

It is not uncommon for little girls around the world to begin dabbling in their mother's lipsticks and liners at a young age, mocking the viewed application onto their own fresh faces in secret.

As the girls progress through the years, some are content with their childhood curiosity and refrain from applying makeup. Others are quite the opposite and use makeup on a regular basis.

There has always been a debate about what age girls should be allowed to start wearing makeup, and even as the girl ages into a woman, there are debates about whether or not makeup hides a woman's "true self" and if it has an impact on one's self-esteem.

Rachel Whitehurst, 22-year-old makeup guru and YouTube beauty blogger, doesn't see makeup use as a bad thing, nor does it hide who you really are.

"I see nothing wrong with finding a way to boost your self-confidence and if makeup does that for you, that's awesome and you shouldn't be mocked for it. If anyone gives you crap for having a crazy bold lip and some fierce brows, you should turn the other cheek and know you're rockin' it. As long as you feel great and have fun doing it, that's all that matters."

Whitehurst started out with an interest in makeup after her mother taught her a few tips, and it intensified from there.

"I've always liked makeup. My mom would teach me how to do things when I was younger. In highschool, I would search on YouTube for makeup and hair tutorials. I realized there was a community out there and I wanted to be a part of it. Here I am. That's what led me to be a guru."

She now hosts a YouTube channel of makeup tutorials, clothing hauls and life advice to a little over 126,000 subscribers.

In April 2014, Whitehurst attended IMATS, the International Makeup Artist Trade Show, in New York City to meet some of her subscribers. "I have been going since 2011 and it's a tradition for me to go," Whitehurst commented.

The show contains multiple makeup booths, selling makeup such as Stila and NYX at discounted prices. Demonstrations by makeup artists could be seen from every direction, and a host of brand speakers and competitions were scheduled.

Makeup enthusiast Amanda Frey accompanied Whitehurst to the event for her first time.

"My mom taught me how to put mascara on in 6th grade. I don't really have eyelashes so the difference was insane. So I learned how to do regular things, and then I met Rach freshman year. Her face was the coolest thing I had ever seen and I had to learn everything. I needed to know it all."

Applying makeup is not only an everyday task completed by women before they start their day, but it is also an art. Frey further enunciates,

“It’s amazing. Watch a horror movie and see the cuts and blood, that’s all makeup. It’s just amazing. I went [to IMATS] for the experience and the atmosphere...and the shopping.”

Frey was able to purchase two high-end eye shimmers for a total of \$10, both originally \$20 products. She also received a “swag bag” from makeup-brand NYX, which contained a few hundred dollars worth of makeup products.



“The little glitter alien people were my favorite thing to see. You walked around with your jaw dropped like “what is going on?”. They were everywhere. Most of the booths had some type of demonstration,” Frey relayed.

Whitehurst enjoyed the aliens as well, adding:

“They were in little pasties and thongs. They were impressive. Literally everywhere you would go there would be a half-naked alien, every time you passed someone. You got used to it after 15 times or so.”

“Other than that, everyone wears their best makeup so everyone looks good. Everyone dresses to impress. There are no unfilled brows.” she finished on a laugh. “We spent three hours on makeup. We did our own and spent a lot of time on it so it would look good and stay on all day. We never take that long in normal life.”

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Makeup is both a task that women complete on a daily basis, preparing themselves and making them feel good before they embark on their day, as well as a skill artists use to create zombies and aliens in movies and television shows. No matter what purpose makeup is used for, it has the ability to transform faces in any way imaginable.

Whitehurst said it best:

“Some days I use makeup to enhance my natural beauty and some days I use it to completely alter it. Makeup is a part of my personality and I see no reason to be ashamed of that.”