

Males Enter the Makeup World

It's no longer seen as abnormal for men to be using makeup or getting cosmetic treatments that were once primarily used by women. Men are making waves in the makeup industry, breaking norms and changing the makeup scene.



When surveyed men admit to using makeup during their day to day routine. Most use foundation, nail polish or eyeliner regularly. Makeup may have been created for woman many years ago, but as time changes more men admit to use products themselves.

Not only are more men using makeup but, men are starting to dominate the YouTube cosmetic world. Many men and woman use YouTube to do makeup and skincare reviews and tutorials. This channel of expression is growing quickly, with more men starting to become top influencers.

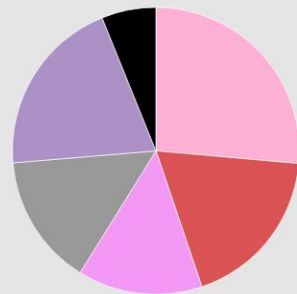
Top 10 YouTube Influencers



men

Number of Subscribers

Now that men have started to enter the YouTube makeup world, they are taking charge and surpassing woman. As of this month Jeffree Star, MannyMua and James Charles for example have equal or more subscribers than many female influencers on YouTube. Men are marketing themselves in a new way changing the Public Relations sphere regarding the cosmetic industry.



Jeffree Star MannyMua James Charles
Kathleen Lights Jaclyn Hill Shani Grimmond

More men are also admitting to dipping into skincare. When asked, more than 60% of men say they use skin products daily. Again this is making huge changes in the makeup industry, giving companies a bigger market and different audience to reach and segment.



men who do



Moisturizer Wax Facials Fake Tan Lip Product

From a marketing and public relations standpoint it is important to know which products meant use in order for companies to target men for these products. That being said, men and woman tend to use the same products.