

THE

BEAUTY

RUN

DOWN

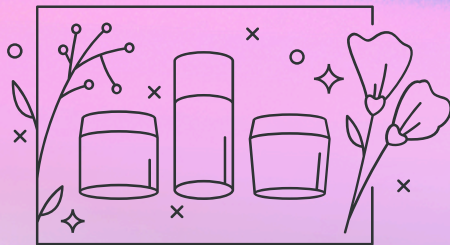
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# about me jennel aliza manalo




**MY INTEREST IN SKINCARE STARTED THE SUMMER OF 2015, WHEN I RECEIVED AN ABUNDANCE OF FREE, FULL-SIZE KOREAN SKINCARE PRODUCTS FROM KCON. FROM THERE, MY FREE TIME WAS TAKEN UP BY CONSUMING ANY SORT OF SKINCARE RELATED CONTENT.**

**IN HIGH SCHOOL, I BECAME INTERESTED IN MAKEUP AND PERFUME, AND MY TIME BECAME DIVIDED BETWEEN RESEARCHING AND LEARNING ABOUT THESE THREE INDUSTRIES. I LOVE AND FIND JOY IN ANYTHING BEAUTY RELATED, NOT JUST FOR ITS AESTHETIC, BUT BECAUSE I'M GIVING MYSELF TIME TO INDULGE IN THINGS THAT FEEL GOOD.**



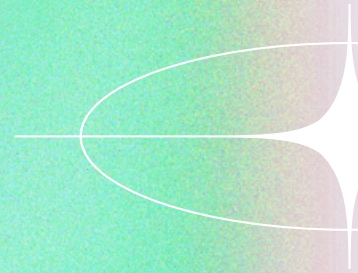

**I AM CURRENTLY A MEMBER OF UCLA'S DERMATOLOGICAL, A PRE-MED ORGANIZATION THAT FOCUSES ON TEACHING THE COMMUNITY ABOUT SKIN HEALTH. WITH MY TEAM, I'VE CREATED A CURRICULUM TO PRESENT TO MIDDLE SCHOOLERS AND HIGH SCHOOLERS IN THE LOS ANGELES AREA AND WORKED TO ESTABLISH RELATIONSHIPS WITH SKINCARE BRANDS.**

**WITH MY LOVE OF WRITING AND BEAUTY, I HOPE TO WORK IN DIGITAL MARKETING IN THE SKINCARE INDUSTRY. I AM EXCITED TO WORK WITH BRANDS THAT EMPHASIZE EDUCATION AND HEALTH, AND WHO ALSO AIM TO CREATE A SPACE WHERE SKINCARE BRINGS PLEASURE AND ENJOYMENT. I AM CURRENTLY STUDYING AT UCLA WITH AN ENGLISH MAJOR AND PROFESSIONAL WRITING MINOR, GRADUATING IN SPRING 2024, AND I'M EXCITED TO SEE WHAT I GET TO DO IN THIS SPACE!**



# scented occasions

**SOMETIMES I WEAR PERFUME BECAUSE  
OF THE AURA I WANT TO EMBODY.  
SOMETIMES I WEAR PERFUME BECAUSE  
OF THE AURA IM EXPECTING THE EVENT  
TO EMBODY. EITHER WAY, PERFUME IS  
AN AFFAIR OF OCCASION. EACH  
PERFUME FOR A DIFFERENT REASON,  
EACH PERFUME FOR A DIFFERENT  
EXPERIENCE.**





# Lime Basil & Mandarin

Jo Malone

I USUALLY DON'T GRAVITATE TOWARDS FRESH SCENTS, BUT THIS WAS AN EXCEPTION THE SECOND I SMELLED IT. I DISTINCTLY REMEMBER TELLING THE JO MALONE WORKER IN NORDSTROM THAT I WASN'T SURE WHAT I WAS LOOKING FOR, AND SHE TOOK OUT THIS ONE TO SPRAY ON MY ARM. TOO SHY TO MENTION I DON'T USUALLY LIKE FRESH AND CITRUSY SCENTS, I BECAME OBLIGATED TO TO GIVE THIS ONE A TRY.



I LIFTED MY LEFT FOREARM, PUT MY NOSE AGAINST IT, AND INSTANTLY FELT LIKE I WAS OUT ON A FIELD IN A BEAUTIFUL SUMMER DAY, WITH A FLOWY SUNDRESS AND A WIDE-BRIMMED HAT PICKING FRESH FRUITS.







# **Lime Basin & Mandarin**

**Jo Malone**

**BRIGHT. VIBRANT. ZESTY. I THOUGHT OF A BREEZE FILLED WITH YUMMY WAFTS OF LEMON AND ORANGE GOODNESS, BUT LAYERED WITH BITS OF SLIGHT SPICINESS. THE BASIL SCENT DEEPENS THIS SCENT WITH AN UNEXPECTED BUT PERFECTLY HARMONIOUS TWIST, CREATING A SCENT THAT'S DIFFICULT TO GET SICK OF.**

**THIS SCENT IS THE PERFECT EMBODIMENT OF CLEAN, A CHANGE FROM THE USUAL SOAP AND BUBBLES. IT EVOKES A FRESH AND CITRUSY FEELING WITHOUT BEING TOO MUCH OF EITHER, AND HAS ENOUGH SPICE TO KEEP THINGS INTERESTING.**

**WEAR THIS WHENEVER YOU WANT TO FEEL MORE PUT-TOGETHER: MAYBE YOU HAVE A PRESENTATION OR YOU'RE MEETING WITH PROFESSIONALS FOR THE FIRST TIME. OR MAYBE IT'S JUST AN OFF DAY AND YOU NEED SOME VIBRANCY TO HELP YOU FEEL GOOD. SMELLING THIS WILL MAKE YOU FEEL UPLIFTED AND EXCITED. THIS SCENT IS A SKIN SCENT WITH LOW PROJECTION, SO ONLY THOSE IN CLOSE PROXIMITY CAN SMELL IT. ALMOST SALTY. A LITTLE TART. ALL REFRESHING.**





# Ylang Ylang 49

Le Labo

I'VE ALWAYS BEEN INTRIGUED BY LE LABO, BUT THE IDEA OF EVERY OTHER PERSON OWNING SANTAL 33 A COUPLE YEARS AGO PUT ME OFF FROM WANTING TRY THE BRAND (NOTE: WANTING TO FEEL SPECIAL IS NOT SELF-CENTERED). I SMELT YLANG YLANG 49 ON A WHIM WHEN I STUMBLED UPON IT SOLELY BECAUSE I THOUGHT YLANG YLANG IS AN UNDENIABLY PRETTY NAME FOR ANYTHING.



WHEN I SMELLED THIS FRAGRANCE, 'PRETTY' IMMEDIATELY WAS REPLACED WITH 'BEAUTIFUL,' AND I FELT ALMOST INTOXICATED BY THE PLUSH, RICH ROMANCE OF IT.



# **Ylang Ylang 49**

## **Le Labo**



**IT'S LOUD AND HEAVY, BUT IT OOZES CLASSINESS AND ALLURE. IT'S NOT OBNOXIOUS, EMBRACING ITS DEEP SENSUALITY AND FINDING COMFORT IN ITS RICHNESS. IT IS AN IDEAL UNISEX FRAGRANCE FOR ANYONE WHO DESIRES A DEEP INTENSE SCENT, ONE THAT WILL INTOXICATE ANYONE WHO PASSES BY AND MARK YOU AS UNFORGETTABLE.**

**IT'S INTENSE, SO IT REIGNS AS A SPECIAL PERFUME FOR FANCY NIGHTS OUT OR DRESSING UP EXTRA NICE. IT'S BALMY AND AROMATIC WITH ITS NOTES OF PATCHOULI, SANDALWOOD, AND VETIVER. AS BEAUTIFUL AS THIS IS, WEAR THIS WITH WARINESS, FOR ITS INTENSITY CAN EASILY BECOME SUFFOCATING.**

**PERFECT FOR ROOFTOP DINNER IN THE MIDDLE OF WEST HOLLYWOOD WITH WOODS AND GREENS ADORNING THE PERIMETER, IT ENVELOPES YOU AND YOUR COMPANY. THIS IS THE SCENT THAT WILL MAKE YOU FEEL SPECIAL, SO TURN TO THIS ONE IF YOU'RE NOT SHY OF SOME EXTRA ATTENTION.**





# Flowerbomb Nectar

**Viktor & Rolf**

**FLOWERBOMB NECTAR IS ANOTHER INTOXICATING CONCOCTION, BUT ONE THAT IS A LITTLE MORE PLAYFUL AND MUCH MORE SWEET. THIS SCENT WAS WHAT CONVERTED ME INTO LIKING SWEETER SCENTS. VIKTOR AND ROLF'S FLOWERBOMB NECTAR IS RICH AND LUSCIOUS, WHILE YUMMY AND CANDIED. I WEAR THIS AND I FEEL YUMMY TOO, AND HAVING TO STOP MYSELF FROM TAKING A WHIFFS OF MY OWN WRIST.**



**THE ORIGINAL VIKTOR AND ROLF FLOWERBOMB LACKS THE SPECIAL MAGNETISM THE NECTAR VERSION HAS. IT'S LUSCIOUS AND SYRUPY, BUT NOT LIKE A NAUSEATING SUGAR BOMB. FUNNILY, IT'S THE MORE INTENSE VERSION OF THE ORIGINAL FLOWERBOMB FRAGRANCE, AND I ADORE THIS VERSION EVEN THOUGH I DIDN'T CARE FOR THE ORIGINAL.**



# Flowerbomb Nectar

Viktor & Rolf

IT USES TONKA BEANS TO ELEVATE THE ORANGE FLOWER NOTE AND GETS ITS ADDICTIVE NATURE FROM THE BLACKBERRY, BERGAMOT, AND GUNPOWDER BLEND (THE GUNPOWDER ADDS AN INTRIGUING SENSE OF METALLIC DIMENSION). SOMEONE WHO LIKES WEARING THIS SCENT HAS A SWEET TOOTH AND ADORES FLOWERS, BUT HAS AN EDGIER, UNEXPECTED TOUCH TO THEM.

FLOWERBOMB NECTAR IS A GO-TO FOR DAYS YOU WANT THE PRETTINESS OF FLOWERS, BUT CRAVE THE SWEETNESS OF CANDY AT THE SAME TIME. IT IS THE PERFECT BALANCE OF FLIRTINESS AND INNOCENCE. SPRITZ SOME RIGHT BEFORE A FIRST DATE, AND YOU MIGHT JUST COME ACROSS SOMEONE YOU'VE BEEN MANIFESTING TO SEE.





# Flora Gorgeous Gardenia

## Gucci

**CASUALLY PRETTY. NATURALLY ADORING. GUCCI FLORA GORGEOUS GARDENIA IS A EFFORTLESS FLORAL THAT IS NOT SIMPLE NOR BORING. THE GARDENIA HERE IS BRIGHT AND VIBRANT WITH A SLIGHT SWEETNESS. WEARING THIS IS TAPPING INTO A FAMILIAL FEMININITY, BUT THEN ELEVATED IT TO SOMETHING MORE CAPTIVATING THAN YOUR BASIC FLORAL BOUQUET.**



**I'VE TENDED TO AVOID FLORAL HEAVY PERFUMES WITH THE FEAR THAT IT'LL SMELL TOO BASIC, TOO BORING.I SMELT THIS BECAUSE THE OPAQUE PACKACKING INTRIGUED ME, AND I SHOULD'VE TAKEN THAT AS A HINT THAT THIS SCENT WAS NOT GOING ADHERE WITH THE TRADITIONAL CONSTRUCT OF A 'FLORAL' SCENT.**





# Flora Gorgeous Gardenia

## Gucci

**IT'S PERFECT FOR EVERYDAY WEAR, IF YOU LIKE FEELING FEMININE AND PRETTY ON THE DAILY. IT HAS A CHARMING TOUCH TO IT, ONE THAT IS NOT TOO YOUTHFUL, TOO DELICATE, NOR TOO STRAIGHTFORWARD. THE SECOND I SMELT IT I KNEW THIS WAS A SCENT I WOULD WANT PEOPLE TO ASSOCIATE WITH ME FROM DAILY USE.**

**SOMEONE WHO LIKES THIS SCENT MAY FEEL TIRED OF THE EXPECTED, LINEAR FLORAL SCENT. THEY'RE ON THE SEARCH FOR SOMETHING A LITTLE MORE THAN THE STRAIGHTFORWARD AND TYPICAL FEELING FROM A BOUQUET. SOMEONE WHO USES THIS MAY FEEL A LITTLE BORED AND IN NEED OF SOME EXCITEMENT, BUT NOT QUITE READY TO STRAY FROM THEIR FLORAL ROOTS COMPLETELY.**





# Lost Cherry

## tom ford

**TOM FORD FRAGRANCES WERE ALWAYS A TOPIC OF CURIOSITY TO ME, BUT IT WASN'T UNTIL A SEPHORA ORDER GRACED ME WITH A SAMPLE OF LOST CHERRY TO TEST OUT WAS THAT INTRIGUE WAS SOLIDIFIED. SPRAYING MY 2 ML VIAL ONTO MY WRIST I IMMEDIATELY FELT ENVELOPED BY A JUICY SWEETNESS.**



**IT WAS FRUITY AND BRIGHT, YET STAYED TRUE TO THE MORE DELICATE NATURAL SCENT OF PEACHES. IT HAD A SLIGHT TARTINESS AS WELL, CREATING A SCENT THAT IS CALMING WHILE SIMULTANEOUSLY INVIGORATING. WHAT BEGINS AS A BURST OF JUICE DRIES TO REVEAL AN UNEXPECTEDLY SUITABLY SPICY ASPECT.**

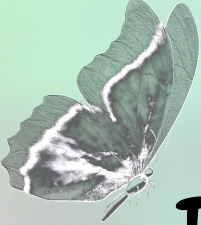


# simple sweat-proof summer

**SUMMER IS THE TIME OF ENJOYING AND EXPLORING. IT'S THE TIME OF THE YEAR WHERE YOU WORRY ABOUT WHAT TO DO NEXT, NOT ABOUT SMUDGING MAKEUP AND HEAVY-FEELING COSMETICS. TURNING TO PRODUCTS THAT ARE EASY, BREATHABLE, AND LONG-LASTING WILL HELP MAKE SURE YOU CAN REVEL IN THE FUN UNDER THE SUN WORRY-FREE.**







## The Minimalist

**MERIT'S THE MINIMALIST IS THE EMBODIMENT OF ITS NAME, YET SIMULTANEOUSLY MAXIMUM IN ITS IMPACT. IT'S A CONVENIENT STICK PRODUCT THAT TAKES THE ROLE OF BOTH CONCEALER AND FOUNDATION. IT BLENDS FAST AND SEAMLESSLY, DISAPPEARING AFTER A COUPLE OF FINGER TAPS. IMPERFECTIONS VANISH WITH IT, WHILE SKIN REMAINS LOOKING LIKE SKIN. WEIGHTLESS AND COMFORTABLE, ITS A LOW-EFFORT AND PERFECT FOR ON-THE-GO.**



## Tinted Moisturizer Natural Skin Perfector

**IF STILL WANT A SEPARATE FOUNDATION, CONSIDER THIS LIGHTWEIGHT GLOWY SKIN TINT FROM LAURA MERCIER. IT'S SO SHEER IT TAKES MERE SECONDS TO APPLY WITH YOUR HANDS (ALSO SAVING YOU THE HASSLE OF FINDING A PERFECT MATCH) YET THAT SHEERNESS IS JUST ENOUGH TO SOFTLY EVEN YOUR SKIN TONE AND BLUR TEXTURE. IT LOOKS AND FEELS LIKE YOUR NOT WEARING ANY BASE, AND IT'S SO LIGHT YOU BASICALLY AREN'T.**

# Dr. Mascara Fixer

WHETHER SPENDING A DAY EXPLORING THE COUNTRY, THE FAIR, OR THE BEACH, MOISTURE ON YOUR FACE WILL BE INEVITABLE. LASHES ARE THE MOST VISIBLE VICTIM TO THE EFFECTS OF SWEAT AND WATER, AND PRODUCTS NOT UP FOR THE TASK REVEAL ITSELF IN LIMP LASHES AND MASCARA SMUDGES. USE ETUDE HOUSE'S DR MASCARA FIXER BEFORE YOUR USUAL MASCARA TO MAKE SURE YOUR LASHES STAY UPRIGHT AND PERKY DESPITE THE HEAT OR USE A WATERPROOF MASCARA IF YOU DECIDE TO TAKE A DIP.



## Lip Butter Balm

SOMETHING WITH “SUMMER” IN THE NAME MEANS IT JUST HAS TO BE FIT FOR THE SUMMER, RIGHT? KEEP YOUR LIPS MOISTURIZED AND SOFT AND SKIP THE NEED FOR ADDING ON A SEPARATE PRODUCT FOR COLOR, ALL WHILE INHALING DELICIOUS, MOUTHWATERING VANILLA. KEEP SUMMER FRIDAY'S LIP BUTTER BALM IN VANILLA BEIGE IN YOUR BACKPOCKET FOR QUICK APPLICATION.

## Cheeks Out Freestyle Cream Blush

NO BRUSH FOR A POWDER, NO MESSINESS FROM A LIQUID, CREAM BLUSHES CAN EASILY BE PATTED ON WITH YOUR FINGERS FOR A QUICKLY RADIANT FINISH. FENTY'S CHEEKS OUT FREESTYLE CREAM BLUSH APPLIES SO NATURALLY THAT ONE WOULD THINK YOU BORN WITH A CUTE FLUSH, AND THE COLORS ARE VARIATION OF SHEER COLOR OPTIONS MAKE THIS EFFORTLESS TO USE. .







# four trends for the people

**TRENDS MAY JUST SEEM LIKE MOMENTARY  
FUN AT TIMES, BUT SOME SKINCARE  
TRENDS IN RECENT YEARS ARE WORTH  
SUSTAINED TIME AND ENERGY. THEY'RE  
TRENDS THAT SHOULDN'T BE TRENDS.**



# four trends for the people

**CIRCULATING TIKTOK FOR A BIT OF TIME, SKINCARE VIDEOS WERE FILLED BY PEOPLE TOPPING OFF THEIR SKINCARE ROUTINE WITH A THICK AND GOEY SUBSTANCE (RESEMBLING A SLUG) AND WAKING UP TO JELLY-SOFT MOISTURIZED SKIN.**

**THEY WERE SLUGGING, WHICH IS USING AN OCCULSIVE PRODUCT SUCH AS VASELINE TO SEAL IN THE PREVIOUSLY APPLIED PRODUCTS AT THE END OF AN EVENING SKINCARE ROUTINE. IT FORMS A BARRIER MEANT TO PREVENT WATER LOSS FROM THE SKIN AND INHIBIT BACTERIA AND DIRT FROM ENTERING, PROMOTING SKIN REPAIR THROUGH MOISTURE.**



**slugging**



# four trends for the people

**BASED ON THE CONCEPT OF GIVING YOUR SKIN 'REST DAYS,' IT PREACHES ROTATING PRODUCTS FOR OPTIMAL PERFORMANCE AND DECREASED CHANCES OF IRRITATION. IT ALLOWS THE SKIN TO RECOVER WHILE PROVIDING THE ENVIRONMENT FOR 'HARSH' PRODUCTS WORK EFFECTIVELY AND SAFELY WITH AN EXFOLIATION NIGHT, RETINOL NIGHT, AND TWO DAYS OF RECOVERY NIGHTS.**

**EXFOLIATING PREPS THE SKIN AND REVEALS AN EVEN BASE TO WORK WITH THE NEXT DAY, AND RETINOID IS RECOMMENDED TO BE USED NON-DAILY TO COUNTER SIDE EFFECTS SUCH AS REDNESS AND PEELING. SPENDING THE NEXT TWO DAYS 'RECOVERING' WITH MOISTURIZING AND HYDRATING CENTERED PRODUCTS IN COUNTERACT WHAT MAY HAVE BEEN DAMAGED DURING THE YOU PREVIOUS NIGHTS.**



# four trends for the people

**THERE'S BEEN A TURN AWAY FROM COMPLICATED 10-STEP ROUTINES FOR A VARIETY OF REASONS. USING THAT MANY PRODUCTS DAILY TAKES UP TIME AND MONEY, AND PEOPLE ARE MORE CONSCIOUS OF THEIR CONSUMERISM HABITS. AS RELIEVING AS HAVING A SKIN-CARE ROUTINE IS, MANY ALSO PREFER A SHORTER MORE STREAMLINED ROUTINE THAT CAN STILL PROVIDE THEM EFFECTIVE RESULTS WHILE ALSO ALLOWING THEM TO GET OUT OF THE DOOR FASTER.**

**THE BASIC MINIMAL ROUTINE CONSISTS OF A CLEANER, TONER, SPECIALIZED ITEM (SUCH AS AN ACID OR A SERUM), MOISTURIZER, AND SUNSCREEN. WITH THE TURN TOWARDS MINIMAL ROUTINES COMES THE TURN TOWARDS MULTI-TASKING PRODUCTS. RATHER THAN PRODUCTS FOCUSING ON A SINGLE INGREDIENT OR PURPOSE, MANY ARE PICKING UP PRODUCTS MEANT TO TACKLE MULTIPLE PRODUCTS AT ONCE, STREAMLINING THEIR ROUTINE WHILE KEEPING IT EFFECTIVE AS IT CAN BE.**



**minimal routines**



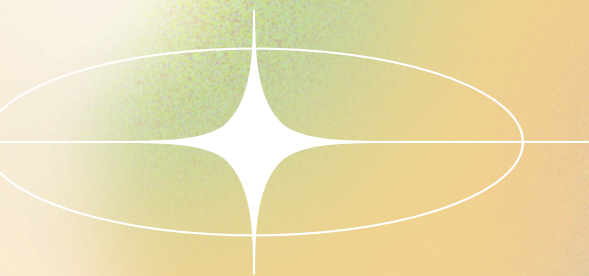
# four trends for the people

A COUPLE OF YEARS AGO, EXFOLIANTS AND ACIDS CAME INTO THE LIMELIGHT, AND OUR EXCITEMENT AND IGNORANCE ABOUT PRODUCTS LED TO OVERUSE. RED, IRRITATED, ANGRY DAMAGED SKIN WAS LEFT AS EVIDENCE, SO IT'S NICE TO COME ACROSS A TREND THAT'S IT'S OPPOSITE. THIS TREND IS FOCUSED ON PROTECTING YOUR SKIN BARRIER THROUGH THE USE OF HYDRATING, MOISTURIZING, AND BARRIER-REPAIRING PRODUCTS.

YOUR SKIN BARRIER CAN BE DISRUPTED BY WEATHER, SUN, AND PHYSICAL ABRASION, MAKING IT EASIER FOR FREE RADICALS TO DAMAGE YOUR SKIN (AGING) AND FOR TRANSEPIDERMAL WATER LOSS TO OCCUR (DRYNESS). A HEALTHY SKIN BARRIER KEEPS ALL THE GOOD IN AND ALL THE BAD OUT, AND WORKING ON FORTIFYING IT LEADS TO ELASTIC, RADIANT SKIN THAT PROTECTS YOU AFTER YOU'VE PROTECTED IT.

protecting  
barrier





# **sun(screen)**

**I HAVE AN ODDLY COMPLICATED HISTORY WITH  
SUNSCREEN.**





# **sun(screen)**

**I HAVE AN ODDLY COMPLICATED HISTORY WITH SUNSCREEN - FROM BEING PUT OFF BY ITS WHITE CAST, TO FEELING PRESSURED INTO ITS USE BY COLORISM, TO FINALLY RECOGNIZING THE IMPORTANCE OF SUNSCREEN FOR SKIN HEALTH.**

**THE REASONS WHY I USED SUNSCREEN CHANGED AS I GREW OLDER, BUT IT MAINLY REVOLVES AROUND IDEAS OF COLORISM AND SCIENCE.**

**AFTER A TRIP TO HAWAII IN MIDDLE SCHOOL, I RETURNED HOME WITH WHITE BLOTCHES ON MY FACE - CLEAR SIGNS OF UNFORTUNATE SUN DAMAGE. I WAS EMBARRASSED AND UPSET, THEN I SWORE TO MYSELF I WOULD BE TAKING MY SUNSCREEN SERIOUSLY.**

**AT THE SAME TIME, I ALSO BECAME VERY TAN. WHILE THE AMERICAN BEAUTY IDEALS GLAMORIZE TAN SUN-KISSED SKIN, ASIAN, AND NOTABLY FILIPINO IDEAS, ARE COMPLETELY OPPOSITE.**





# sun(screen)

**CELEBRITIES IN MOVIES AND COMMERCIALS ARE ADMIRERD FOR THEIR MILKY WHITE SKIN WHILE THE SKIN-LIGHTENING INDUSTRY IN THE PHILIPPINES CONTINUES TO THRIVE.**

**IT WASN'T UNCOMMON FOR ME TO HEAR MY FILIPINO FRIENDS SAY THEY DIDN'T WANT TO BE OUTSIDE TOO LONG BECAUSE THEY'D GET "TOO DARK," AND I COULDN'T LEAVE A FILIPINO GROCERY STORE WITHOUT HAVING TO PASS BY ALL THE SKIN-LIGHTENING PRODUCTS STACKED AGAINST THE CHECK-OUT AISLE FOR EASY ACCESS.**

**WHILE I WAS FINDING MYSELF INFLUENCED BY IDEAS OF COLORISM PERMEATING THE SPACES AROUND ME, I STILL THOUGHT OF SUNSCREEN AS SOMETHING TO BE USED WHEN SPENDING LONG PERIODS OF TIME IN THE BLAZING SUN**



# **sun(screen)**



**I WAS STILL FASCINATED BY SUNSCREEN BY THE TIME I REACHED THE 7TH GRADE WHEN I DECIDED TO MAKE A SCIENCE PROJECT ENTIRELY BASED ON SUNSCREEN. I WANTED TO KNOW IF THE SPF LEVELS IN SUNSCREENS REALLY MATTERED, SO I TESTED VARYING SPF LEVELS ON UV PAPER, UV BEADS, AND ON HOTDOGS. I MADE IT TO THE STATE LEVEL (2 OTHER PEOPLE HAD THE TOPIC AS ME WITH OPPOSITE CONCLUSIONS - I DID NOT MAKE IT TO THE NEXT LEVEL).**

**A CRUCIAL PART OF CREATING A PROJECT FOR THE SCIENCE FAIR WAS RESEARCH, AND I SPENT HOURS AND HOURS RESEARCHING EVERYTHING I COULD LEARN ABOUT SUNSCREEN AND ANYTHING RELATED TO IT.**

**I LOOKED LEARNED ABOUT HOW UV RAYS AFFECT THE SKIN, TO HOW MINERAL AND CHEMICAL SUNSCREENS PROTECT THE SKIN IN DIFFERENT WAYS, TO WHY HOTDOG SKIN CAN BE USED IN TESTING AS A REPLICA OF HUMAN SKIN.**

**AT THIS POINT, I STARTED TO LOOK PAST THE COLORISM TIES TO SUNSCREEN I'VE ALWAYS SEEN IT EXPRESSED AND INSTEAD BEGAN TO RECOGNIZE HOW IMPORTANT SUNSCREEN IS TO OUR SKIN'S HEALTH.**



# **sun(screen)**

**A COUPLE OF MONTHS LATER, I ATTENDED KCON, A CONVENTION BASED AROUND KOREAN MUSIC AND CULTURE, FOR THE VERY FIRST TIME. AT THIS CONVENTION, I RECEIVED AN ABUNDANCE OF SKINCARE PRODUCTS AND BEGAN THE SKINCARE RABBIT HOLE THAT I STILL FIND MYSELF IN RIGHT NOW. NOW I ALSO STARTED TO LOOK AT SUNSCREEN THROUGH THE LENS OF THE SKINCARE WORLD, AND THE SKINCARE WORLD PREACHED A CONSTANT AND ALMOST OBSSSSIVE USE OF IT.**

**I FELT AS IF I WAS AT EXPERIENCING AN ODD COMBINATION OF FEELINGS - TAKING INFLUENCE FROM MY YOUTH AS I NOTICED COLORISM, RESEARCH I DID ON SUN PROTECTION, AND THE SUNSCREEN CULT IN THE SKINCARE SPACE.**

**I BECAME OBSESSED WITH USING SUNSCREEN, PUBLICLY EXPRESSING IT'S NECESSITY FOR SKIN HEALTH, BUT ADMITTING TO MYSELF THE UNDERTONES OF NOT WANTING TO GET "TOO DARK." I WAS USING SUNSCREEN TO PROTECT MY OWN EGO AND INSECURITIES, AND EXPERIENCING 'HARM' ON A MORE SUPERFICIAL LEVEL. THE ACTUAL HEALTH OF MY SKIN DIDN'T MATTER TO ME, IT ONLY MATTERED IF I FELT I WAS PRETTY.**





# **sun(screen)**

**HIGH SCHOOL WAS WHEN I REALLY DELVED DEEPER INTO NOT JUST SKINCARE, BUT INTO WHAT I VALUED IN MYSELF AND HOW I PERCEIVED MYSELF.**

**SKINCARE WAS NO LONGER SOLELY FOR AESTHETICS, BUT BECAUSE I CAME TO VALUE THE GROUNDING THAT A ROUTINE GAVE ME, AND I APPRECIATED THE DELIBERATE TIME SPENT SOLELY FOCUSING ON TAKING CARE OF MYSELF. I ACKNOWLEDGED FLAWS IN GENERATIONAL CULTURAL THINKING AND WORKED ON EDUCATING MYSELF ON WHY THEY CONTINUE TO EXIST AND CHANGE MY MINDSET.**

**IT WAS A SLOW BUT SURE PROCESS OF UNLEARNING THE COLORISM I ALWAYS HEARD GROWING UP, BUT I CAME TO BE COMFORTABLE IN MY NATURAL COLOR.**

**WHILE MY SEARCH FOR WHAT I VALUED SUPERFICIALLY ABOUT MY NATURE LOOKS CAME TO A HALT, WHAT DIDN'T FEEL LIKE IT WAS GOING TO END WAS MY SEARCH FOR THE PERFECT SUNSCREEN. YES, I HAVE STOPPED USING SUNSCREEN FOR THE PURPOSE OF MAINTAINING A LIGHTER SKIN TONE, BUT I STILL USE SUNSCREEN FOR THE PURPOSE OF MAKING SURE MY SKIN IS PROTECTED.**

# **sun(screen)**

**ONE OF THE FUNNIEST THINGS I'VE HEARD SOMEONE SAY IS, "IMAGINE THINKING YOU'RE TOUGHER THAN THE SUN," IN REACTION TO MEN WHO OFTEN CHOOSE NOT TO WEAR SUNSCREEN.**

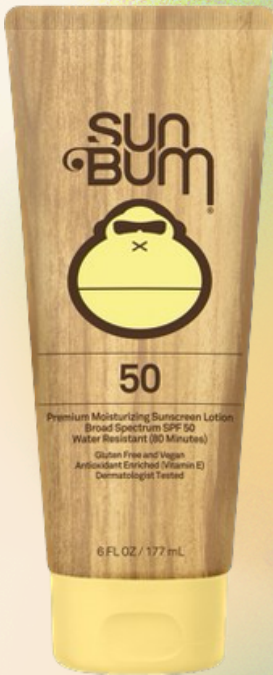
**I WEAR SUNSCREEN BECAUSE I LOVE BEING IN THE SUN!**

**I LOVE LAYING DOWN ON THE GRASS OR ON THE SAND AND FEELING WARMTH ENCOMPASSING ME AND COMFORTING ME. THE SUN IS SO SOOTHING AND RELIEVING, BUT IN THAT MOMENT OF SOAKING UP THE SUN'S GOODNESS, THE SUN CAN QUICKLY AND EASILY DAMAGE YOUR SKIN'S HEALTH. I MAKE SURE TO WEAR SUNSCREEN SO I CAN ENJOY THE SUN WITHOUT FEELING SCARED OF IT, SO MY SUNSCREEN ACTS AS A MEDIATOR IN A WAY.**

**THERE ARE A COUPLE OF SUNSCREENS I RECOMMEND BECAUSE I'VE FOUND MYSELF EXCITED TO APPLY THEM. REITERATING A POPULAR PHRASE OFTEN SAID DURING DISCUSSIONS ABOUT SUNSCREEN - THE BEST SUNSCREEN IS THE ONE YOU'LL WEAR. RECOMMENDATIONS MEAN NOTHING IF THE PRODUCT IS NOT SOMETHING YOU SEE YOURSELF ACTUALLY USING, SO USE THESE RECOMMENDATIONS AS A STARTER FOR YOUR SUNSCREEN SEARCH.**



# sun(screen)







# fun additions

**SKINCARE SHOULDN'T FEEL LIKE A CHORE. NO ONE WANTS TO DO CHORES.**

**IF YOU STRUGGLE WITH CONSISTENTLY, CONSIDER ADDING ONE (OR ALL) OF THESE RECOMMENDATIONS TO INSPIRE YOURSELF TO KEEP UP WITH A ROUTINE**



# fun additions



A CUTE MINI-FRIDGE ON YOUR COUNTERTOP ISN'T JUST FOR THE AESTHETIC. IT ADDS ANOTHER DIMENSION TO THE SKINCARE ROUTINE EXPERIENCE. ANY PRODUCT IN THIS FRIDGE COMES OUT COOL AND REFRESHING, READY TO SOOTHE AND PAMPER YOUR SKIN. THE COOLED PRODUCTS IN HERE SAY 'GOOD MORNING!' TO YOUR SKIN UPON APPLICATION AND WAKE YOU UP WITH A FRESH START. DRESS UP THE COOLULI CLASSIC WITH STICKERS AND PERCH A SONNY ANGEL ON TOP TO KEEP YOU COMPANY.

USE TO REFRESH YOUR FACE WHEN YOU WANT TO GIVE IT SOME TLC IN THE MIDDLE OF THE DAY BUT DON'T WANT TO REDO YOUR WHOLE SKINCARE ROUTINE. OR ON A HOT DAY IN DISNEYLAND. OR AFTER A SWEATY WALK TO CLASS. OR JUST GENERAL BOREDOM. IINNISFREE'S DEWY GLOW MIST WITH JEJU CHERRY BLOSSOM CAN QUENCH DULL SKIN AND GIVE IT A BURST OF GLOW NO MATTER WHAT THE OCCASION.




REMEMBER WHEN YOU WERE IN ELEMENTARY SCHOOL AND LOVED COLLECTED STAR STRIKERS FROM THE TEACHER? NOW YOU CAN DO THAT AGAIN, BUT ON YOUR FACE! PLACE A STICKER OVER A PIMPLE TO PROMOTE HEALING AND PREVENT PICKING. IF STARS STICKERS WEREN'T YOUR FAVORITE STICKERS GROWING UP, NO WORRIES - OCCASIONAL DROPS HAVE INCLUDED SESAME STREET CHARACTERS AND STICKERS LIKE THE ONES ADORNING FRESH FRUITS FROM THE MARKET.



# fun additions



**HAVE YOU EVER HEARD SOMEONE SAY THEIR EYE-BAGS WERE DESIGNER? THIS TAKES IT TO THE MOST LITERAL LEVEL. LEAST NECESSARY OF THIS LIST, BUT MOST IG-STORY WORTHY, THESE CHANEL UNDER-EYE PATCHES ARE HERE TO TAKE TREAT-YOURSELF TO THE (BOUGIE) NEXT LEVEL. FORMULATED FOR MOISTURE, THEY'LL TAKE CARE OF YOUR DELICATE UNDER-EYE AREA.**



**USE THIS TO GIVE YOURSELF A FACE MASSAGE AT THE END OF YOUR SKINCARE ROUTINE. PERFECT FOR WINDING DOWN AND RELEASING THE TENSION IN YOUR FACE ACCUMULATED OVER THE DAY, OR FOR DEPUFFING YOUR FACE TO PREP FOR THE DAY INSTEAD.**

**USED TO DRAIN LYMPHATIC BUILDUP AND EXPOSE NATURAL CONTOUR. THIS STAINLESS STEEL VERSION PREVENTS THE BUILD-UP OF BACTERIA. EXTRA FUN IF YOU POP IT IN THE SKINCARE FRIDGE FOR AN EXTRA COOLING SENSATION.**

**YES, LIP BALM. BUT YUMMY-SMELLING LIP-BALM. IT SOUNDS BORING, BUT THINGS THAT SMELL GOOD CAN DO SO MUCH TO ELEVATE ANY EXPERIENCE. RHODE'S LIP PEPTIDE GLAZES YOUR LIPS WITH PILLOW SOFT COMFORT AND LEAVES YOU WITH FEATHERY SOFT SKIN.**





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