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## The Beauty Aisle Is Segregated —and I'm OK With That

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In the makeup aisle, the separation is a little less obvious—there's no sign stating “makeup for dark skin”—but there is a deep divide between the brands that cater to women of color and the ones that cover everyone else. In high school, I'd go straight to brands like [Iman Cosmetics](#), [Milani](#), [Black Opal](#), and [Black Radiance](#) to find foundation for my milk chocolate complexion. These were the brands I could trust wouldn't come out ashy or too light. They always had the darker end of the spectrum covered with nuanced shades of brown and highly-pigmented color cosmetics that don't disappear on darker skin. (Even today, there are some makeup ranges that don't cover my skin tone—and I consider myself in the middle of the dark-skin spectrum.)

<https://www.self.com/story/beauty-aisle-segregation>