

BYRDIE

5 Beauty Brands That Are Going Beyond Light, Medium, and Dark

The beauty industry has long been conflicted by a limited approach to beauty norms. Whether it's been products formulated in a limited range of [skin tone offerings](#), skincare that neglects entire sets of skin types, or narrow-minded beauty standards, these shortcomings have been all too common. However, there are certain beauty brands [pioneering change](#) and [breaking the mold](#) for [inclusive beauty](#).

Some of these brands at the helm of positive change are long-established and have been working to shift the industry for years. Others are relatively new and are coming to the market fresh with new ideas of how the beauty industry can be transformed for the better. We reached out to five beauty brands leading the industry in celebrating [diversity](#) and championing inclusive beauty to have them share their stories and their message.

Keep scrolling to see what these mold-breaking beauty brands have to say.

BLACK OPAL



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BYRDIE: How did [Black Opal](#) come into being?

DEREK WANNER, VP OF SALES AND MARKETING: It has always been about caring for the skin. Black Opal started as a conversation between two friends, Dr. Cheryl Burgess, a renowned dermatologist and her lawyer friend, Carol Jackson. They both lamented about the inability to find products suitable for skins of color in retail stores. Carol Jackson's husband, a manufacturer of beauty products, helped both women formulate and develop the very first Black Opal doctor-recommended product: Advanced Dual Complex Fade Gel, addressing issues of hyperpigmentation and discolorations.

BYRDIE: What was the inspiration behind the brand, and why has diversity and inclusivity in beauty been so important from the start?

DW: The inspiration was and has always been women of color. Very early on, Black Opal recognized that global skin tones go beyond black skin. Ethnic consumers not only had beauty aspirations but buying power left untapped by a beauty industry that did not cater to the diversity of skin tones and undertones. This was a void that Black Opal aimed to fill through its skincare and color portfolio. We wanted that consumer to know that we developed those products for her and with her in mind. We championed her cause and used state-of-the-art labs to develop premium, yet affordable products for her.

BYRDIE: We love the brand's message "No matter how unique your shade, tone or your heritage, we see you and celebrate you." Can you please speak more to how Black Opal's product offerings champion the beauty of individuals who are often underrepresented in the beauty industry?

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DW: The uniqueness of the individual is what drives and inspires us. We look to infuse our brand with personality at every turn and encourage others to embrace their own brand of beautiful. Our portfolio of products allows our consumers to address their individual skin type, tone, and undertone needs and create their perfect look. BlackOpal represents beauty for every color. No matter how unique your shade, your tone, or your heritage, we see you, and we celebrate the fire in you. There is a sense of pride in knowing who we are and that we own our originality. We believe that being our best, true selves is a way of life, and we encourage everyone to live their own truths.

BYRDIE: In addition to makeup, Black Opal also has an impressive line of skincare that addresses a more diverse set of needs. Can you tell us more about this line?

DW: Our skincare line addresses the two main concerns associated with skins of color: hyperpigmentation (our fade line targets areas of discoloration and helps even skin tone) and oiliness (our oil-control line helps control excess sebum production). We offer comprehensive problem/solution collections that work in synergy with our foundations to give our consumer the best possible skin. She does not have to shop multiple brands to obtain beautiful skin.

BYRDIE: In what ways is Black Opal leading the way for a more diverse understanding of beauty right now? Are there any projects or expansions in the works that you can share with us?

DW: Black Opal today is a global brand with distribution throughout Europe, Africa, the Caribbean etc. We've always believed in the beauty of all cultures, and, as we grow, we continue to strive to create beauty opportunities for everyone. Our vision extends across racial and cultural borders around the world. Our message "For Every Shade of Beauty" is supported by shade offerings that go where few brands dare to go. No matter how light or dark your blended complexion is, Black Opal has your shade, and if not, know that we will develop it. We get constant feedback on the needs and wants of our global consumers and have our labs working hard on innovative formulations.