresented group.</p>	Racism	Ethnicity - General	1/140	0.714

<p>I am a new subscriber to your channel and I have to tell you I am inspired by you. I am more confident bc of watching your unique talents that address issues I am confronted by. I am a 60+ woman so totally understand the problems with the beauty industry you address in this video. When I was younger (in my 20s, 30s and 40s) I loved dressing up and wearing makeup. I wouldn't even go out to the mailbox without makeup on. Then when I hit my late 40s I was diagnosed with a chronic auto-immune disease. My whole life changed and I became very depressed. I had always carefully maintained my figure but I began to gain a great deal of weight bc of my illness and the depression. I stopped caring about the clothes I wore and started going without makeup. But the funny thing was it didn't make me feel better it only made me feel worse about myself bc it wasn't who I was. I decided something had to be done before I was unrecognizable so I slowly began to lose weight. It took me two plus years but I lost over 100 lbs. That really helped spark me. I started taking an interest in my appearance again since I was forced to buy all new clothes. I began buying more stylish and attractive clothing not in my usual grays, navys and blacks but in pretty vibrant colors. Then I realized I needed to do something with my hair and makeup or the new clothes would look strange on me. Like I was one person from the neck down and another from the neck up. So I started watching YouTube makeup videos since times had changed and what used to be in was now out. But I noticed all the channels I watched were by individuals in their late teens to early 20s. We had nothing in common. I had wrinkles and uneven skin tone, sags and very hooded eyes. Where had they come from? The ppl I was watching had flawless, unwrinkled skin with maybe an occasional breakout. Watching them only made me feel bad about myself again. So I unsubscribed those channels and slowly began finding YouTubers who were more my age and addressed my needs. I recently was fortunate to find you. I watch every video you put out and have been catching up on all your past videos. There's just something real and authentic about you Risa that I connect with. You honestly care about your fans and it shines through. So though I am only one small voice I thank and applaud you for this video. For telling the truth about ageism in the beauty industry. And I hope you and others make your voices heard for yourself and your fans. Let these big companies know that we are consumers too. That we enjoy getting new makeup and skin and body care items too. That it's not all about the young ppl. I'm a Baby Boomer and we still make an impact with our buying habits. Just bc we're older we are still consumers who are sick of being relegated to the corner. That there is room enough for all of us in the scheme of things. Thank you Risa. Don't despair and don't give in to any of it. Your public including I love you and thank you for all the time and effort you make to bring your wonderful videos to us. We stand with you and other over 40 artists. Stay strong! Love you...</p>	Age, Ageism, Common, Nothing, Woman	Age - General, Age - Youngsters, Gender - General, Social Class - Working class	5/597	0.838
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Hi Risa 100. . Agree with you it is typical of the makeup companies targeting the younger generation and us older woman get left behind.I will wear makeup until I die whatever age I'll be. So feel for your frustration but you know what you look as beautiful as any 25 year old and a lot classier too.Keep on speaking your truths friend as you put everything across in such a lovely way.Also Risa your beautiful mom looks nowhere near the age she is too.We all love you and respect your views and opinions so just keep being you the lovely gentle wee soul that you are have a great summer dear friend luv jan	Age, Old, Woman	Age - General, Age - Over 65s, Gender - General	4/115	3.478
I agree with your analysis. Sure they may market to us but do they cater to us!!? One reason 20, 30 somethings can have larger followers is because us 40, 50 60 year olds follow them, but will a 20, 30 something follow a 40,50,60 year old , that's the question.	Old	Age - Over 65s	1/50	2.0
You are absolutely correct. I do have a few younger viewers and followers(mostly on Instagram) but no, most don't want to follow anyone over 40 because to them we are ancient! Not to mention so many of them are scared to death of the aging process, so if you don't have flawless, wrinkle free skin with full lips and brows, high cheekbones and no smile lines, they aren't interested. I mean, look at how many young influencers are getting botox and fillers???? It's crazy to me. They really should spend more time looking at older women and perhaps they'd realize that growing older isn't such a scary prospect!	Crazy	Physical Identity - Physical (and Mental) Impairments	1/108	0.926
I think the industry is missing the mark to not include a range of ages. I honestly look better now than I did in my early 20's and I am more confident. Plus, NOW I can spend whatever the heck I want to on make up, clothes and skincare. I feel about 32 not my real age . And my 70 year old mom is still gorgeous and youthful looking and cares about and enjoys all things beauty. I am a mom and a step mom and in my late 40's. But, I never stopped being ME. I think if these brands showed older women the entire world might realize older women are not dead or unattractive. No one thinks I am the age I am. But I don't think it's because I am unusual...I think the perspective of over 40 is what is off from reality. xoxo	Age, Old	Age - General, Age - Over 65s	3/147	2.041

I'm so happy you are talking about this. Like you; I'm 45, and in the pursuit of being 40+ and feeling and looking pretty. In that search, and in hopes of not becoming obsolete in my two daughters eyes, (ages 19 & 14) I watch YouTube and follow influencers around my age group and even younger to feel current and fit in. To my surprise, They try constantly to replicate makeup looks from icons such as JLO (48yrs old) and Kim Kardashian (38 yrs old) just to name a few but yet, makeup brands refuse to acknowledge that there is a beauty and uniqueness to us that younger kids try to emulate. How many of the makeup brand creators they can't stop promoting are their age ???? Charlotte Tilbury, Marc Jacobs, Bobbi Brown, Tarte creator Maureen Kelly, Urban Decay (Sandy Lerner 68yrs) etc. are all middle age people yet their target audience are males and females in their 20's. The whole industry must reconsider and start reaching out more to us! Agree with you 1,000	Age, Old	Age - General, Age - Over 65s	5/174	2.874
I applaud you for bringing up an issue that is very timely. As far as the comment on folks who may say you don't care about racism in the beauty industry or other issues. I think many of us are guilty of addressing issues that impact us the most. Not that you don't care about racism , but it doesn't impact you on a daily basis. I mean aside from UD seeming to focus on younger you tubers but I wonder if it is was even noticed how many people of color were at the UD event? As a woman of color and a woman who is 40, I am mindful of both because I am reminded of those things daily. I think back to when I first started being interested in makeup and skincare and started purchasing from UD specifically. I never paid attention to the age of the models promoting their products. I mean UD is probably not doing anything different now than they did 20 years ago. I think what makes it different is that we have social media now. When I was a young girl in college UD spoke to me and I have followed and purchased from them since.Now as far as what we can or should do. We should say something and call out brands for not being inclusive. I mean how do brands start being more inclusive based on ethnicity , the customers push them. We are a powerful demographic with a voice and the ability to demand better through our pocketbooks. We can use social media to eand brands do better and we should. Our journeys to this moment demands we should!!	Age, Ethnicity, Racism, Woman	Age - General, Ethnicity - General, Gender - General	6/279	2.151

Well said Tracie. I actually did take notice of who was attending the UD event, and all races were well represented, just not all ages.I agree with you on calling out the brands on both ageism and for not being inclusive. The trouble with attempting to do this within our demographic is that so many have just accepted being invisible as the norm, and it's not a major concern to them. I saw one comment here that said she didn't really see a problem and there are brands like It Cosmetics and Lancôme that cater to 'older women'. So 2 or 3 brands out of 50 caring about us is acceptable? Not to me! I'm sure you remember growing up when Fashion Fair and Iman were pretty much the only brands that carried makeup products for women of color. Of course there is still plenty of room for improvement in that area, but progress has been made. Hopefully progress will also come for women over 40 being recognized as a valuable market by the beauty industry. I have been speaking with other over 40 influencers about how those of us that do care can rally together and begin the fight!	Ageism	Age - General	1/201	0.498
I grew up with Jean Shrimpton and Twiggy as the supermodels lol. But boy, I wore my blue Yardley Slicker lipstick proudly! I do know that when I was in my 20s, there was no way I could have afforded the makeup that the 20 & 30 somethings are buying. I also didn't wear foundation. I could get away with a little blush, a little eyeshadow, a little mascara, and some lip gloss. My skin was good so I didn't need to cover it up, and it was also a time of going braless and being 'natural' (read hippie). Nowadays, these young girls are covering their faces with high end makeup. If I could go back in time, the one thing I'd have changed would be be all the time I spent baking in the sun. I would have, at the very least, worn sunscreen or hats. The pretty skin I had back then has certainly paid the price.	Twiggy	Physical Identity - Physical Features	1/159	0.629
I'm a hairstylist- MUA 24yrs experience-spend \$\$\$ every year in continuing education- I'll be 50 in Nov.- I've seriously struggled with my thoughts this past year or so in my business too. I'm competing for clients with 20yr old straight out of beauty school- no advanced education- little experience but oh so perfect young -pretty booming social feeds! I find it makes me more self conscious about posting anything with me in it? The struggle is real!!! Success is longer about experience and education but even more than ever before about how young and cute you are!	Old	Age - Over 65s	1/97	1.031

<p>This is such an important video! I am 28, and I feel like I'm ALREADY feeling insecure about ageism! I feel like even at 28 I feel old as hell compared to people I see on instagram and youtube. It seems like everyone in beauty ads is in the 18 to 25 range. To be brutally honest, I'm scared of getting older, because even though I'm a confident person, I just hate the way society views "older" women. It's like society expects you, once you're over forty, and certainly over fifty, to no longer be able to wear heels, sexy clothes, have long hair, and wear trendy makeup. I see so many women that look like they're about 70, and in reality they're about 55, wearing frumpy clothes with out of date hairstyles and no makeup, and I wonder, does society make them feel like they HAVE to wear "old lady" clothes and hairstyles and makeup? Is there an unwritten rule that you can't still dress and feel sexy just because you're not in your twenties anymore? I know when I'm 65 I'm still going to love makeup and fashion as much as I do now! It's truly so wrong how this industry makes older women invisible.</p>	Ageism, Old	Age - General, Age - Over 65s	3/207	1.449
<p>There is no way we (I am 53) should let the makeup companies get away with leaving us out. I don't want to be ignored and I don't want to sit back and be invisible! We do need to be heard and I am on here saying so! I started watching the younger makeup youtubers but I really wanted to see more ladies my age and with my skin tone (that is another issue, because there are not any older Hispanic women who are youtubers) but I only found a few over 50 and none of them have my skin tone. Makeup companies are missing the mark by not catering more to our age group!</p>	Age	Age - General	2/115	1.739
<p>This is a great video. But i think something to consider is the way the youtube influencer has evolved.It's kind of something that just exploded during a time of change for your generation, and what is the norm for the younger generation. you touched on it when you mentioned that not many people are on Instagram in your age range - because it wasn't a part of social life. Heck i'm only 31 and I feel a disconnect with early twenties kids and i know it's because this is what they grew up in so naturally there'll be bigger audiences and representation. i guarantee you the demographic skew will shift as these same ladies grow older, because the whole platform of youtube as media has only just begun, relatively speaking. Eventually it'll be just like tv and movies, where you have an even distribution of older, current and up and coming artists.</p> <p>Thaz how I see it anyway :)</p>	Age	Age - General	1/159	0.629

I am 49 and yes I would like to see our demographic represented more than it is with companies. One question, you said at the beginning "being eligible", I don't understand what you meant. From my point of view women are eligible at any age . Melissa55 wrote to Estee Lauder about that when the add for the new A.N.R. serum with one of the Jenner came out. How ridiculous is it to take a 20 some yrs old for a serum to improve wrinkles... a bit of a rant here, sorry... Influencers have a good platform to convey a message and to fight back as you say and I think definitely should ! Excellente video Risa, thank you for doing it !!	Age, Old	Age - General, Age - Over 65s	2/123	1.626
In a statement from Paula Begoun's "Don't Go to the Cosmetic Counter Without Me" she cites that the beauty industry is 98 marketing and 2 other. These brands want their products to be viewed by as many eyes as possible. So they're embracing a generation that lives, eats and breathes social media. Do they have the same buying power as their Gen X and Baby Boomer counterparts? No. But they're more inclined to respond to "influencing", follow trends and make impulse purchases. I think the beauty industry markets to the over forty demo through traditional marketing like television ads, print ads, QVC/HSN, infomercials, and direct retail sales. One would think that given the age of UD's founder and Jennifer "BIG 5 0" Lopez, there would've been more inclusion of older influencers.	Age	Age - General	1/131	0.763

<p>I hear you and I so agree! It's EASY being young and beautiful! As we age and our skin, body and lives begin to change. It's much more work to look good and feel good and takes much more effort! I do feel like older women are not included from so many things in society. I'm 57. My children are grown, I'm now retired, my body and my face are not as they once were when I was younger. There is a certain isolation that comes with age. While I can still identify with being YOUNG and beautiful (because I once was) the younger twenty-somethings cannot identify with me. But here is what I believe is important...as women of age we have SO MUCH MORE TO OFFER! We've seen it all, done most of it and as you stated, we are confident with ourselves. The young YouTubers can give makeup advice and tutorials but women of age can give advice on life experiences as well. How to remain healthy at our age, how to fight the aging process of our skin, how to be inspirational to others who are at this same point in their lives. It's become a world of social media and technology. The 20-somethings know no different. Most women of age are not knowledgeable and need to become more educated to the world of IG, YouTube, Snapchat and Twitter! Like many ladies who have commented, I can honestly say that I spend more time and money on looking good and taking care of myself now than I did when I was younger! Do some women our age just quit trying? Is makeup and skincare, looking good and feeling good LESS important to them as they age? Perhaps when you FEEL invisible in society you allow yourself to become invisible! The change has to begin somewhere and I believe it has begun with YOU and other YouTubers that I follow who are women with so much more to offer than a pretty face. Beauty comes from within and I find women of age to be so much more interesting and knowledge. I guess the question is... how do we get women of age more involved in social media, beauty, self help?!? Keep doing what you do and others like you! Spread your beauty, age, knowledge, wisdom and opinions! Let the world know that true beauty comes with age. You do a FANTASTIC job and I love your 'talk' videos because it shows this YouTube community that you have true substance and so much to offer! Keep being YOU Risa!</p>	Age	Age - General	12/431	2.784
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I dont think its necessarily s showing our age group doesnt spend money on makeup but that we dont use social media as much. There are not as many 40 year olds twitting, on Instagram or even on Youtube. They probably figure their marketing dollars for 40 up is better spent on print and tv ads and on social media for the younger demographic. I do believe more effort should be made for social media marketing for women 40+. Maybe not as many events and instead of a night club setting a nice dinner and cocktail hour or a weekend to a spa where the ladies can learn about the product, post on social media and have an event more suited to the 40+ demographic. Just my thoughts	Age	Age - General	1/128	0.781
Great discussion - I can say from my 55- yr-old perspective that I purposefully look for ‘older’ (meaning 35 or 40 & over) makeup artists on social media who look beautiful and have a beautiful spirit - like you! I spend a lot (too much many say! there’s always a makeup box of some kind being delivered to my house!) I only want to buy what I’ve seen look good on and recommended by someone closer to my demographic (heck, for that matter, I try to find older, dark eyed, brunettes like me to follow for makeup recommendations because I’ve found I’m even happier with those purchases). ANY makeup looks great on a 20-something (we’ve all been there, but you’re right - life goes by fast!) I may watch a younger person once in awhile but it’s getting rarer - they don’t address what I’m interested in and I don’t ‘trust’ their recommendations or look to work for someone like me although I think it’s great they appeal to their own age group. However, I think women my age and place have a lot more disposable income to spend on makeup and if, like me, you’re kind of obsessed with makeup and skincare, there’s a lot of money to be made! But - the catch is - we’re much smarter from experience - we’re not typically going to spend recklessly on every single new trend- it has to work and it has to come recommended from someone somewhere close to my age . And from someone with experience, who REALLY knows what they’re talking about, who I can trust. I would be so impressed with a brand who would embrace and support a movement and artists like you and others you mentioned here who I follow. IT Cosmetics come the closest to that, that I can think of right now. Thank goodness for women like you in this space - I guess I wouldn’t even be here if I hadn’t found you and others I trust and admire!!! Thank you for all you do!!! Love to you...	Age	Age - General	3/347	0.865

<p>I'm 48 and have never purchased more makeup and skincare than I have the last few years. You give me hope that you can feel beautiful after 40 and life isn't 'over'. My question is - who is going to replace all the influencers the second they hit 30+? Taking selfies and posting every 5 minutes sounds boring and shallow. Even if I were that age</p> <p>I'd rather LIVE life than sit around taking selfies. It's sad that companies are promoting this shallow behavior, in my opinion. Again, these influencers will be replaced as soon as the next best thing comes along and they aren't the newest thing anymore. I wonder how they will deal with being yesterday's news. I think companies should wake up and realize 'older' women can sometimes afford to spend more money, and they shouldn't exclude us.</p>	Age	Age - General	1/141	0.709
<p>Honestly I spend wayyyyyyyy more money on make up and skincare in my 40s than in my 20s. I make more money as well. I think make up companies are missing out on not including the older age group. But you are right, the twenty somethings are always on social media so they are the main targets for advertising. I guess they think everyone wants to be young and party and have a crazy night life so that's what they target. Its also true that YouTubers and influencers who are in their 40s or more are not as rampant as the twenty somethings. But I do believe as a subscriber we fight ageism everyday by actively following, commenting, purchasing, following links etc. That electronic footprint. Make up companies need to catch up and wise up to the opportunities they are missing.</p>	Age, Ageism, Crazy	Age - General, Physical Identity - Physical (and Mental) Impairments	3/141	2.128
<p>In a time obsessed with anti aging, brands are missing out by not being more attentive to 40+ age groups. Also, older women often have more money to spend sooo.... Love your discussion on this topic. Thank you!</p>	Age	Age - General	1/38	2.632

Thanks for this, Risa. Great video and great video series! My 2 cents would be that I'd like to see us 'fight it', but more from the perspective of wanting the brands to include us in the things we care about, rather than including us in the things we don't care about, like you said in these events and trips we might not be interested in anyway. I don't know if it's my age (42) or not, but I find the amount of \$ sunk into parties designed around selfies and trips to the Caribbean more off-putting than envy-inducing. When a brand I like sponsors/markets that sort of thing, I find myself put off of them. Personally, I'd rather see them spending their \$ on alternatives to animal testing or using 'clean' ingredients or investigating ways of sanitizing returned makeup to be able to donate it to womens' shelters, rather than on these trips that don't have anything to do with the actual makeup. I'd also like to have them 'communicate' with us in a way that's more mature. It's not just the trips etc, though, but also the way the products themselves are marketed. Like these ridiculous limited edition launches. Women our age have jobs and lives and don't have time to sit around all day 'in class' refreshing our webpages to jump on purchases before they're sold out. To then have the brand respond to our inquiries with 'Aw, sorry, hon, but you'll have another chance to buy soon!' Is this how adults communicate with each other now? Makes me want to skip the purchase altogether... ok, rant over. Thanks again! Sharon, beautyforgood.net	Age	Age - General	2/276	0.725
Hi Risa I see the post I thought got deleted but it was weird that when I posted it, I couldn't see it! I didn't think you deleted it, I thought initially it had something to do with YouTube. So sorry	Weird	Physical Identity - Physical (and Mental) Impairments	1/42	2.381
I'm almost 36 and I completely agree with you and I don't think we should accept it at all. I think women of our age demographics should fight.	Age	Age - General	1/28	3.571
I am 69 years old and have always loved makeup. I would love to see more influencers that are 50 and older. Thank you for bringing this up.Also, I know what you mean about people questioning or criticizing others when they raise an issue about which they're concerned as if to say there are so many other more important things to be concerned about. I think that with maturity comes wisdom and the realization that it's possible to be multifaceted and have more than a singular focus.	Old	Age - Over 65s	1/88	1.136

<p>Risa I totally understand and the only cosmetic company that I do think is trying to reach out with products for our age group is Covergirl. Ya know it's funny...when I was a tween I remember CG was the foundation, powder, blush, eyeshadow and eyeliners/mascaras, etc...this is the makeup I remember being really big. This is the makeup alot of women started out with...my first foundation was CG and I loved everything from them. Ya know times and styles even trends has changed but CG is still kickin. They "IMO" evolve with women of today young and old but ageism is still there. "IDK", I may not be gettin this out right at all, but I honestly don't see any of the other cosmetic companys using an older woman in a TV Commercial. I do however think that brands don't focus their Items for the more mature women, when in reality we're the one's buying most of the pricey skincare (for sure) and makeup. Anyway I just thought and started typing, lol!! Women of our age are not who the makeup companies are trying to target, but were no doubt the women taht are buying their products! Girl I could probably talk all day but I think I've made a small point adn some women will probably be able to relate to where I'm comin from. Have a great day and I will see you in the next video...Ly!!! xoxo :)</p>	Age, Ageism, Old, Woman	Age - General, Age - Over 65s, Gender - General	5/241	2.075
<p>Yes, all age groups need to be involved. If a company is only designing a product for teens to 25 that's different , People of all ages see products in different ways and find a variety of uses, many I think the company never considered. Companies should also consider how large the 40 and up demographic has become. I'm in my 50's, started watching Elle Leary and that led to maybe 6 definite individuals I really follow. I pick who I follow based in their intellect, if they have similar desired outcomes, and the reliability factor. Yes, I watch a few who I share nothing in common with because it causes me to think like you are now. I don't have the time to be involved in 10's of social media platforms and I do enjoy some privacy in my life. I'm very selective. I think there is so much to be gained by putting down the devices and being present. I also have concerns about these younger people creating a false reality. So I would say your thoughts are very good and valid. For this who feel differently and want something different that's great. I think there's room for everyone. A really great conversation.</p>	Age, Common, Nothing	Age - General, Age - Youngsters, Social Class - Working class	3/205	1.463
<p>Risa, makeup companies are crazy to not include all age groups. Just because we get older doesn't mean that we aren't interested in new product launches. Women that are 30 plus are more established in their careers and more than likely will spend more money on beauty products.</p>	Age, Crazy	Age - General, Physical Identity - Physical (and Mental) Impairments	2/48	4.167

Great video. I have learned a lot about how to apply eyeshadow from you. I think there is a perception out there that women of a certain age or 'moms' don't really care or bother with makeup or clothes or anymore. While some may not want to put in the effort anymore, I think a lot of women do but have lost their way. If they only see 20 something models for hair, makeup and clothes, they cannot relate and give up. I personally was in a funk for awhile but pulled myself out and started taking pride in my appearance. Watching women on YouTube that are around the same age as me really helped me get confident with makeup and finding clothes that I love. Im 40 btw.	Age	Age - General	2/130	1.538
Am happily 43...I do subscribe to 5-6 younger you tubers but I tend to enjoy ladies closer to my own age , such as your channel, Ms. Goldgirl, Mr Kong's mom, etc., who relate more to my demographic.	Age	Age - General	1/37	2.703
I'm a 26 year old mom of two and honestly I relate more to you than anyone my age on YouTube!	Age, Old	Age - General, Age - Over 65s	2/21	9.524
I would like to see more mature makeup models.....becoming older and experiencing changes from aging does bother me..... when i'm around younger, toner and beautiful women, it decreases my confidence..... a makeup event should have equal number of influencers from each age group.... models should be in all ages, shapes and forms	Age	Age - General	1/52	1.923
Great topic! I'm 45 and your channel has really helped me with looking my best while my face is clearly aging. I also love Angie from Hot and Flashy and we should talk about their channels that do focus on what eventually happens to all of us...we wanna look good during the age process. Love you!	Age	Age - General	1/56	1.786
Thank you for doing this video! I feel a little strange even going up to the Urban Decay counter at the store. All the girls are so young and I get the feeling of being out of place. What I'm thinking is who needs makeup more than an older woman ! Many of the young ladies don't need much makeup in the first place! Thank you so much for all the great tips,	Woman	Gender - General	1/72	1.389
I really enjoy watching you. I am 40 and while I like watching the younger women on youtube their techinques and products aren't usually going to work for my mature skin and eyes. I look for women more my age to get tips from that can really help me in my makeup routine. Your videos help me so much. You are so beautiful!	Age	Age - General	1/63	1.587
Go girl! Of course we have a voice! So agree with you. And the beauty industry advertise using young models especially demonstrating anti ageing products?	Ageing	Age - General	1/25	4.0

Hi Risa, this is Bonnie. I am the girl on the right in the picture with darker blondish-brown hair. I will be 59 in September (pushing 60!) and am obsessed with make up and skin care. I have VIB status at Sephora and get regular shipments of goodies coming to my door. Being a career woman with a solid financial status, I can afford to buy what I want, within reason. That is the first reason we should fight back. We are more stable financially (in general). Second, I care more about how I look now than I did before because it takes more to look good! I will join in the fight with you! Thanks for all you do!	Woman	Gender - General	1/121	0.826
Hi, Yes stay with your passion!!! I was a hair dresser for 30 years, I thank God that I had a confident view of our beauty inside and out, and still today at 62, I still have the confidents to continue to be the best I can be for my age . It would be awesome for us older ladies to be more inclusive with no age barrier... I forgot the name of the book or Netflix special. This young guy made a beautiful short documentary about older women in New York. The women were still fashinesita.... Fashion has no ages. If I find the book or special I will see that you get the name.. So for me, I wish I was healthy to help you stand up for us ageless beauties!!!! Maybe I can help in ways that haven't been developed yet!!!!!! Blessing's to you and your voice! It can be done!! " Si se Puede! <3," veronica*	Age	Age - General	2/160	1.25
Something is to say for this discussion. I feel that YouTubers in the upper age brackets, feature Luxury make up such as Tom Ford and Pat McGrath. It is my understanding now I've been watching YouTube since TiffanyD was filming in her closet, that Luxury Brands are only purchased by those who have the disposal income to spend \$50 on a lipstick. I have begun to post and tag brands such as Natasha DeNona, and Tom Ford on my Instagram BeautyisScience, to bring awareness to the fact that the 40 year old African-American woman is an avid consumer of their product. I also want to note that brands such as Tom Ford don't send out PR, or do Brand trips. I was horrified when I watched Laura Lee, review Tom Ford and bash it due to her lack of knowledge on product knowledge. Once again an age , and socio economic demographic taken into place.Excellent discussion Risa, I say we rise up and let these folks know that 40 is the the new 20, We maybe 40 but have the income and resources to live as though were 20. Look at Ernestine Johnson the 80 year- old body builder who is rocking it, I know she wears a good matte lip.	Age, Old, Woman	Age - General, Age - Over 65s, Gender - General	4/211	1.896

<p>I'm so glad you started the conversation about this. I spend good,money on makeup,but I've given up buying certain,brands who only use 20 somethings in their presentations. I totally agree that companies should be aware of the "ageism" in the industry. Young,women don't have the disposable income to continue to buy products,relentlessly. If companies choose to take that route,they will be digging a rather large,hole for themselves. It seems they value quantity over quality,and that business model has an expiration date written all over it.We are the demographic who keeps these companies going. If they don't understand that,well, their glitter in every thing makeup won't last long. I don't use CoverGirl,but they have Maye Musk in their commercials,.She's in her 70's. Anyway, you are smart,gorgeous,and have so much to offer the world of professional makeup. If companies don't see that,it's their loss. Again,thank you for beginning a conversation that should have started a long,time ago.</p>	Ageism	Age - General	1/156	0.641
<p>Right on sister! I'm 47 and finding channels where make up and brands are age appropriate and beneficial are far and few between..you're awesome. But to get reviews of the newer makeup launches..we on you tube have no choice but to subscribe to the babies ..and then their numbers go up and they get all the PR. Not fair b/c ste the companies asking follow up questions..etc?! I may watch videos from the younger ladies but I would never ever do my make up like they do..most look like drag queens (and not in a good way..). Why why why? And JLO should be ashamed..she is our age..she should cater to our needs as well..</p>	Age	Age - General	2/114	1.754
<p>I watch women on You Tube whose opinion is based on knowledge and experience. There are not many young You Tubers who have the knowledge and experience that I'm after. I watch the women in the US and the UK whose knowledge-based recommendations I'm willing to take. That means I buy the products they recommend. I have to think these companies see that. I watch your videos for that reason and I often buy the products you've recommended. I've not bought any products from Urban Decay because I felt their marketing was aimed at a demographic I may never have been part of at any age.</p>	Age	Age - General	1/106	0.943

Unfortunately the cosmetic companies have the fashion industry as an example. Despite the fact that older women have way more money to spend, the models are teenagers with teenage bodies. There is some handwringing in the fashion press but the companies pay no mind. But to answer your question, we can and must push back because we need to know about the products and while I enjoy watching some young YouTubers, their experience with many products just isn't going to translate for me. I need a review from you or Elle L. or Angie or Tammy before I will buy most products. I started wearing makeup at age 13 and I am now retirement age so I am not going to stop any time soon. In fact, now that I don't have to look office appropriate, I wear more makeup than ever. So bring it on.	Age	Age - General	2/146	1.37
It's so funny because when I'm poking around YT looking for who to watch, I don't even think about age really (I'm 55). I saw your beautiful face and thought I wanted to watch you because you were gorgeous and your makeup was divine. To me you are every bit as beautiful as the young uns. But I definitely understand where you are coming from. I went to a Nordstrom event once and they seemed to have absolutely no interest in the thoughts of anyone over 25 because they wanted to reel in the younger customers because they had a lifetime of buying ahead of them.	Age	Age - General	1/106	0.943
Thank you for supporting the 40+, I enjoy makeup just as much as a 20 year old . You are an inspiration to all ages. Keep pushing.	Old	Age - Over 65s	1/26	3.846

<p>I think it starts with the young image and getting away from the strong pressure projected by the industry that only the young are beautiful, and as you said they will be our age before they know it so, I think there will be a push back as the younger influencers start to age out. I truly think it starts with us also taking care of ourselves, and wanting to look good over 35 over 40 over 50 - it is not about looking young it is about looking good and changing that image and for the business/industry to be inclusive (many are not inclusive in their brands for women of color so it is not just those of us that are older). I was completely upset and have been with It cosmetics that was a brand specifically targeted to women not young girls that did a contest and showed only girls not women, on top of it they barely had any color foundations for women of color. There is the fact that most people on IG and YouTube are young so, the marketing PR is sent to them to show. I think more of us need to speak out and call out the companies. However, Lancome has Isabella back and also one of the drugstore brands was Covergirl has their commercial with a very mature woman. I think it would help if some of the nineties super models that used to represent these brands would speak out. We do have a lot of buying power but the marketing is geared to the younger ones that are using YouTube and IG more. I think the message as well from us needs to be it does not have to fall apart after kids and a lot more responsibilities the more of us that stay looking good, keeping the glam on the standards are raised and have our channels recognized here it will create some change over time and change that image that only the very young are beautiful.</p>	Age, Woman	Age - General, Gender - General	3/341	0.88
<p>Damn I'd LOVE to get invited to a UD trip but alas, I'm 49 and my channel is new and very small :) I feel like pushing back at the brands to include older people. I started using UD when it came out in 1996. I was 27, I still use Urban Decay at my age. You'd think they would acknowledge people that aged with the brand.</p>	Age	Age - General	1/67	1.493
<p>You made some great points! I don't have any social media and I don't feel the need to have it. I do follow a handful of YouTubers because of their age and what I can learn from them. For instance, because of you I have tried and LOVE the Cover girl BB Matte foundation. Sadly, so much of our youth is spent focusing on our looks (I remember this being the case with me) and I look back and I am so embarrassed by that. The event that you attended with Urban Decay, sitting there noticing the younger girls taking selfies is a sad realization of where their focus is also. If only they could now see what has taken myself too many years to see! But with all that said, I do enjoy you and I think you do a great job!</p>	Age	Age - General	1/145	0.69

<p>Jennifer Lopez is 48; Beyoncé is 36; Rihanna is 30. Clearly these social icons and beauty/lifestyle icons don't fit the demographics of the twenty somethings that appear to be the focus of cosmetic companies. Additionally, older women tend to have the availability of income to spend lots of money on cosmetics that the twenty somethings don't generally have and in fact, to a large degree, maybe paying for the cosmetics for their twenty something daughters. I started paying for cosmetics for my daughter when she was in junior high and it wasn't drug store so, what is it? Could it be social media?</p> <p>Could it be that Instagram is a larger platform for the beauty industry because its 'instant' and as you said, older women aren't 'signed up'?I think some homework needs to be done before we get offended or just blindly accept that we are too old. After all, UD did send you PR and included you in this event. Let's be the smart and wiser beauty community and do a bit of digging to find out the stats before we simply posture and accept. My daughter has a BS in digital media and communications which is basically a social media degree so I am going to query her about this. I encourage other people to do the same. Knowledge is power when it comes to this particular game.</p>	Old	Age - Over 65s	1/231	0.433
<p>Very good video. I do believe that there aren't as many women 40's++ watching YouTube or instagram etc.. however beauty companies always favour the young. Even when I was in my 20's I felt it was v strange to see a young model advertising something that my mother would buy and it still goes on, as there isn't enough people complaining about it..I feel if we just sit back and accept then it will still be the same when my daughter is in her 40'sby the way when I watch the 20 year old talk about their fine lines they have no idea</p>	Old	Age - Over 65s	1/105	0.952
<p>I totally understand where you are coming from am 46. Another issue I think is the young need to be lead and "influenced". We don't as easily respond to "if you want to look cool you should buy" mantra. True I would prefer someone my age to let me know how a product will respond, that's IF am in the market for that item. Young people tend to buy anything that sparkles or is a trend even if they already have 10 of the same thing. Where as we tend to be quality or quantity. If a mature woman finds the foundation that works for her (this includes me) she is most likely going to stick with it or be brand loyal (you'll have to pry it from my cold dead hands). Tutorials are I think are a more even playing field we all tend to want to know the best way to apply or get the most out of a product. I don't need Urban Decay shadow to follow a long, I can use my favorite pallet I already have. Am sure the beauty industry knows this</p>	Age, Woman	Age - General, Gender - General	2/191	1.047

Dear Risa. I do not like the term 'anti- age '. I don't want to be younger, I love my age (41) My mother died when I was a baby, and every birthday I have is fantastic. I'am grateful. Let's talk about good ingrediens that works and not about anti- age - let us be pro- age . Love your channel. Sorry my english. Love from Denmark	Age	Age - General	1/63	1.587
I think it all has to do with marketing. I'm on my way to 65 and still wear a full face at least 3 times a week; the vast majority of my friends wear almost nothing and don't think they can wear makeup any more or don't know how because the interest in wearing it wasn't such a big thing when we were younger (compared to today). My age group does purchase less. But I do think marketing misses the point. If you also show the mature user, it's saying 'our stuff is so good look how great even mature faces look'. Bobbi Brown often shows mature faces and her brand obviously touts beauty across the board. I don't think my age group can influence via purchasing power but we certainly can write in. Either way, I'm happy playing with makeup until I die whether I see mature faces advertised or not.	Age, Nothing	Age - General, Age - Youngsters	3/152	1.974
I also think it's kind of ironic that women over 40 wear less makeup and feel that they don't have to care anymore, because after 40 is when we women often need and should wear more makeup and make an effort. When you're in your twenties you can get away with anything, but when we reach a certain age it takes more to look good, and that's where the «Magic of makeup» comes in and can make us look young, fresh and great again!!! I respect the choices of women in their forties and fifties and up who don't feel like doing their makeup (although I think for alot of them it's more about not knowing anything about makeup-which is also a sign we need more older influencers) but since I myself looove doing my makeup I feel the right to object to this ageism !;);)	Age, Ageism	Age - General	2/145	1.379
I couldn't agree with you more. To be honest, it doesn't make sense to me that they don't target our age group because we typically have more disposable income than a 20 something woman/man.	Age	Age - General	1/34	2.941
I'm 60 and a beauty YouTuber since early 2013. PR for my age group is usually limited to wrinkle creams and foot peels from dermatologists and Chinese companies who only sell on Amazon. In comparison, the younger ytbers get full sets of season collections and eye shadow palettes from a multitude of big cosmetic companies. Like your situation, I went to IMATS last year and I was one of about 5 people attending over the age of 40 and all of the makeup and products were geared towards 20 somethings. There is definitely a prejudice towards older people on YT, especially in the beauty community. You are so right about the ageist attitude in the beauty industry. Selfies and Instagram talk ...no wonder you wanted to drink more! Lol, love you !	Age, Ageist	Age - General	3/132	2.273

I am 45 and would love to see women in my age group in Instagram posts and other media. I love makeup and I feel almost disrespected that the big companies don't think enough of me to have my age group represented. Every product looks good on a 20 year old and I find it hard to relate.	Age, Old	Age - General, Age - Over 65s	3/58	5.172
I think we should make ourselves known. I'm a woman in her 50s. I have young friends who are in their 20s and rarely buy a lot of makeup. I think these cosmetic companies are using young women to market to women in their 40s, 50s and so on. Maybe the message these companies are sending by using young women is — You can look just as good as these young woman by purchasing our products. I think this approach is old and outdated. Companies need to start using women in older age groups to market to older woman .	Age, Old, Woman	Age - General, Age - Over 65s, Gender - General	5/99	5.051
Dominique Sache is a news woman in Houston. She is very well known and accomplished/respected for her reporting.	Woman	Gender - General	1/18	5.556
I get annoyed when I see a product in makeup or skin care that claims to reduce the appearance of fine lines & wrinkles, but the models in the photos that come with these products, look to be about 18. I would appreciate seeing more models that are age appropriate to what they're promoting. I also agree,that the big makeup companies should include women & men of all ages in their promotional get togethers. Even grandmothers (& as I found out when shopping for makeup last week, some grandfathers) still like to wear make up.	Age	Age - General	1/95	1.053
Totally agree with you , a change in the mindset is only brought about by making oneself heard. I am 53 and I love watching the youtubers around my age group..... not just for makeup but also lifestyle tips and sometimes simply for hearing their thoughts and perspective on life. I feel it enriches my attitude. Love to watch you, Lisa Lisa d, the queen's cabinet,she is in her apron, uppiesbeads 58, Melissa 55, Angie from hot and flashy , Elle is for living ,Terri Seville Foy, Dominique sachse and so many more. Maybe as you said this age group does not buy so much makeup but this age group has more spending power and would love to buy skin care products and anti ageing stuff, which the companies are totally missing out. A very thoughtful and well needed video.	Age, Ageing	Age - General	4/140	2.857

<p>I'm 34 and must say while there are a handful of younger youtubers I follow and respect, I tend to focus my energy on those in my age bracket or older. It's nice to see how people of an older age bracket can showcase looks/products that are suitable for our age. I'm not 20 anymore and I spend a lot more on products now that I'm in my 30s. When I see brands promoting anti ageing products using teenage looking models or influencers, I completely disregard and don't take them seriously. There will always be some brands targeted at a younger demographic and others targeted at older ones. However, the masses in between are missing out as they aren't being inclusive of the full age and racial spectrum...</p>	Age, Ageing	Age - General	5/128	3.906
<p>I agree...sometimes I feel if you raise one issue you are made to feel bad because there are other more serious issues that we should be concerned about. Thank you I'm in my early 40s and feel sidelined already it's as if our opinions don't matter but the brands don't realise we might have more coin to spend than an average 20 year old.</p>	Old	Age - Over 65s	1/64	1.562
<p>I'm a couple days away from 62 years old and while I think older women are underrepresented in the beauty industry I think the manufacturers are putting their money where the majority of their customer base is located. It's all about the bottom line. I really enjoy your videos and they have given me improved makeup techniques and for that I am appreciative. I don't want to follow everyone on every platform out there, nor do I want to be checking my phone all the time just to see selfies. Life is meant to be participated in, not watching everyone else do their version of life online. You ought to devote the amount of time to YouTubing that makes sense to you and not let the ever increasing demands of someone else's idea of success define what is success to you. If you do that, resentment will grow and you won't be happy and you will feel that you've failed somehow. Don't let it come to that. You know what is right for you.</p>	Old	Age - Over 65s	1/174	0.575
<p>Do you remember years ago when Isabella Rossalini was fired as the "face" of Lancôme and told it was because she was too old? She was rehired not that long ago to represent Lancôme again. I guess we could look at that and say we have made headway and be satisfied. Did Lancôme rehire her because they have suddenly become interested in the inclusion of older women or is it because there has been a movement of older celebrities campaigning against ageism. In the end, I think most companies are forced to look at the bottom line and we must not be that large a demographic. It would be interesting to know what percentage of profits we represent. Typically, most people in their twenties cannot afford high-end brand makeup on a regular basis.</p>	Ageism, Old	Age - General, Age - Over 65s	2/133	1.504

We are the market that will spend on skin care and makeup that makes the most of our looks with age . Rossellini is not out to look younger than she is, but she wants to look her best just like we do.	Age	Age - General	1/42	2.381
YES, YES AND YES! PUSH BACK.Here's the deal...u are right about the companies u mentioned doing their demographics, etc. My opinion is tht Urb Decay, 2Faced, etc. were marketed to the younger to begin with. Who knew women would still look so young after 30 and be into all the same as the young gals are, after all, they too, were 25 one time :)So, yes, push back as Melissa55 did to Estee Lauder about their ads using a young gal to promote anti-aging prods. She's over 60 in case u don't kno her and no cosmetic procedures.These events would be better served divided into 2 or even 3 groups if the companies could afford. They shd do up to 35 then 36 to 45 then 46 to 66+.We may be older but we like it ALL too, just as we did decades ago.Decades ago, makeup was not diverse. ..u had drugstore stuff for young and high end for mature or wealthy. Ha.U hit nail on head by saying the young purchase more....I think they do from 20 to 30 because it's all about them at tht age so they indulge. As we get older, have kids, bills,etc, we have less to spend on ourselves (most of us).So push on girl and btw, u look 25ish on YouTube so perhaps they felt u fit right in:)I can talk to anyone about anything but I'm drawn to intellgence and older people tht have more to say.I would not enjoy hobnobbing with the 25ish. Sounds like the co event wanted lots of PR exposure amongst just that age group.Sadly, the older women really are the ones with more to spend but its spent wisely. The event sounded a bit lame to me. But keep on doing ur thing cause the older are watching.	Age, Lame	Age - General, Physical Identity - Physical (and Mental) Impairments	3/311	0.965
I truly enjoy watching you videos and the information that you provide. You are absolutely gorgeous and quite talented! I am 50 and have a passion for makeup. You fill a niche on youTubing makeup for 40+ crowd. I want to learn how to stay current with all kinds of makeup looks. The significantly younger influencers don't know , don't have the experience simply due to their age . There are also a gazillion ways of how product performs on more mature skin vs skin of someone in their 20's. It's a fact of life. I would love to talk further with you on how to create more relevant content for those of us over 50 and how can the brands help support the mature market and make it a win/win situation all the way around. My email address is tmbratton22gmail.com if you wou ever like to talk more in depth on this topic. Thanks so much for taking the time to read and considering continuing the conversation. My secret dream would be a Beauty influencer/blogger to 'the half century club!'(my future channel name perhaps?!)lol	Age	Age - General	1/184	0.543