

“In Defense of High Maintenance Makeup”

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Body shaming, slut shaming, smart shaming, and there's this thing called makeup shaming. In a world where no one can't seem to let be, high maintenance makeup has been one of those things that have been *lowkey* looked down upon. Wearing “too much” makeup has been reduced to the level of mismatched foundation shade in terms of social taboo, but it really all boils down to this - who the hell cares?

The definition of high maintenance makeup is still unclear. The Internet will tell you that it involves all the works: contouring, highlighting, basically anything that makes them look “beat” to the nines. Like many things in life, it's a mystery why makeup shaming is a thing. It just makes you wonder what's there to hate on a face done so well.

There are people who seem to get confused with the fact that a concealer hides blemishes, but in reality - they've got nothing to hide. The edgy Gabourey “Gabs” Gibbs keeps it real with through her makeup, because “that's how I show my authenticity.”

She explains further, “it's clothes for the face and an extension of my fashion. It makes me feel good about myself.” Gabs also connects her love for makeup to her art education; “I also see it as an art form, putting on makeup is just as much a skill as painting is.” With every look she does - whether it's for a night out or if she just feels like it, her artistry definitely shows. “Since it's a form of self expression to me, whatever I'm inspired by and whatever my mood is shows through my makeup,” she says.

It's one thing to have an impeccably painted face, but it's another to actually pull it off. Anybody would be lucky to have Gela Laurel-Stehmeier as their makeup artist, but the highly sought-after pro is no stranger to clients who'd rather pull back. It's not a problem, as she says “sometimes this can be resolved by changing the lip color, spraying with water for a more natural finish, or simply removing false lashes.” However, even with this said, she's still has a killer arsenal of clients who are game to try a little bit more. “This openness is very inspiring,” says the artist behind some of Georgina Wilson and Anne Curtis' looks.

“Makeup has the power to enhance one's features. This enhancement brings out the confidence of the woman wearing it. This confidence transcends into beauty,” thrusts Gela. Maybe it's the fact that the “natural look” is still considered as the best, albeit the most pushed for look for every person - but maybe it's not about looking natural, but more about being comfortable.

The talented Sylvina “Slo” Lopez who is known for her creative looks agrees to this. According to her, “I've always been really experimental with the makeup I like to wear and do because for me makeup isn't about just hiding my blemishes or looking pretty. I try not to be dismissive of any trends or stick to any strict rules. Makeup for me has always been about having fun and looking how I feel that day or being able to take control of my face and look.” She explains that

yes, the level of comfort varies from person to person - and it all boils down to what makeup can do for him or her.

For Slo, "I'd like to think that makeup is supposed to make people feel good and that's what makes people comfortable and confident. For me sometimes that means blue eyeshadow with a metallic lip and other times it means groomed brows and a coat of mascara. So it's definitely not always about being natural, it's about feeling good."

The beauty industry now rakes in \$160 billion a year, and there's no denying that the game has changed thanks to social media. With online beauty gurus emerging left and right, the industry is more accessible than ever - but more importantly, it has become friendlier as well. A lot of trends are dictated by the latest tutorials done on Youtube; from matte liquid lipsticks to the 3D brow. As influential as they are on and offline, the most remarkable thing about this phenomenon is the fact that these gurus have different races and personalities - making it possible for viewers just like them to express themselves through makeup like they do.

Through these new platforms, a girl who once considered Chapstick as makeup can finally don that winged eyeliner look inspired by Kim K and that lady in the office whom they call haggard can magically shed five years off with a fresh dewy look. The meaning of putting on makeup varies from one person to another, but if it makes them feel confident and powerful - there's really no point of shutting them down. At the end of the day, that full blown makeup look is bigger than what haters will make of it.

Makeup shamers, like the all the other kinds of haters, will never go away - but that doesn't mean that the fun should stop. Everybody has their own thing, and for others, it's what they call "high maintenance" makeup.