

MEREDITH HOWELLS

**IBM**

DESIGN DOCUMENT

***REFLECTION***

## ***WHAT IS REFLECTION?***



***REFLECTION WAS DESIGNED TO SOLVE THE OVERWHELMING PROCESS OF GETTING READY USING MAKEUP FOR THE MIDDLE-AGED WOMAN. IT DELIVERS AN EXTREMELY PERSONALISED EXPERIENCE. AIMING TO HELP BUILD USER CONFIDENCE THROUGH PRACTICE AND BREAKING DOWN THE PROCESS MAKING EACH STEP THAT LITTLE BIT EASIER.***

# MEET THE USER

## ***INTRODUCING KAREN***

**For the purpose of developing this project my sponser user is 'Karen'. Karen is 52, works part time, is creative and spends her free days crafting.**



### ***ROUTINE***

**karen only wears a couple of makeup products day to day,including tinted moisturiser, mascara and blush. However,when she has events she likes to get glam and enjoy the elements of getting dressed up to go out!**

### ***SPENDING***

**Karen annually spends £2,238 annually on beauty products (Statista.com) however she wants to decrease her expenditure by not buying products she wont use again, so she needs help in finding products she knows will work for her.**

### ***INTENTION***

**Karens intentions of using the app is to help her get ready for the events she is invited to throughout the year. In addition she really wants to learn new techniques and how to work with new products.**

# ***THE FORGOTTEN DEMOGRAPHIC***

## **THE MIDDLE-AGED WOMAN**

**‘MANY BRANDS INTERPRET 50 TO BE OVER 70; THEY HAVE AN OUTDATED VIEW THAT AFTER THIS AGE WOMEN EITHER HAVE LITTLE INTEREST IN SELF-IMPROVEMENT, ARE TOO OLD TO LEARN NEW TECHNIQUES OR THAT THEY ARE UNLIKELY TO SWITCH BRANDS’ (MCALPINE, N.D.)**

**There is a lack of direction towards the middle aged woman when it comes to beauty. From 2015 to 2016 the customers using the beauty site Escentual.com rose by 210% (Walsh, 2016). So why arent they being targeted?**

**With beauty products with anti-aging properties are typically all targeted towards this demographic. They have become a neglected market within makeup. However, with this age group of women being such a large spender on beauty and grooming products, they should be more included within the industry.**

**One women, Tricia Cusden, created an online site dedicated to the older women. Lookfabulousforever.com (appenix A) sells products designed for women of an older age, Cusden created the brand after she was sold products by younger beauty consultants that didnt suit her skin. This shows there is a gap in the market with not only brands but also their in store representatives not engaging with the middle aged women to help her understand the products best suited to them.**

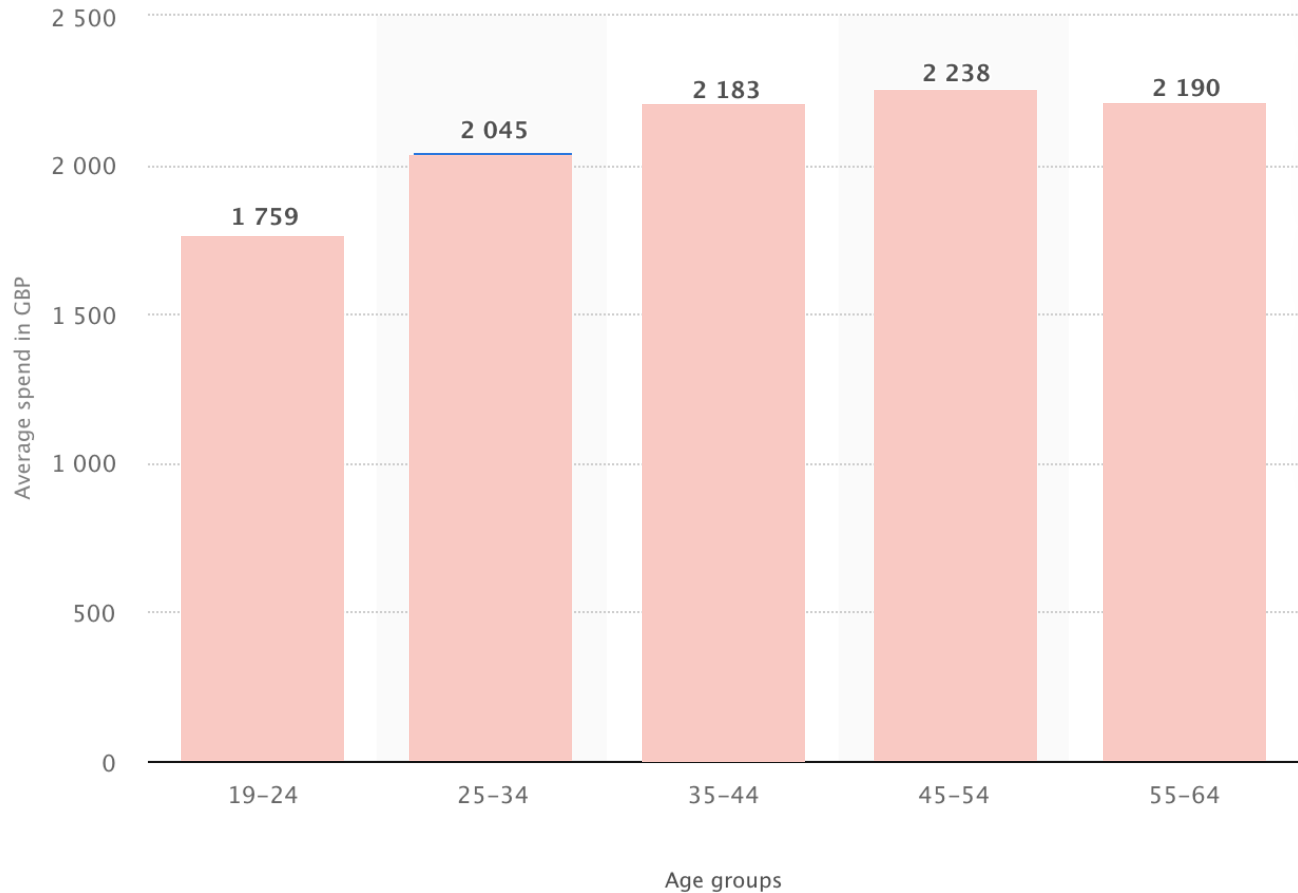
# THE FORGOTTEN DEMOGRAPHIC

## THE MIDDLE-AGED WOMAN

**Global cosmetics news discusses how genders, races and disabilities/skin disorders have been championed by a beauty brand apart from one large and important demographic which is the aging population. With 70% of women in their 40's and 50's feel like they are ignored by the mainstream media.**

**\$22**  
Billion

is spent annually on beauty and grooming products by women over the age of 50.  
(aarp.org)



**It is important to show that women around the age of fifty do not need a product dedicated to their age group but an understanding of how all cosmetic products would work for them**

**(appendix B)**

# ***RESEARCH PLAN***

## **FOCUS GROUP**

**Understanding the user, is why primary research is an important step for the designer.**

**“research is a fundamental part in solving relevant problems and/or narrowing down to the “right” problem users face.” (Eaton, 2017)**

**To confirm the findings of whether this market is really empty, a focus group was held with six women around the age of fifty.**

**All of whom have had a range from infrequent to moderate use of makeup. The plan of the focus group was for the women to discuss experience with doing their own makeup, followed by a briefing of the app idea. A buy-a-feature prioritisation model was used to select the app features.**

# FOCUS GROUP

## BUY-A-FEATURE PRIORITISATION MODEL

STEP BY STEP VIDEOS WITH SOMEONE YOUR AGE	TIPS AND TRICKS	SHORT ADVICE ARTICLES
PERSONALISED PRODUCT LISTS WITH DIRECT LINKS AND DUPES	COMMUNITY PAGE	PERSONALISED SKINCARE SECTION
SUBSCRIPTION WITH SAMPLES SUITED TO YOU	DIGITAL MAKEUP BAG	FOUNDATION MATCH TOOL

The purpose of this model was to find out what the most important features the target market wanted.

Each woman was given 2 pink papers to chose their top choices, and 1 yellow which represents their next chose in order of priority.

STEP BY STEP VIDEOS WITH SOMEONE YOUR AGE	TIPS AND TRICKS	SHORT ADVICE ARTICLES
PERSONALISED PRODUCT LISTS WITH DIRECT LINKS AND DUPES	COMMUNITY PAGE	PERSONALISED SKINCARE SECTION
SUBSCRIPTION WITH SAMPLES SUITED TO YOU	DIGITAL MAKEUP BAG	FOUNDATION MATCH TOOL

These results shows a direct link to what should be available wihtin the app.

# 42%

CHOSE STEP-BY-STEP VIDEOS OF A WOMEN OF SIMILAR AGE AS MOST IMPORTANT.



# ***FOCUS GROUP***

## **RESULTS**

**The focus group confirmed that 'Reflection' would be providing a solution to the issues they face when it comes to doing their own makeup.**

**The group discussed that they feel their stuck to what they have always known and do not go out of their comfort zone due to not having the education behind new products and what they do. This is where the app will help by showing Karen it is not scary to take a break from her norm, as she will be guided step by step with all she needs to know. The app is being created to make a easy and stress free approach to help the average woman do their makeup for any event. In addition to this it will teach them about tips and tricks and the best products that will wor for them as it is a very personal-sied experience made for the user.**

**Quotes taken from the focus group:**

**'I would have a consultation and then download the app, then you've always got that there.'**

**'if you go somewhere like and then you're intimidated because you think well, there's just an array of stuff and not much information for older people really'**

**'how do you know how to use all this makeup stuff because there's like primers, there's this and there's this'**

**'how much time do we have to do all this like go online isn't it.'**

**'she actually showed me to do eyeshadow to make your eyes look bigger and if I'm honest I do tend to stick to that a little bit'**

# WORKING WITH BEAUTYBAY



**B**



**£8.15**

million net worth

***'BEAUTY BAY'S MANTRA IS TO SHARE OUR BEAUTY OBSESSIONS WITH THE WORLD. FOUNDED BY TWO OF LIFE'S REBELS WHO HAD NO FORMAL TRAINING, JUST A TONNE OF PASSION, WE STARTED OUT AS A FRAGRANCE RETAILER AND QUICKLY DISCOVERED A WHOLE UNIVERSE OF BEAUTY JUST WAITING TO BE UNLEASHED.'***

**- BEAUTYBAY.COM**

## ***WHY BEAUTY BAY IS THE RIGHT PARTNER FOR THIS PRODUCT:***

- **QUALITY- SOURCE PRODUCTS WHICH ARE NOT EASY TO FIND ELSEWHERE TO BE THE BEST AND FIRST SUPPLIERS TO THEIR CUSTOMERS.**
- **QUANTITY- STOCK OVER 7,000 PRODUCTS ONSITE WITH NEW LAUNCHES EVERY WEEK.**
- **STOCK MAKEUP, HAIRCARE, SKINCARE AND BATH & BODY.**
- **HIGHLY POPULAR AND RELIABLE ONLINE COMPANY.**
- **COLLABORATE WITH VLOGGERS AND INFLUENCERS WHICH WOULD CREATE REUSABLE & CUSTOM CONTENT FOR THE APP.**

# ONLINE PRESENCE

## INSTAGRAM

**43%** **23%**  
Of users are Of users are  
female age 50-64

## FACEBOOK

**75%** **68%**  
Of users are Of users are  
female age 50-64

## PINTEREST

**42%** **27%**  
Of users are Of users are  
female age 50-64

## YOUTUBE

**68%** **70%**  
Of users are Of users are  
female age 50-64

Women make up a large portion with their presence on digital platforms. Results from the focus group showed they do not have the time to spend online browsing.

The Artificial Intelligence used within Reflection finds all the content and creates the lines to draw them all together, meaning the user spends less time finding exactly what they want.

The speed and agility of using an app is an important factor and that's why Reflection is programmed to deliver a sit back experience for the user.

# ***WHAT IS REFLECTION?***

***'REFLECTION' WORKS BY SOLVING KARENS PROBLEMS WHEN SHE DOES HER OWN MAKEUP FOR AN EVENT. IT IS A PERSONAL EXPERIENCE CREATED BY WATSON ARTIFICIAL INTELLIGENCE, DEDICATED TO HELPING KAREN. TAKING THE USER STEP BY STEP FROM ORDERING HER NEW MAKEUP, TO APPLYING IT.***

## ***HOW DOES KAREN USE THE APP?***



**Once 'Reflection' has been downloaded, Karen uses the virtual consultation to create her profile.**



**Watson Visual recognition will gather the data from Karens image and use this to fill out her profile details. This includes hair colour, eye colour, skin tone and skin type.**



**Karen begins her personalised experience with the machine learning recommending makeup and skincare from its read data, to suit Karen best.**

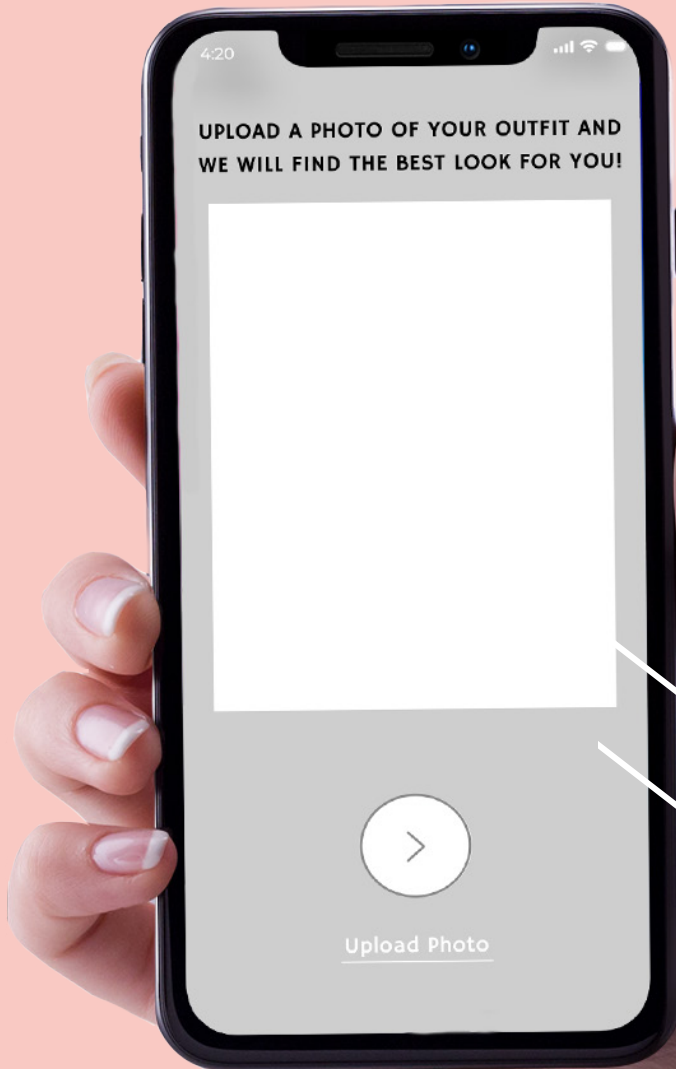


**Karen can use the app to plan ahead or can use it to help her get ready on the spot.**



**Karens prepares for an event by using the 'Plan Ahead' tab where Watson AI links all the information and repsonds to karen with makeup looks. This includes a product list, a video tutorial and step by step photos to complete her look.**

## ***KAREN UPLOADS PHOTO***



## ***HOW IT WORKS***

**When karen begins planning for a new event, she photographs/uploads a photo of the outfit she is going to wear, in addition she inputs the type of event, how long she has to get ready and how challenging she wants the makeup look to be. Alongside this information and the details saved in her profile, the Watson Artificial Intelligence will fulfil her needs by prividng multiple makeup looks. Karen can then explore all the options before saving her favoruite to the new event.**

### ***WHAT KAREN ENTERS***

**15 MINS**

**EASY**

### ***WHAT KAREN RECEIEVES:***

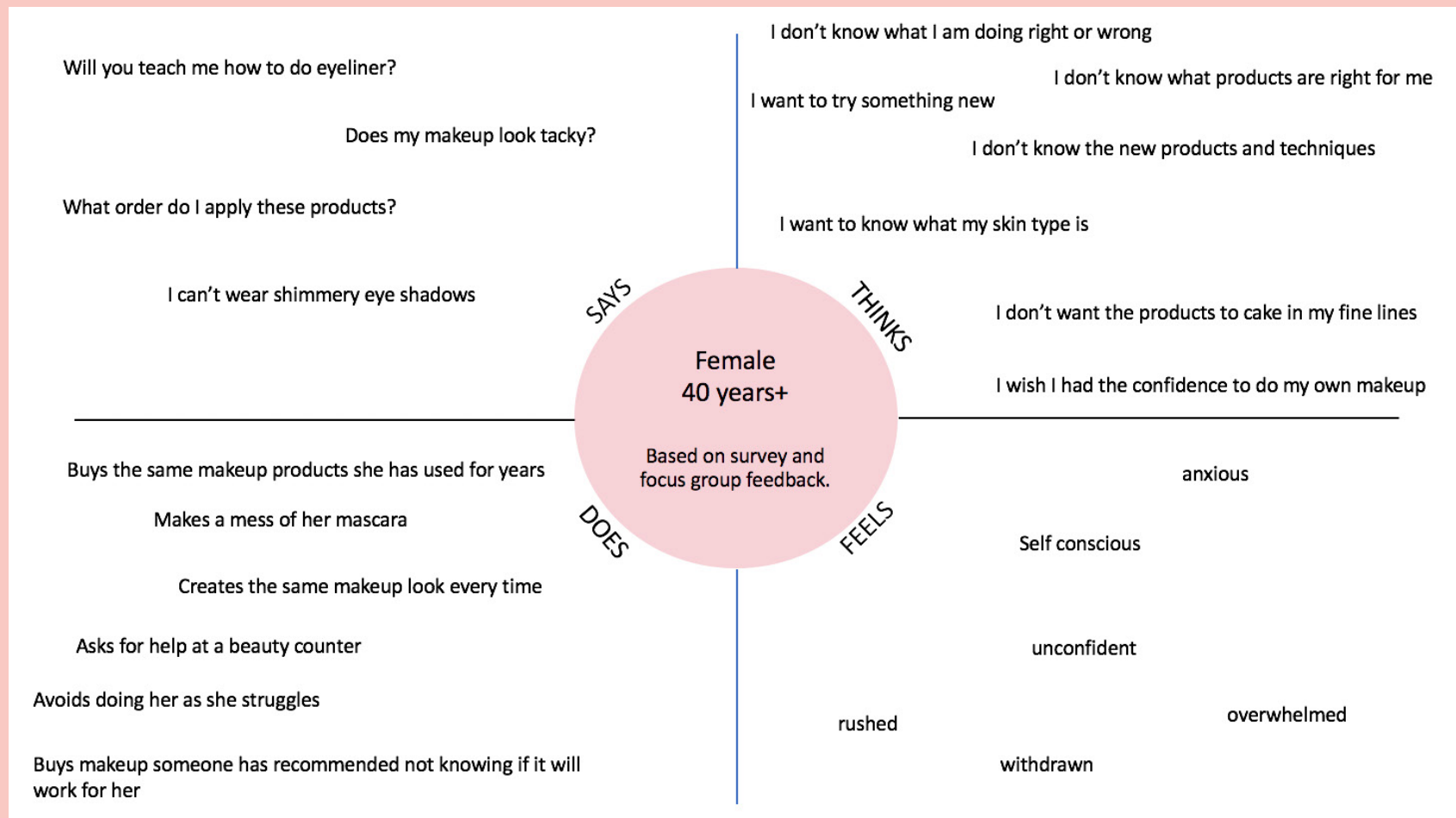
**MAKEUP LOOKS**

**PRODUCT LIST**

**VIDEO TUTORIAL**

# EMPATHY MAPPING

**Empathy maps created from user research confirm several pain points in my target user persona.**  
**It provides real experiences from the target market, that provides clear information that a solution can be provided to their pain points.**

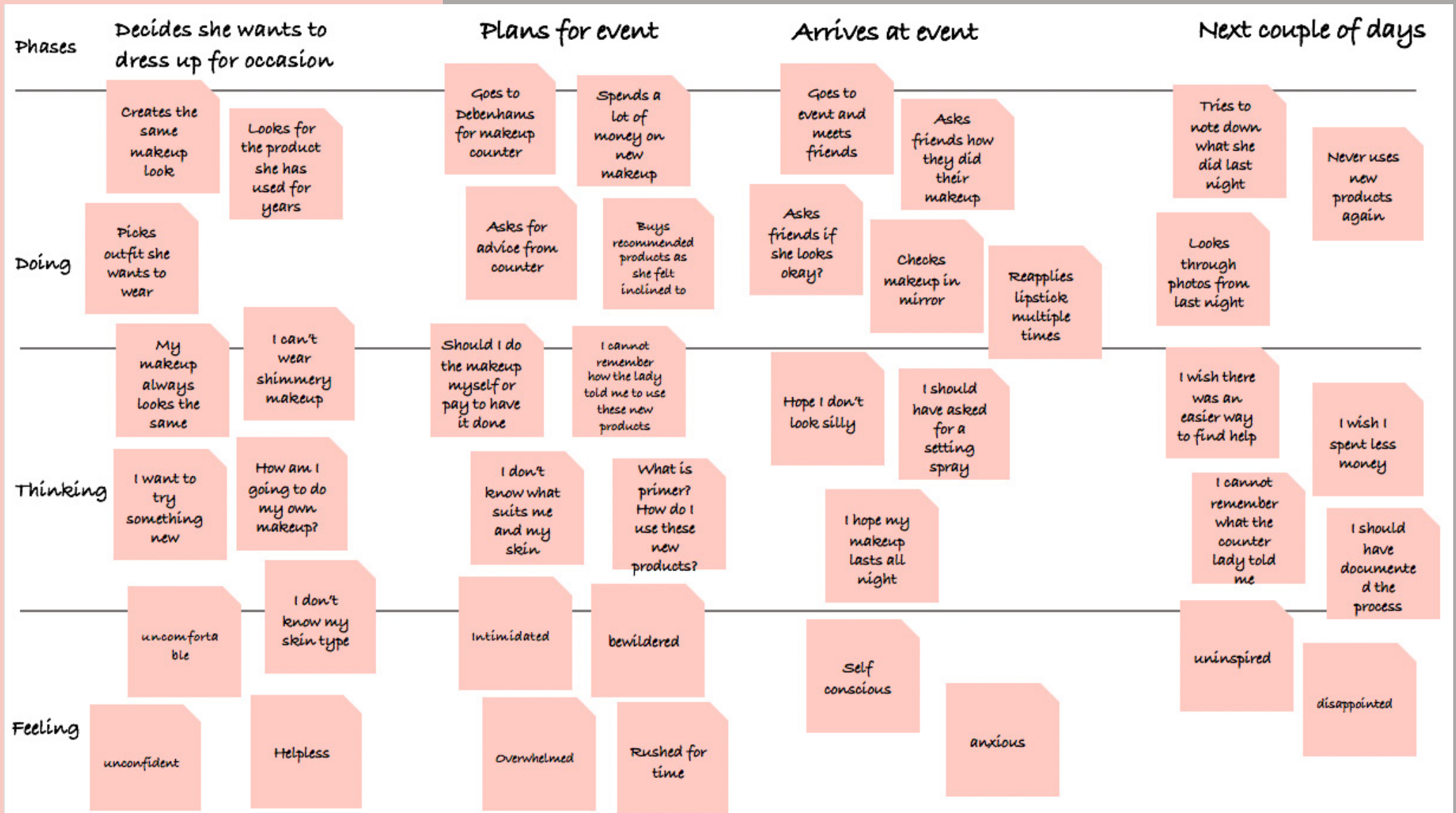


# SCENARIO

## AS IS

This AS IS scenario is used to show Karen's experience before they are introduced to the app.

From this we spotted pain points, which gives the user valid reasons for returning to Beauty Bay because (A) Karen goes to several events a year. (B) To purchase new products. This creates a potential for a recurring revenue.





# AI TECHNOLOGY

## WATSON VISUAL RECOGNITION

### WHAT?

Watson Visual Recognition will be the technology behind the mini/digital consultation the app provides to Karen.

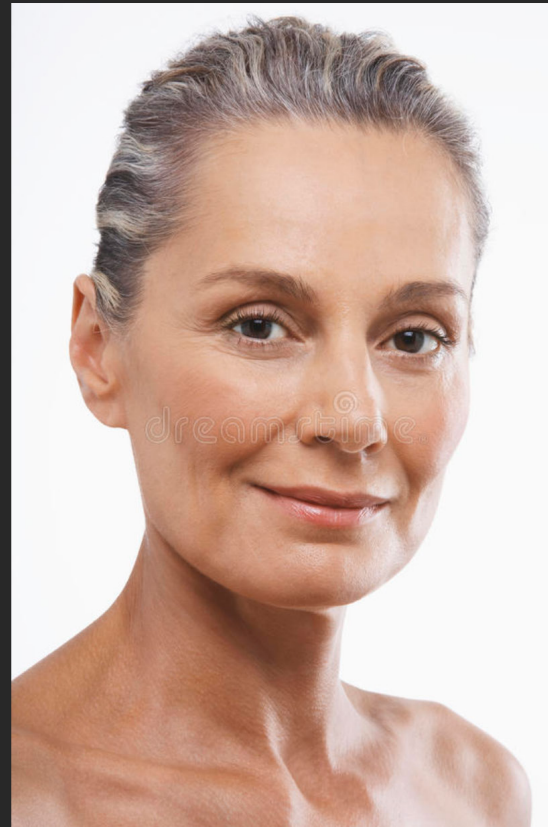
### WHY?

Watson Visual Recognition is being used as it quickly understands an image. Here it will be used to read the Karen's appearance, through skin tone, dark spots, wrinkles, discolouration as well hair and eye colour. This data is automatically saved to the Karen's user profile to allow products and makeup looks to be personalised to match each user profile. This also reduces the amount of work Karen has to do, entering all her details for her.

### HOW?

Watson Visual Recognition works by being trained with multiple images which include what you want the AI to understand such as eye colour. In this case the AI will be trained with images of all the features we want it to understand.

Watson Visual Technology is designed to 'quickly understand objects, actions, scenes and colours within an image'.



#### General Model

Quickly understand objects, actions, scenes, and colors within an image.

light brown color	0.88
person	0.73
pompadour hairstyle	0.72
alabaster color	0.69

#### Food Model

Identify meals and food items with enhanced accuracy.

non-food	0.99
----------	------

#### Explicit Model

# ***WATSON ARTIFICIAL INTELLIGENCE TECHNOLOGY***

## ***WHAT ARTIFICIAL INTELLIGENCE PROVIDES FOR THE APP***

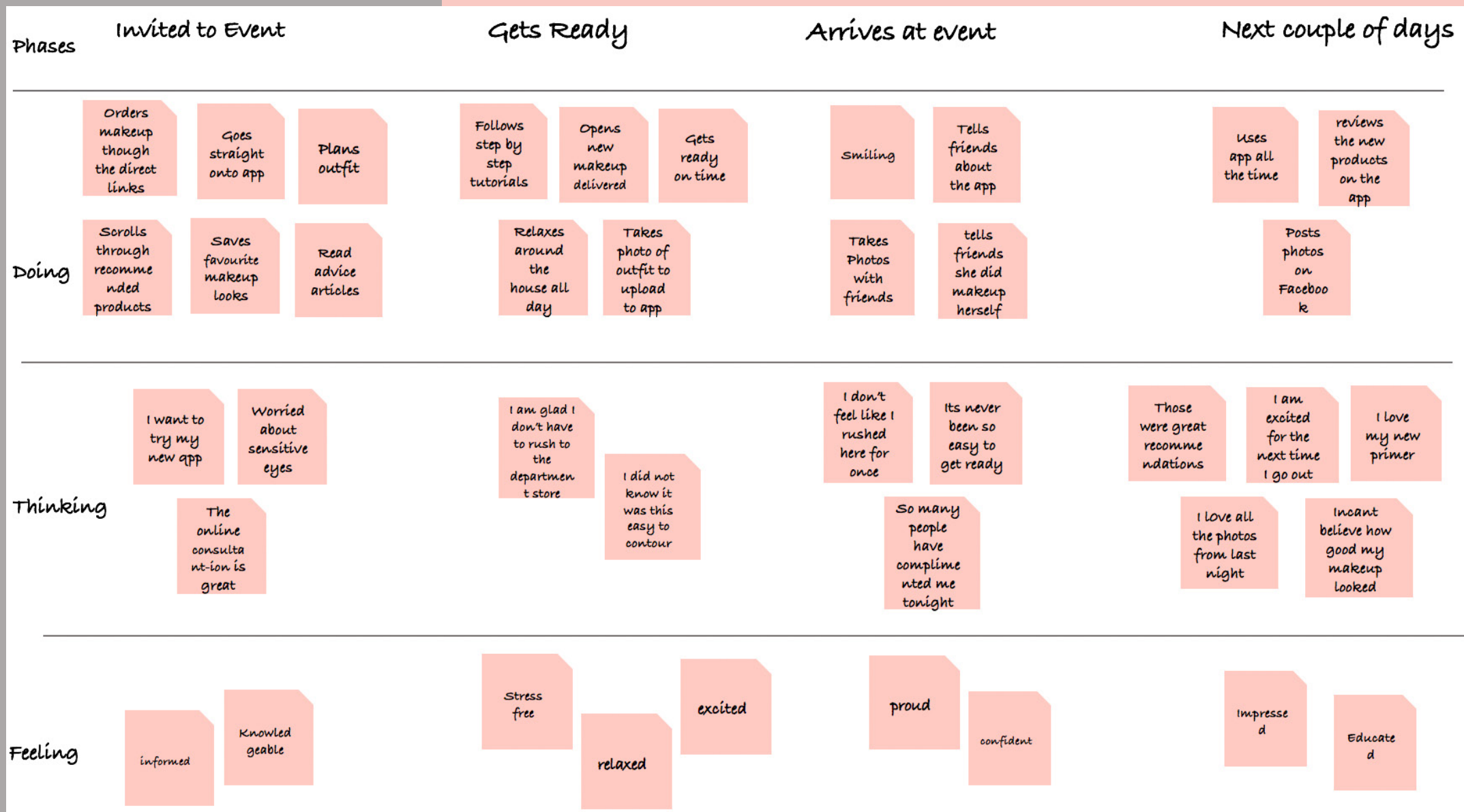
- **LESS MONEY WILL NEED TO BE INVESTED INTO HIRING SPECIFIC TEAMS, AS THE MACHINE LEARNING WILL BE TRAINED BY THE USERS.**
- **USER ENGAGEMENT POINTS ARE PLACED THROUGHOUT THE APP, WHICH RECEIVED CONFIRMATION FROM THE USER THAT THE AI IS CORRECTLY IDENTIFYING THE DATA.**
- **THE DATA COLLECTED FROM THE USERS CONSULTATION, WILL BE USED TO A SPECIFIC SEARCH THROUGH TUTORIALS WHICH MATCHES THE DATA, SIMILAR TO HOW A FILTER WORKS.**
- **WATSON FACIAL RECOGNITION WILL ALSO BE USING WHEN VLOGGERS OR AN INDIVIDUAL CREATE VIDEO. IT WILL READ THE CREATED CONTENT AND USE THE DATA TO MATCH THE SIMILARITIES OF THE CREATOR TO THE USER. THIS WILL BE USED TO RECOMMEND THE MAKEUP LOOKS TO SUIT THE APPEARANCE OF THE USER.**

# SCENARIO TO BE

This 'To Be' scenario provides an insight into the difference of Karen's life once she has been introduced to Reflection.

Due to the app being designed with multiple points of engagement it shows us that we know Karen is more likely to come back, as she interacts with the app multiple times within a months timeframe.

This means a recurring revenue for BEAUTY BAY.



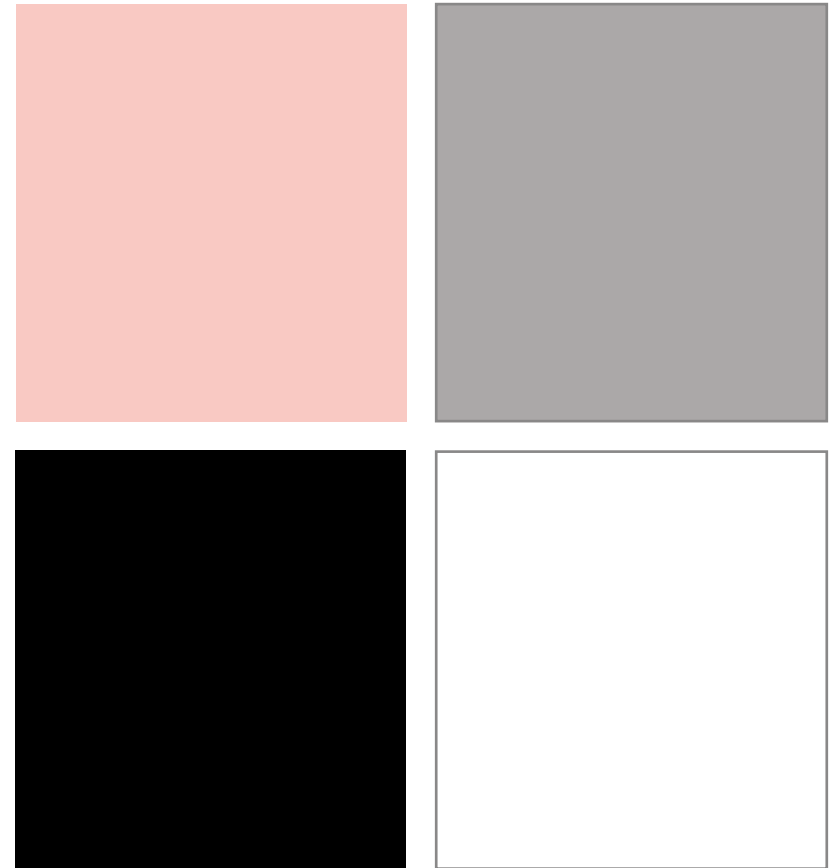
# ***DESIGN BRIEF : BRANDING GUIDE***

## ***LOGO***



- Logo should represent the brand.
- Must fit within the colourscheme, but not contrast to BEAUTY BAY'S existing app logo.
- They should look like a pair so users are able to make see the connection of the brand to the app clearly.
- If lettering is used it should be the correct font.

## ***COLOURSCHEME*** Toned down colours within app.



## ***FONT***

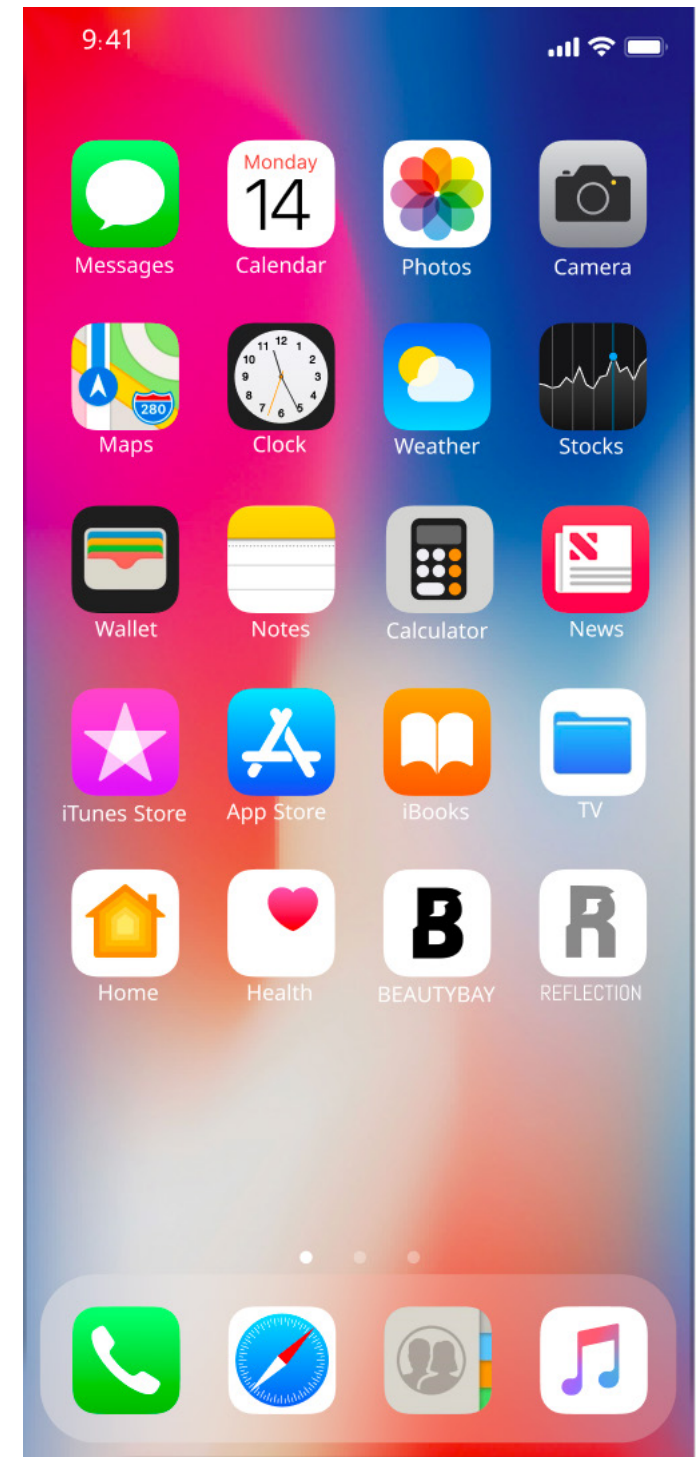
All titles should be capital. Style of font should be tall and narrow. Around 10 degrees italic. Example:

***BEAUTY PRODUCTS***

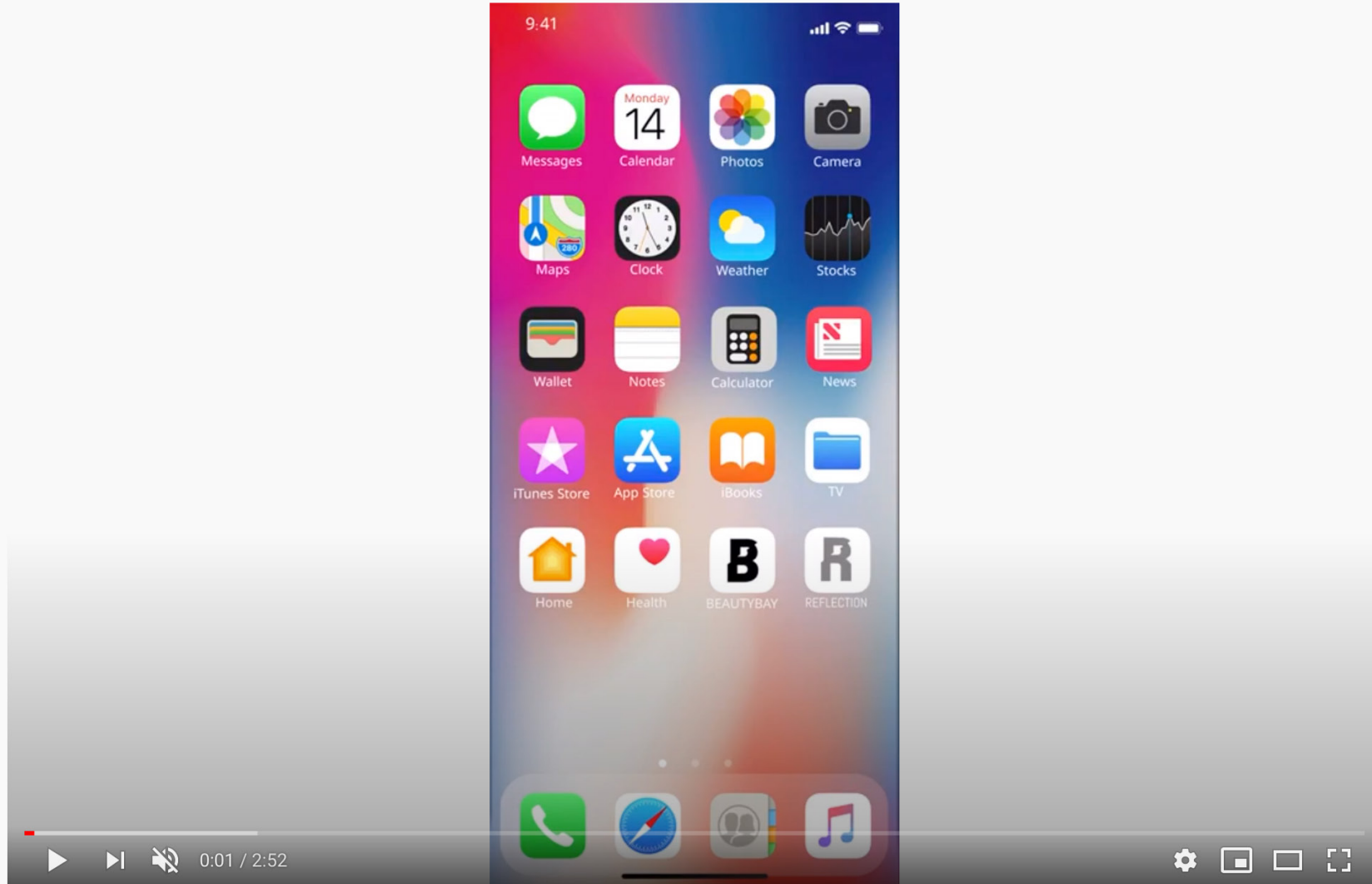
# PROPODAL LOGO DESIGN



**iPhone Homepage**



# FINAL APP DESIGN

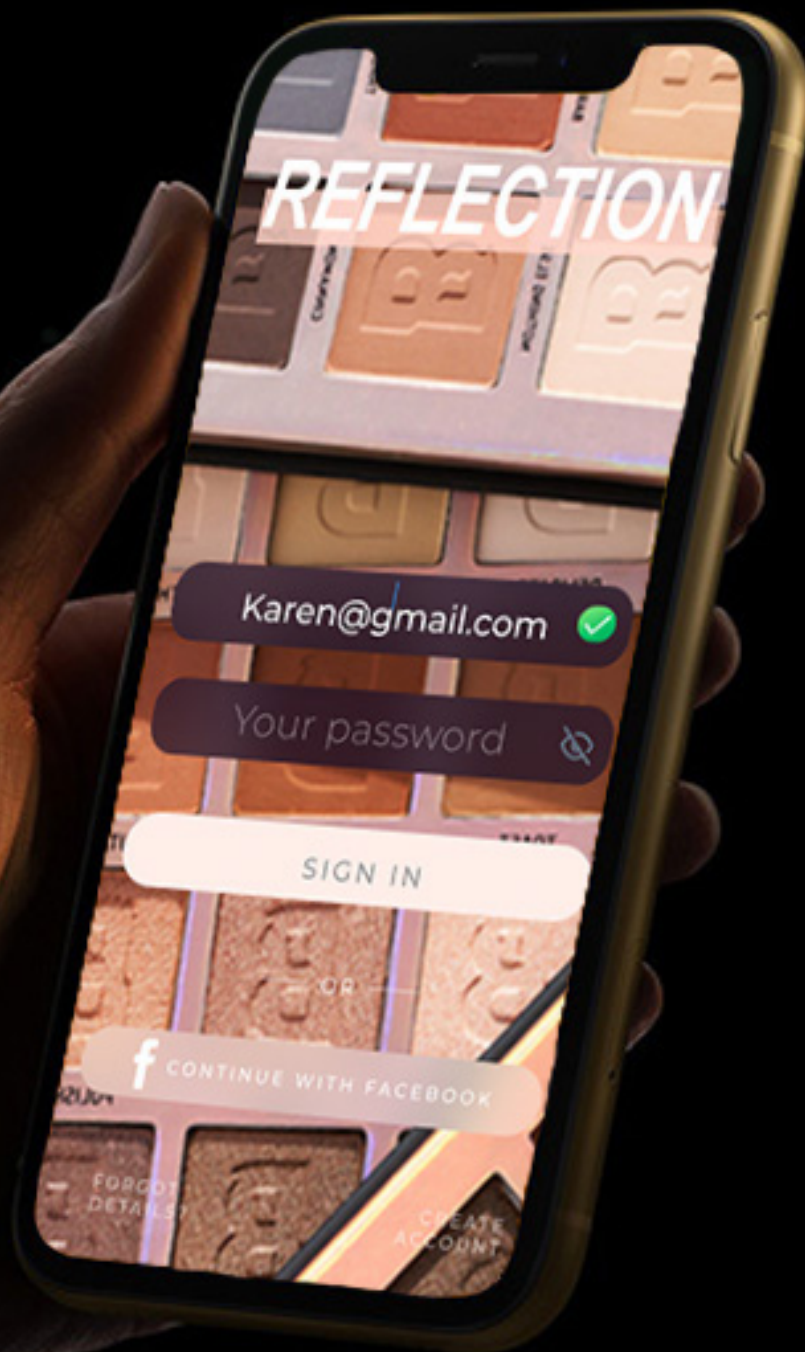


REFLECTION APP WALKTHROUGH

**VIDEO WALKTHROUGH OF ALL PAGES AVAILABLE ON THE APP.**

**<https://youtu.be/QI3IjmFvhzg>**





## ***SIGN IN PAGE***

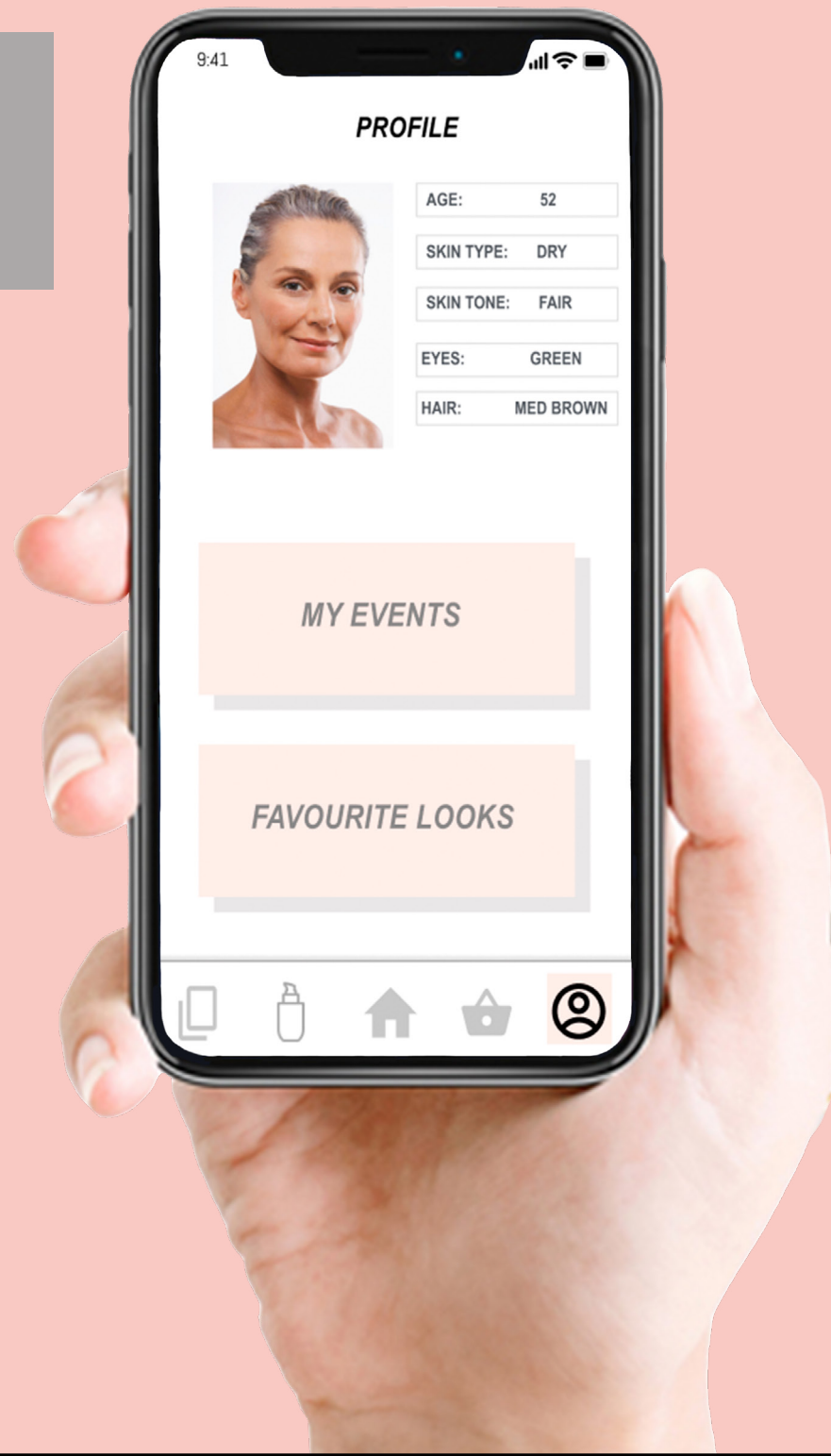
- **Advertises Beauty Bay's makeup line with background image.**
- **Option to sign in with facebook, makes access quicker without having to create a new account.**
- **Eye catching page yet Wkey colours are still used and title font is continued throughout pages.**

# PROFILE PAGE

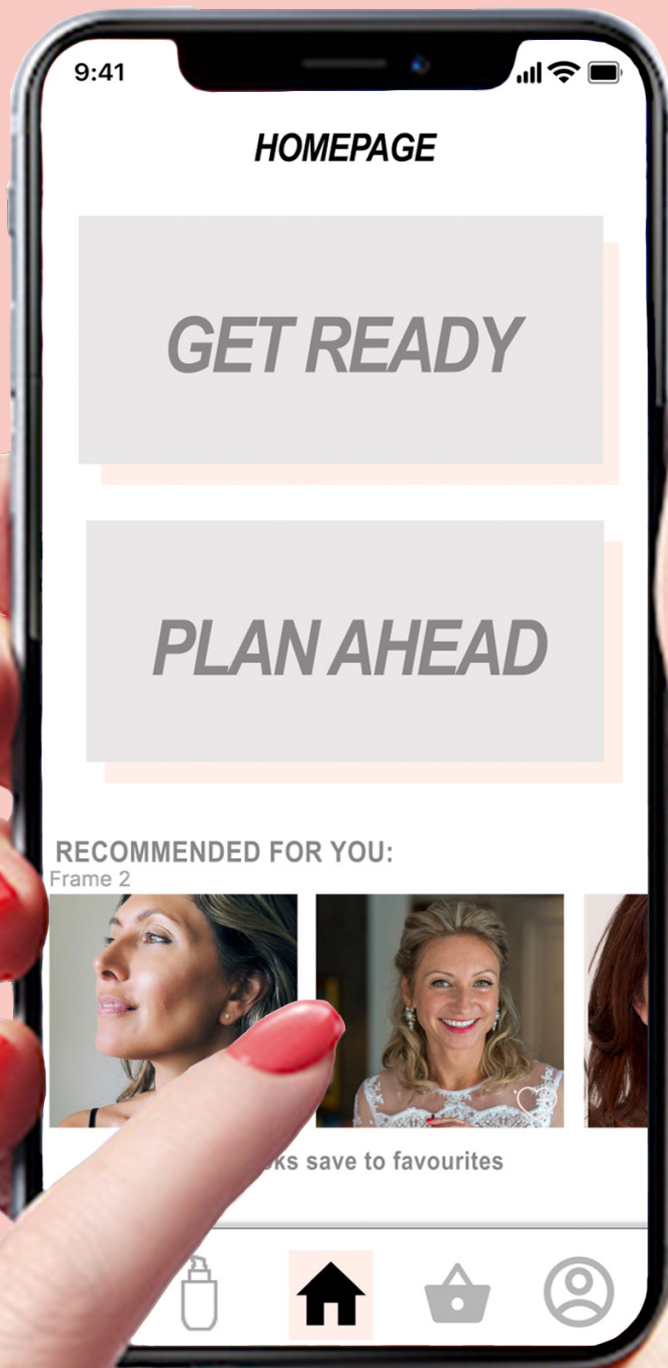
➤ Profile page keeps all the users appearance details gathered by Watson Visual Recognition.

➤ User can return to this page at any time to view their saved events, which included the makeup look they attached to the event.

➤ Favourite looks tab allows the the user to explore and save makeup looks that they may want to use for a future event.

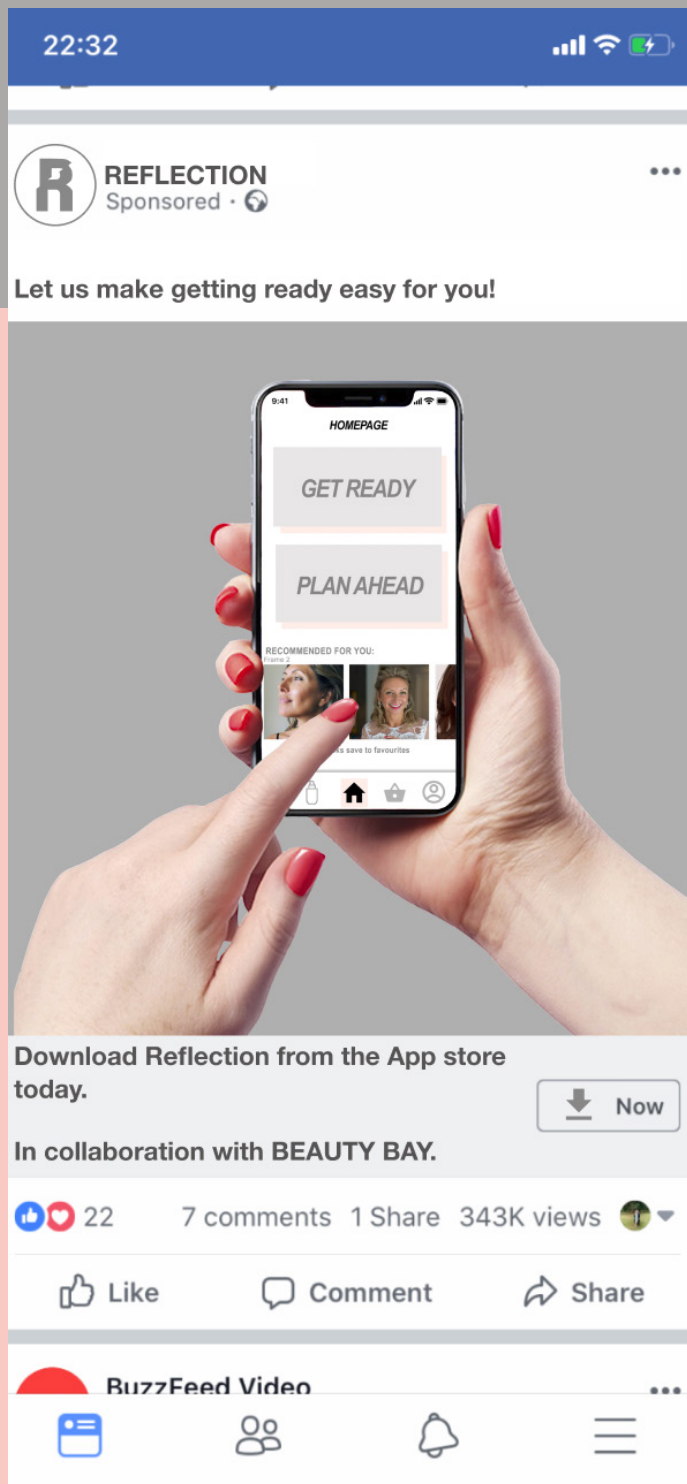






# ***HOMEPAGE***

- **The home page is the main route to all additional features including: articles, skincare, orders & profile.**
- **User has the option to plan ahead or get ready instantly.**
- **The users recommended makeup looks can be viewed here with the option to save them to return to for a future date.**



# FACEBOOK ADVERTISEMENT

**4.9%**

***of women age 45-54 worldwide are active Facebook users. The 3rd highest out of all age groups. (statista.com)***

**94%**

***of Facebooks ad revenue is from mobile.***

*(sproutsocial.com)*

**With 83% of women that use the internet being facebook users (omnicoreagency.com), it is the perfect place to advertise.**

**The advertisement can be linked to the users age and their interests, this could be through likes pages or facebook searches.**

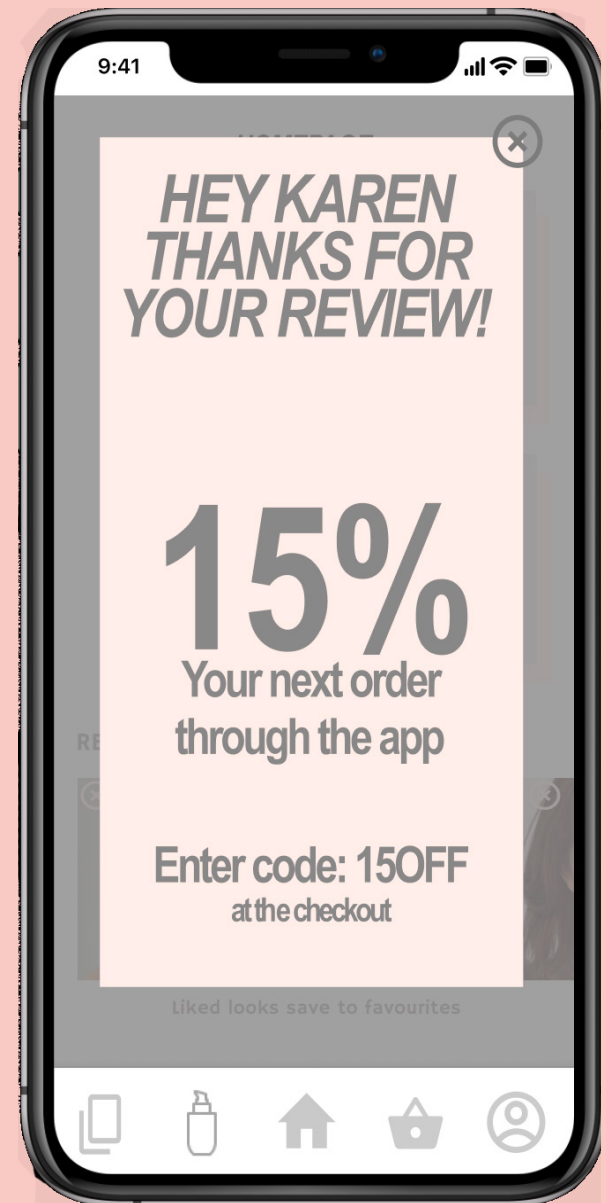
**It is easy for users to download the app straight from a link, this also allows the user to sign in through facebook when creating a Reflection account.**

# BEHAVIOURAL DESIGN

➤ OUT OF APP NOTIFICATIONS PROMPT USER TO RETURN TO THE APP, TO REVIEW THEIR EXPERIENCE.

➤ DISCOUNT IS OFFERED TO BE ENCOURAGE THE USER AND CAN BE USED ON THEIR NEXT ORDER PLACED THROUGH THE APP.

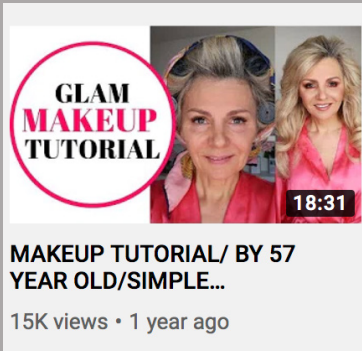
➤ THIS CREATES RECURRING REVENUE FOR BEAUTY BAY, USER WILL BE ENCOURAGED TO SPEND MORE TO USE THEIR DISCOUNT CODE.



# CONTENT REQUIREMENTS

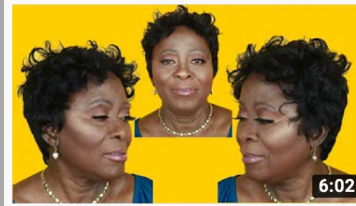
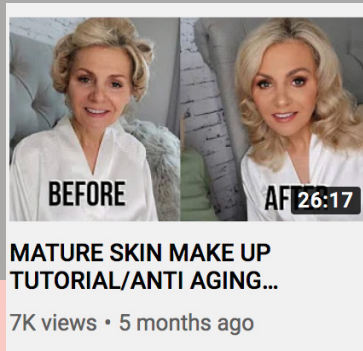
The app should contain Video, imagery and article requirements to make sure all content is suitable to the app. Existing content and new content will be used within 'Reflection', existing videos can be sourced from reputable influencers on platforms such as Youtube.

## Examples of GOOD video content sourced From Youtube:



**Youtubers such as 'NiftyafterFifty' is a perfect candidate for a content creator. Her aim is to show women their still youthful, through her makeup tutorials and skincare routines.**

**WATSON ARTIFICIAL INTELLIGENCE WILL BENEFIT CONTENT CREATORS. VISUAL RECOGNITION WILL IDENTIFY ASPECTS OF THE VIDEO, SO THAT CREATORS DO NOT HAVE TO CREATE THEIR OWN TAGS WHEN IDENTIFYING THEIR VIDEOS.**



### MAKEUP ON OLDER BLACK WOMEN | MATURE SKIN | GHANAGYALIFY

Justrandom75 • 3.7K views • 7 months ago

Hey Everyone!! Here's a quick tutorial of me practicing makeup application on my grandma. Please I'm not a professional at all ...

**Tutorials should be made available for women of all races, as makeup works differently on darker skintones compared to lighter.**



### MAKEUP TUTORIAL USING PRODUCTS ALL OFF BEAUTYBAY | REBEKAH ELLER

Rebekah Eller • 5.4K views • 4 months ago

Hope you all enjoy this tutorial with lots of warm tonessssss, all of Beauty bay! make sure you check out their BLACK FRIDAY ...

**Videos such as this which create a makeup look with products all purchased on Beauty Bay advertises the quantity of products available to Karen.**



### GLOWY MAKEUP LOOK FOR MATURE SKIN | TUTORIAL | ALI ANDREEA

Ali Andreea • 208K views • 4 months ago

Hi everyone, This is by far THE MOST requested look ever ! How to do makeup on someone on 50+. And I'm so happy Kasia ...

**Tutorials designed for mature skin, shows how to apply makeup on skin for the 50 plus age range. Having a model the same age as Karen shows in real time how the makeup will look on skin similar to her own.**



# EXAMPLE CONTENT



**Content that is produced for the app should also reflect the requirements for videos available to be sourced from sights such as YouTube.**

**These videos will also be used to create stills that will make up the step-by-step photos tab on the same makeup look.**

# ***EXAMPLE VIDEO CONTENT***



[https://youtu.be/-aDBa\\_VQFO](https://youtu.be/-aDBa_VQFO)

# SUMMARY

**Reflection provides Karen the solution to her need of wanting to get ready for an event in the best way possible. Watson Artificial Intelligence creates an enjoyable step by step experience which gives Karen new knowledge while enjoying the process.**

**While Karen learns so does AI behind Reflection, making each use more personalised and a smoother experience.**

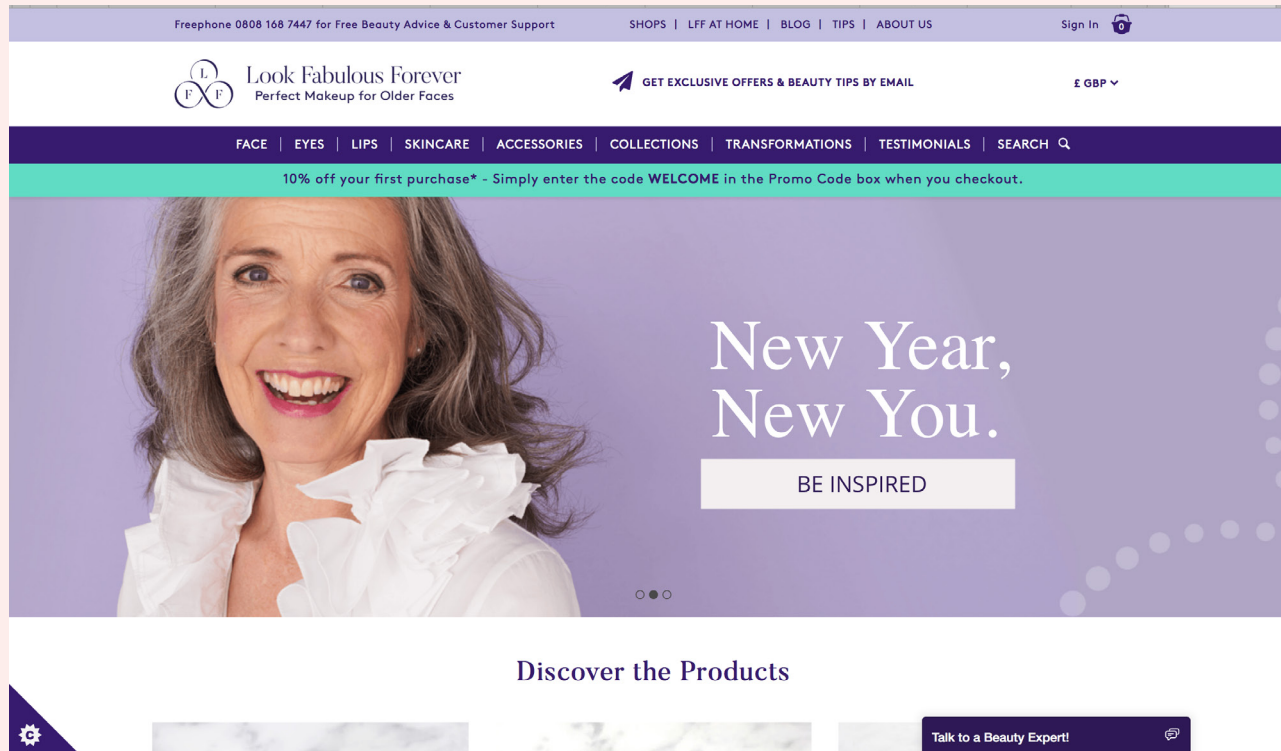
**Working with BEAUTY BAY in this project will deliver recurring revenue, will returning users/customers.**

**Finally, knowing that there is a empty target market of women waiting to be recognised, makes this App a whole lot more exciting, with users waiting to jump aboard.**



# APPENDIX A.

## WEBSITE ANALYSIS — LOOK FABULOUS FOREVER



Look Fabulous Forever, is a makeup company that produce products dedicated to the women of 50 years of age and above.

The first impression went entering the site is that it has a clear structure, however what the website is selling is not clear and the appearance is very outdated. With the appearance that you cannot tell it is a makeup site.

It has an important manifesto that I believe represents its target audience, about using makeup to enhance oneself rather than trying to make their appearance younger.

There is a talk to a beauty expert option which is important as there is assistance when needed, which was discovered during the focus group that women do like a personal consultation when they need help.

In addition to this the site contains a feature which shows what the products look like on women within different age categories, which will help the buyer see how the products they are buying work, however it does not seem like all these images represent the women of those ages and this will lose them the appeal of women who want to look younger. As well as testimonials and tutorials seem to be more dedicated to women much older than 50.

Another beneficial aspect to the site is the blogs, however they are not solely dedicated to the makeup products they sell so would not be of much use to those who are looking for information of the products.

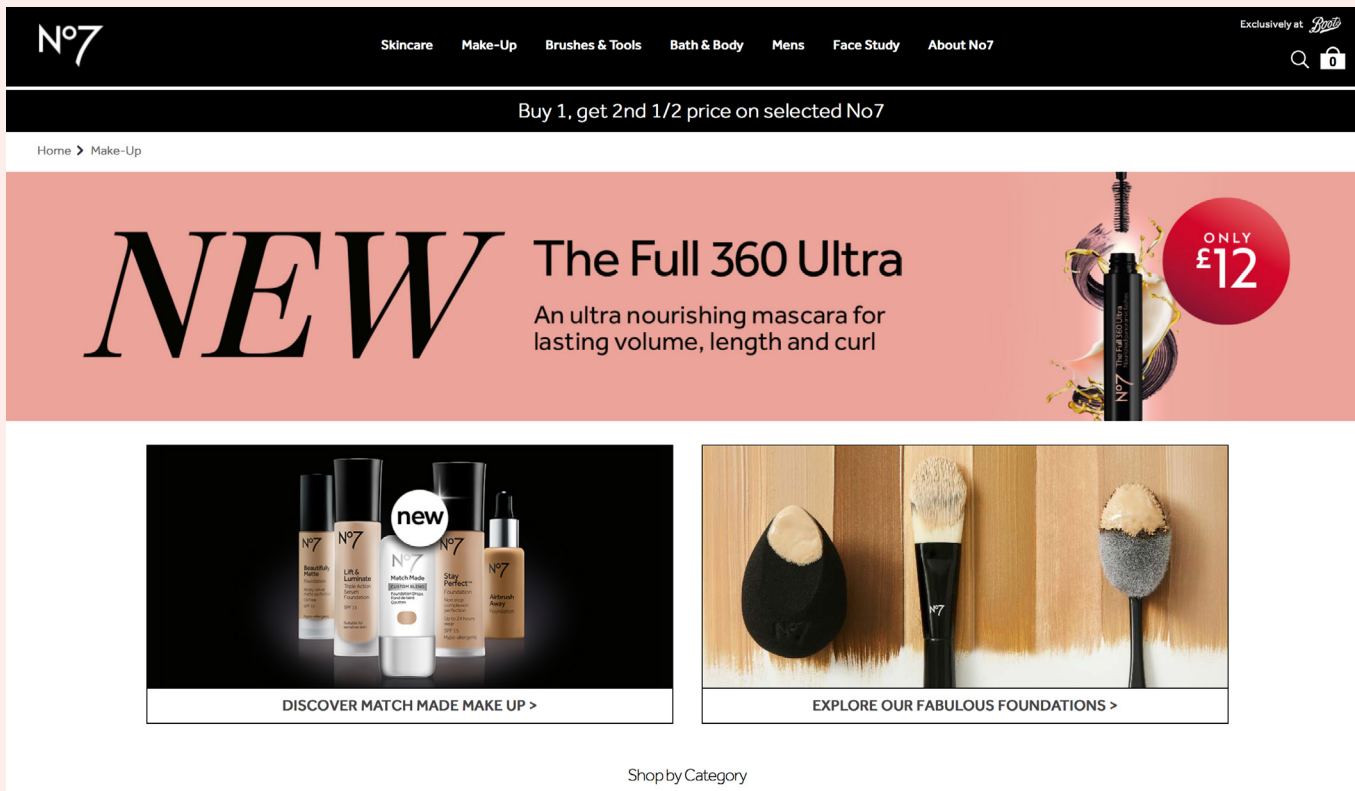
The products are also priced to a higher end budget, therefore will lose sales from those who are looking for more affordable products dedicated to their age group.

Below the website will be compared to No7.



# APPENDIX B.

## WEBSITE ANALYSIS — NO7



Compared to LookFabulousForever.com the No7 website is a lot more successful at the clarity that it is a makeup based website. The main homepage shows you the products straight away as well as discounted prices. Their target audience is women of the ages 35-55 and this is demonstrated better through the website's appearance, layout and colours, it is on trend.

No7 products have a range of prices, they sit in the middle of affordable and expensive. However, they are more affordable than the products Look Fabulous Forever sell. No7 skincare is slightly more expensive than the makeup products, with anti aging products costing the most.

The No7 website's appearance allows it to be attractive to customers of multiple ages and is not solely directed at a particular age. A great feature that No7 features on its website is the No7 face study, which uses an image of a woman's face who is about middle age and allows the user to travel around and look at focus areas, such as wrinkles and dark spots. This then allows the customer to find the skincare products that would work for the similarities in their own skin alongside learning about what the product does. What would have been very beneficial is if they had an alternative for their makeup, due to them already colour matching if they had an interactive scenario available on their site to view what the makeup products looked on different ages, skin types and colours. Which would be slightly more similar to the experience of the before and afters available on the Look Fabulous Forever site.

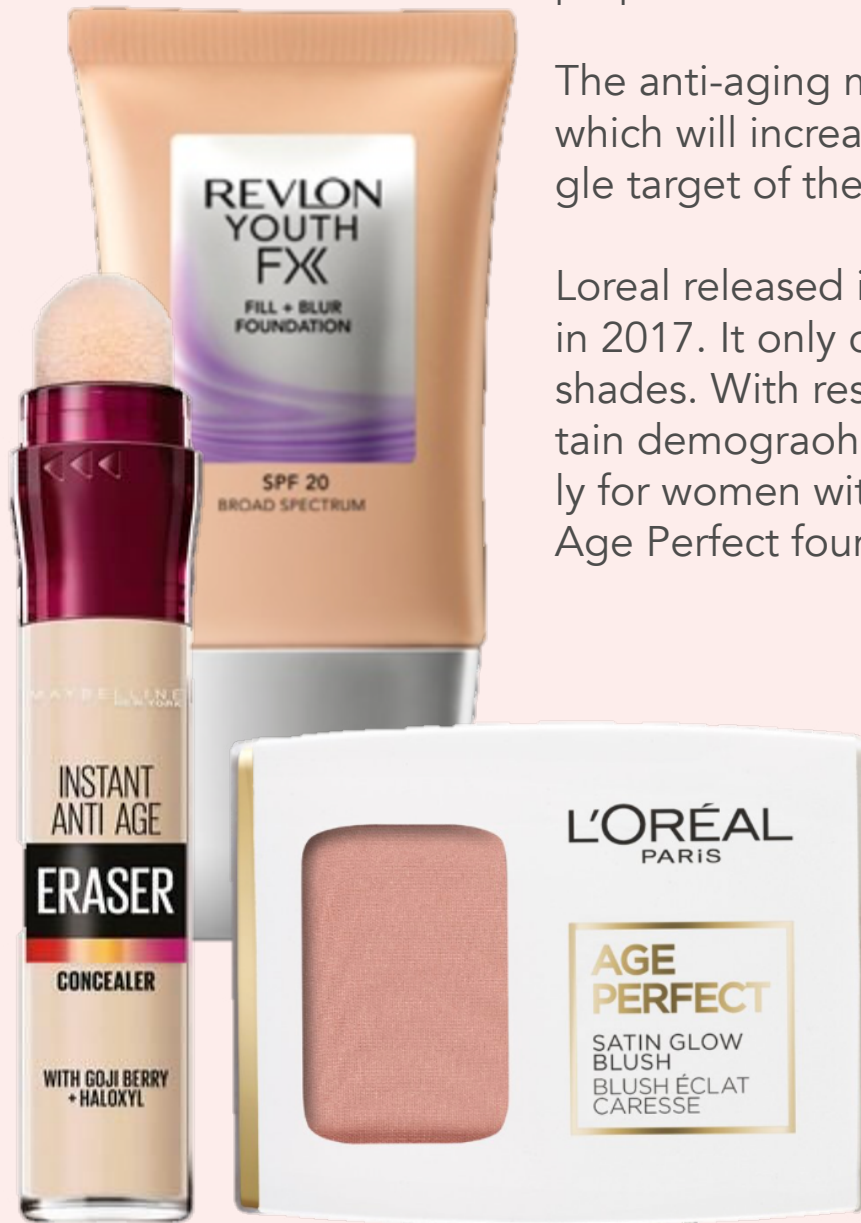
# APPENDIX C.

Many brands just produce makeup products that don't have an age in mind, some brands such as L'oreal, Maybelline and Revlon have released products with specific purposes for an older audience.

The anti-aging market in 2020 has an estimated worth of \$56.06 billion worldwide which will increase to up to \$66.2 billion. (statista.com) It's a huge market with a single target of the aging women.

Loreal released its first ever makeup collection which is flattering to the mature skin in 2017. It only consists of 8 basic products, with a lack of diversity within foundation shades. With research it shows that when a brand is aiming to target towards a certain demographic they exclude others making the products less desirable, especially for women with darker skin tones of an older age, in this collection the L'oreal Age Perfect foundation only included 3 darker shades within the range.

Unlike, look fabulous forever, Revlon's Youth Fx product range targeted to the older women, is advertised as a way to make yourself 'look years younger in seconds.' With all the products including properties to fill and blur fine lines, wrinkles, and with full coverage claims to hide dark and age spots, hyperpigmentation and uneven skin tone.



# APPENDIX D.

## BRAND CAMPAIGNS

In 2018 Makeup Revolution released a campaign video for the launch of their new £9 conceal and define full coverage foundation. The video included twenty four different people both men and women between the ages of twenty and ninety. The way the video is directed shows every person individually through their appearance, personality and how they interact with each other. It is advertised as a 'Buildable, blendable full coverage in 24 skin-true shades. Ageless. Unisex. Affordable. Yours.' Stating that this product does not have a set target demographic yet is something for all. On the other hand this can be debated through 24 colours of foundation is not enough shades to match every person, so there is still a missed audience. The brand worked to combat this issue and since the release of the product the colours available have doubled and now sit at 50 shades, including a full white which is able to be used to mix colours.

The importance behind campaigns like this one is that they try represent as many customers as possible, making the over 50's demographic more involved but not directly targeting it as this would then lose other demographics.



YouTube GB Search

REVOLUTION | NEW CONCEAL & DEFINE FOUNDATION

43,928 views • 5 Sep 2018 573 8 SHARE SAVE

**Revolution Beauty**  
176K subscribers

SUBSCRIBE

You asked we delivered! Introducing our NEW Conceal & Define Full Coverage Foundation. Buildable, blendable full coverage in 24 skin-true shades. Ageless. Unisex. Affordable. Yours. (Click 'see more').

SHOW MORE



# APPENDIX E.

## BRAND CAMPAIGNS



‘We’re the go-to anti-conformist makeup artist brand that defies convention without high-performance products and irreverent, daring attitude’ -Illamasqua

For AW12, Illamasqua released a campaign collection called Generation Q, as part of a celebration of beauty, ageless and without limits or restrictions.

The campaign consisted of using real women of all ages from 21 to 72 to be the models to advertise the new collection similar to that of Makeup Revolution however this collection contained multiple products.

What is important about this campaign is that Illamasqua always target an open audience of all ages and genders, so this campaign was not a one of opportunity for this brand. Unlike, L’oreal who have only released an single collection, Illamasqua continuously release products for all.

# REFERENCE LIST

<https://www.theguardian.com/fashion/2018/aug/05/this-is-what-70-looks-like-the-new-generation-of-beauty-influencers>

<https://www.globalcosmeticsnews.com/beauty-in-2018-age-the-new-diversity-issue/>

<https://www.harpersbazaar.com/uk/beauty/beauty-shows-trends/a23113445/beauty-campaigns-celebrating-ageing/>

[https://www.wgsn.com/content/board\\_viewer/#/51183/page/17](https://www.wgsn.com/content/board_viewer/#/51183/page/17)

<https://www.dazeddigital.com/beauty/head/article/45470/1/is-the-beauty-industry-finally-addressing-its-problem-with-age>

<https://99designs.co.uk/blog/tips/branding-colors/>

<https://www.lookfabulousforever.com/blog/lifestyle/why-doesnt-fashion-care-about-us>

<https://thatsnotmyage.com/beauty-at-every-age/where-are-all-the-senior-beauty-consultants/>

<https://watson-visual-recognition-duo-dev.ng.bluemix.net/pre-trained>

<https://www.aarp.org/entertainment/style-trends/info-2019/women-over-50-beauty-survey.html>

<https://us.no7beauty.com>

<https://www.loreal-paris.co.uk/products/make-up>

<https://www.maybelline.co.uk>

<https://www.illamasqua.com/blog/evelyn-a-star-is-born/>

<http://www.revlon.co.uk/products/face/concealer/revlon-youthfx-fill-and-blur-concealer#309979229024110>

<https://www.omnicoreagency.com/facebook-statistics/>

<https://sproutsocial.com/insights/facebook-stats-for-marketers/>

<https://www.statista.com/statistics/376128/facebook-global-user-age-distribution/>