

THE BEAUTY EXPERT

allure

APRIL 2017

WOULD
YOU LET
YOUR DOCTOR
Snapchat
Your Surgery?

Your *7-Day*
Plan for
GLOWING
SKIN

*The Beauty of
Diversity*

41 women of color
speak up—and speak out

Skin Tone

Light, medium, dark—as if it were that simple. A look at how the world has redefined shades, reimagined labels, and broken down barriers. —REPORTING BY JESA CALAOR

1937

YEAR MAX FACTOR INTRODUCED

Pan-Cake, the first commercially available foundation. It cost \$1.50 and came in six shades.

\$80

PRICE OF A BOTTLE OF THE
custom-made foundation.

20,000

NUMBER OF SKIN TONES THAT

Lancôme's Le Teint Particulier Custom Made Makeup is able to match using a computerized color-blending algorithm.

16,000

NUMBER OF CARROTS PRESIDENT

Trump would have had to consume over the last 15 years to develop his unnaturally orangish skin tone from carotenemia.

2,500

NUMBER OF SKIN TONES

captured by artist Angélica Dass in *Humanae*, her ongoing series of portraits of people standing in front of Pantone shades that match their skin color.

105

NUMBER OF BOTTLES

of Black Opal Ebony Brown foundation that Brazilian ballerina Ingrid Silva uses every season to paint her pointe shoes to match her skin tone.

2016

YEAR MATTEL UNVEILED

its Barbie Fashionistas, a collection of dolls with seven different skin tones.