

CEW

UP-AND-COMING MULTICULTURAL BEAUTY BRANDS



When Fenty Beauty, with its impressive 40 shades of foundation, was included in Time magazine's annual 25 Best Inventions of 2017, it was a watershed moment signaling that multicultural beauty had finally arrived. Here, Beauty Insider examines a handful of rising multicultural brands that are bringing excitement, and a breadth of choice, to this dynamic category.

Black Opal

Founder: Carol Jackson Mouyiaris

Year founded: 1994.

Brand story: The founder noticed a lack of women-of-color specific, targeted skin care products, addressing hyperpigmentation and uneven skin tone, at mass retail. This led to the development of the very first Black Opal product, the Advanced Dual Complex Fade Gel, which found instant success with millions of women, not only here in the U.S., but also around the world. Color Cosmetics, including its iconic True Color Stick Foundation SPF15, were added to the portfolio in 1998.

Audience: With Black Opal's understanding of the tones, undertones and skin needs of women of color, the brand aims to appeal to consumers that want makeup that is true to their complexion and delivers beauty without a grayish cast. Whether she is a millennial, generation X or baby boomer, the multicultural audience knows that Black Opal was developed and formulated with her in mind, and not as an afterthought.

Products: The brand's face category doesn't just feature one line with a few extra shades. It offers multiple foundation lines for different wear needs and skin concerns. "We do not believe in one-size-fits-all when catering to such a diverse clientele," said Carol, the brand's founder.

How the brand incorporates diversity: Black Opal recognized early that the market for women of color and demand for targeted products was significant and growing. As such, it continues to offer an extensive shade range in different formulations that acknowledges the many nuances of deeper skin tones.