

Why anti-ageing is out in the beauty industry

Notes & Cues:	Article: <p>The term ‘anti-ageing’ may now be taboo, but the new era of beauty advertising still profits on women’s insecurities.</p> <p>It is no longer fashionable to be anti-ageing: it has been rebadged as “pro-skin”, by the founder of American skincare brand Drunk Elephant and “anti-wrinkles” by Neutrogena. A new vocabulary now dominates the language of the beauty industry, the ethos of body-positivity finally inching its way up to the top.</p> <p>It falls into a familiar category: stuff you know is basically tripe, but you can’t really object to because what went before it was worse. Still, the principle is that any visible sign of ageing is a disgusting thing in a woman, whether that is a wrinkle or the overall dulling effect of having seen too much life.</p> <p>Is it in any way preferable for the term “anti-ageing” to become taboo while all its apparatus remains intact? Take the Neutrogena products that dare not say “anti-ageing” still say “anti-wrinkles”. Or does it just resituate the discomfort back with the consumer?</p> <p>If fear of mortality is universal, then attempting to erase its reminders is reasonable. It is not a feminist’s duty to look like a tea-towel that got stuck at the back of a tumble dryer. It is where vanity is marshalled by commerce that it becomes oppressive and disproportionate. Anti-ageing is an OK word and an OK pursuit, so long as you don’t buy into products at all; make face masks out of white wine and bathe in the excretions of a donkey, like Cleopatra, who was oppressed by nobody.</p>
Summary:	