

IT'S THE COLOUR OF MY SKIN: RACE AND BEAUTY DISCOURSE
WITH FENTY BEAUTY CAPTIONS AND USER COMMENTS ON INSTAGRAM

by

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A Major Research Paper
presented to Ryerson University

in partial fulfillment of the
requirements for the degree of
Master of Professional Communication
in the program of
Professional Communication

Toronto, Ontario, Canada, 2020

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Abstract

People of colour have long endured a lack of makeup products formulated for melanated skin. In 2017, Fenty Beauty released 40 shades of its foundation and concealer products and expanded its selection in 2019 to match 50 distinct skin tones. These events inspired a new industry standard, labelled “The Fenty Effect”, that prompted other makeup brands to practice greater inclusivity toward darker skin tones. This Major Research Paper (MRP) uses a narrative approach to examine discourses around race and beauty. With a theoretical perspective on power and hegemony, it interprets the intersections of representation, colourism, identity, consumption, and counterpublics through an analysis of Fenty Beauty captions and user comments on Instagram. The results of this study provide preliminary knowledge toward a larger investigation on the shift in racial representations in the beauty industry.

Keywords: race; representation; colourism; beauty; social media; identity; consumption

Land Acknowledgment

“Toronto is in the 'Dish With One Spoon Territory'. The Dish With One Spoon is a treaty between the Anishinaabe, Mississaugas and Haudenosaunee that bound them to share the territory and protect the land. Subsequent Indigenous Nations and peoples, Europeans and all newcomers have been invited into this treaty in the spirit of peace, friendship and respect.”

Acknowledgments

I would like to thank my Supervisor, Dr. Gregory Levey, for his ongoing support, guidance, and patience throughout the completion of this MRP, and my Second Reader, Dr. John Shiga, for his feedback and additional insights into the theoretical framework of this study. I would also like to extend gratitude for the expertise and support of my colleagues in the Master of Professional Communication program. I also thank my family for their love, support, and encouragement throughout my academic endeavours. Finally, I would like to thank God, my Holy Father, for it is through Him that I can succeed.

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Introduction

In 2017, *TIME Magazine* recognized Fenty Beauty in its list of “The 25 Best Inventions of the Year” for creating a comprehensive spectrum of complexion products formulated for 40 distinct skin tones (TIME, 2017). Following the brand’s launch, other makeup brands have either introduced new foundation products with 40 shades or extended existing lines to accommodate deeper skin tones. These brands include Dior, CoverGirl, Revlon, Smashbox, and Tarte (Singh-Kurtz, 2018). This shift has been referenced in popular culture as “The Fenty Effect”, as it prompted makeup brands to diversify and expand its foundation lines for improved representation (Nittle, 2018). However, according to a study by *The Pudding* (2018), a visual storytelling publication, Fenty Beauty continued to support both the lightest and darkest skin tones (Figure 1) compared to eight bestselling US foundation lines that followed “The Fenty Effect”.

Figure 1

A depiction of Fenty Beauty’s foundation and concealer shades (Saputo, 2019)



Notes. On January 11, 2019, Fenty Beauty expanded its foundation and concealer products with ten additional shades.

When considering the colour of cosmetic formulations, creating foundation and concealer for darker skin tones is achievable through colour measurement, where the ratio of pigment—white, red, yellow, and black—is adjusted to match the consumer population (Muttucumaru, 2016). However, the accuracy of a shade is dependent on extensive consumer research to evaluate consumer needs and measure demand (Muttucumaru, 2016). Previous studies have explored the level of understanding and acceptance of various skin tones that is needed for cosmetic products (Caisey, 2006; Burns, 2019; Kuipers et al., 2014). Though diverse and inclusive beauty has gained popularity among makeup brands, the delay to pursue a representative selection of foundation and concealer shades prior to Fenty Beauty can be linked to representations of race and beauty in Western culture. In postcolonial literature, Toni Morrison, explores dominant discourses of representation and examines the role of Black identity in beauty. Morrison asserts that the standards of beauty are dictated by racialized aesthetic values that idealizes Eurocentric identities and marginalizes racial minorities (López Ramírez, 2017; Morrison, 2015). Similarly, Naomi Wolf (1991) affirms that the cosmetic industry has adopted a form of censorship that seeks to obliterate “identity, power, and history” (p. 83) of marginalized consumers. To investigate the relationship between race and beauty in connection to Fenty Beauty’s 50 shades, in this study I explore the opinions, experiences, and values of the brand and consumers from qualitative Instagram data.

With a focus on the intersection of race and beauty, this Major Research Paper (MRP) explores historical and contemporary representations of race in culture and its application to beauty practices and standards. It uses Fenty Beauty’s 50 shades as a case study to examine its prospects to shift discourses of race in the beauty industry. This study also analyzes consumer experiences for racialized individuals to understand the need for diverse and inclusive

representation. Furthermore, it recognizes social media as a communication tool with the affordance to shift and shape ideologies, norms, and practices. To capture the impact of racialized beauty on public discourse, it pursues a narrative approach through a thematic analysis to identify key terms, major themes, and cultural norms in the captions and comments of Fenty Beauty's Instagram posts. These posts correspond to its foundation and concealer products. The thematic structures observed in the results of this analysis aim to inform the feasibility and development of future studies around the representations of race and beauty.

Literature Review

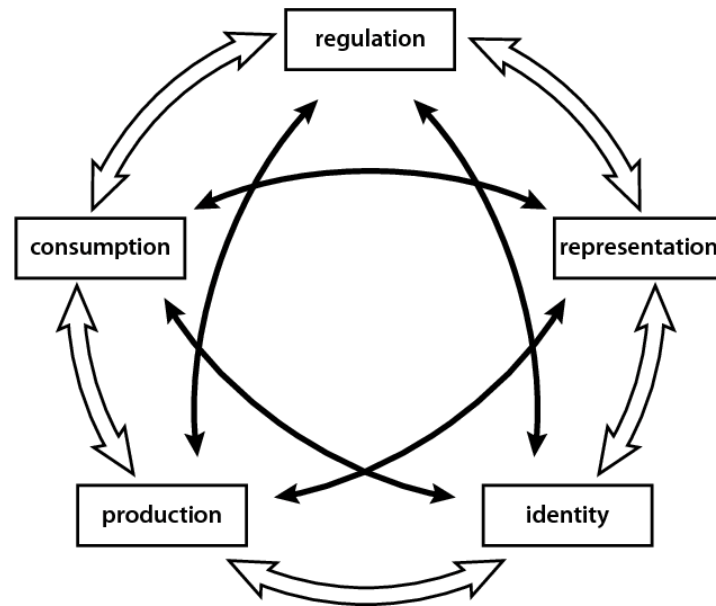
This literature review provides an overview of the theories, concepts, and studies central to this MRP including representation theory and ‘the other’, colourism in the beauty industry, identity and social identity theory as it relates to consumption practices, the public sphere, and counterpublics in the digital era.

Representation Theory and The Other

Cultural theorist Stuart Hall explores the concept of representation to understand the way people view society and operate in it (Evans and Nixon, 2013, p. 3; Hall, 1997). Hall introduces the Circuit of Culture model (Figure 2) as a framework that defines culture not only as a site of shared meanings, but as a practice that recognizes representation, identity, production, consumption, and regulation as interrelated parts that circulate and work together to construct meaning in the world (Tomblinson and Wolf, 2016, p. 15; Hall, 1997). In the context of culture, representation is classified as a two-part meaning system that contains the ‘system’ and the ‘language’. The system is the interpretation of concepts and images for things formed and perceived in one’s thoughts, including people, places, objects, and abstract concepts such as human sensations (Evans and Nixon, 2013, pp. 3-4; Hall, 1997). The language is the exchange of shared meanings and concepts that are translated into signs (Evans and Nixon, 2013, pp. 3-4; Hall, 1997). Hence, the representations involved in meaning making are socially constructed. Hall’s representation theory uses this model to suggest culture as a practice that enables ‘difference’ and organizes power relations and social authority of dominant perspectives (Clark, 2014, p. 113).

Figure 2

The Circuit of Culture



Hall draws upon Michel Foucault's idea of representation that observes 'language' as 'discourse' constituting a relationship between power and knowledge—a notion defined as 'power/knowledge' whereby dominant institutions produce knowledge that influences people's behaviour, internalizes into their perception of the world around them, and becomes rooted as cultural norms, thereby reproducing power/knowledge (Irwin, 2006, p. 501). According to Foucault, to apply language to concepts is to reproduce and reinforce concepts that, in the process, become recognized as knowledge and, as a result, becomes truth (Irwin, 2006, p. 501). Foucault illustrates the idea of dominance and claims that those who have access to dominant discourses have power/knowledge in a society (Irwin, 2006, p. 501). Thus, discourse through language regulates the way a topic is discussed and put into practice—a practice called discursive formation (Evans and Nixon, 2013, pp. 29-34; Hall, 1997). Power relations saturate all levels of social life; however, they are dynamic and generate a constant circulation of power

between the “oppressors and oppressed” (Evan and Nixon, 2013, p. 34; Hall, 1997). Individuals can not only reinforce existing discourses, but also have the capacity to challenge them to either shape them or change them entirely (Irwin, 2006, p. 502).

Representation theory correlates power with the *Other/Otherness/Othering*, the representation of a group “as different or deviant” (Sakki and Pettersson, 2016, p. 160) from dominant discourses and those—individuals, institutions, and cultures—who put them into practice (Evan and Nixon, 2013, p. 215; Hall, 1997). Among ethnicity, gender, and sexuality, Hall discusses racial difference as a dimension of Otherness and observes racialized discourse as having binary oppositions between “biological or bodily characteristics of the ‘black’ and ‘white’ ‘races’” (Evan and Nixon, 2013, p. 232; Hall, 1997). This polarization is carried by generations of racialized knowledge that are produced and circulated through representations of the ‘black’ race as spectacles based on exploitative practices like reductionism, naturalization, fetishism, and commodification (Evan and Nixon, 2013, pp. 228-233; Hall, 1997). Minkkinen (1992) considers that the normalization of racism in contemporary culture has created a social problem whereby “a new variant of racial tolerance” (p. 149) has emerged. In the structuring of cultural identity based on racial thought between the subject and the Other, the subject can “define the limits of a cultural terrain where the subject can be ‘what it is’” (Minkkinen, 1992, p. 150). The tolerance/intolerance model contextualizes the underlying power relations in place and enables an understanding of how representations of the Other are reproduced in contemporary culture.

Unpacking culturally rooted racism can be challenging. In efforts to change cultural and racial inequalities, those who encourage this change can unknowingly and unintentionally belong to institutions that perpetuate “racialized patterns of framing cultural knowledge and expectations” (Burns, 2019, p. 789). Burns (2019) exemplifies the media which often reinforces

“the invisible hegemony¹” (p. 788) in favour of “whiteness”. The author relies on Foucault’s idea of ‘the ethic of discomfort’ that describes a constant state of self-awareness and disclosure of the “invisible threads of racialized culture and social structures” (Burns, 2019, p. 789). Burns (2019) applied this mainly towards the educational discourse, but it provides a lens into part of the process and practice of addressing social justice across other industries, such as the beauty industry. With the understanding of how truth is formed, welcoming the ethic of discomfort can encourage new possibilities of reality in a society and move towards inclusion (Burns, 2019, p. 790). From this perspective, “the language of equality, fairness and inclusion” (Burns, 2019, p. 793) must be present in discourses.

The dynamic nature of power/knowledge through discourse will frame the themes observed in this study. The following review highlights how Othering race has emerged through commodities in the beauty industry and how these existing inequalities challenge efforts to consider accurate representations of race.

Colourism in the Beauty Industry

Landor and Smith (2019) explore colourism’s role in the system of oppression and observe that experiences associated with skin tone and colourism may lead to “psychological, emotional, physical, and behavioural vulnerability and may result in traumatic stress” (p. 798) known as *skin-tone trauma*. Colourism is a negative legacy of European colonialism that preferences lighter skin complexions and discriminates against darker skin (Glenn, 2008).

Landor and Smith (2019) highlight these experiences and trauma a result of “intersectional²

¹ Invisible hegemony refers to the dominance of one social group over another where the power dynamic has been normalized and maintained through subtle everyday practices. Adapted from “Ethnic of discomfort: Is asking for nude lipstick racist?,” by E.A. Burns, *Race Ethnicity and Education*, 22(6), 788-801. doi:10.1080/13613324.2017.1417250

² Intersectionality refers to the multiple forms of oppression that collectively shapes one’s identity. This can include skin tone and colour, gender and sexuality, socioeconomic position, and race. See Landor and Smith (2019), for more information on critical race theory (CRT) and intersectionality.

identities based on existing social hierarchies” (p. 799) that prefer lighter skin tones, or ‘Whiteness’—a characteristic of individuals who have “access to greater resources and opportunities” (p. 799) in comparison to individuals with darker skin. Their observation focuses on African Americans given the group’s historical and social significance with racism and colourism, but note that other racial and ethnic minority groups around the world experience colourism and its associated trauma including individuals with the lightest tones along the skin-tone continuum (Landor and Smith, 2019, pp. 798-799).

Glenn (2008) examines skin lightening and ethnic cosmetic surgery as industries that perpetuate the ‘white European ideal’ among people of colour, particularly women. The research notes that the acceleration of skin lightening production and consumption confirms the global impact of colourism and attributes the desire for lighter skin on transnational corporations who communicate this desire through the media (Glenn, 2008, p. 281). The researcher observes skin colour to be intricately connected to socioeconomic status and achievement and further conceptualizes skin colour as “a form of symbolic capital that affects, if not determines, one’s life chances” (Glenn, 2008, p. 282). The consequences of European colonialism has been practiced in various parts around the world including, South Africa and Rhodesia/Zimbabwe that once assigned the degree of legislative restrictions on its citizens based on skin colour; African Americans during slavery who were given preferential treatment by slave owners if light-skinned; India that adopted European’s idea of castes based on culture and race; as well as countries in Southeast Asia, East Asia, and Latin America that view skin tone as symbolic capital (Glenn, 2008, pp. 284-294). Many of these diasporic communities represent the main consumers of skin lightening products given their Western influence of ideology and culture. Glenn (2008) looks to multinational cosmetic and pharmaceutical corporations and their marketing and

advertising strategies that have modernized and normalized Western capitalism and culture; among the top corporations in the skin-lightening market are L’Oreal, Shiseido, and Unilever (p. 296). Moreover, many existing skin-lightening companies manufacture, advertise, and sell individual product lines to different target audiences based on their values around skin colour (Glenn, 2008, p. 298). Collectively, these institutions of power not only communicate dark skin as undesirable and lightness/whiteness as the prevailing standard but impede the prospects of beauty as being diverse.

Burns (2019) examines the invisible forms of racism and ethnocentrism that exist with the term ‘nude’ lipstick, a shade of pigment that appears as intended on light/white skin, as with nail polish, and a term not interchangeable with people of colour. Everyday situations like this may be practiced unconsciously and/or unintentionally; however, it is important to detect subtle structures of cultural racism that aim to deny the existence and acceptance of certain individuals based on their skin colour and confront these kinds of instances as a personal concern for it to become a public concern (Burns, 2019). Lipstick and racism seem like two things that do not belong together but Burns (2019) notes this as “how ideas become ‘domesticated’” (pp. 794-795) and realizing this propels the uncomfortable question of who ‘nude’ truly belongs to.

To recognize and address the dimensions of racial politics in the beauty industry, Kuipers et al. (2014) turn to cosmopolitics, the “transnational normative engagement with global issues of broad concern” (p. 3) specific to citizens, and examine its possibilities for the progression towards racially diverse standards of beauty. Cosmopolitics derives from cosmopolitanism. Cosmopolitanism is the result of globalization, constituting a “tolerance and openness” (p. 1) to Otherness. Conceptualized in sociological literature by Hiro Saito (2011), the three dimensions of cosmopolitanism include “*tolerance* – openness towards ‘human others’ – and cultural

omnivorousness – openness to diverse styles and tastes – fosters the creation of a transnational public sphere where people ‘debate global risks and work out collective solutions – to engage in “*cosmopolitics*”’ (Kuipers et al., 2014, p. 1-2). Though political engagement has traditionally not been a primary purpose in the fashion and beauty industry, the author further asserts that cosmopolitical engagement must reach international institutions of fashion and media for it to become normative for the general public, and engaging with the public globally may be the direction that international institutions need to consider to welcome diverse beauty ideals (Kuipers et al., 2014, p. 2). Still, in efforts to collapse Othering, institutions must not simply welcome tolerance and openness with concrete policies but to understand and practice the mechanisms that this disruption would entail to create real behavioural change; including gaining insight into the experiences of marginalized individuals in a “racially naturalized white culture” (Burns, 2019, p. 791).

The politics around skin colour and beauty has substantial impacts on how individuals understand their own identity and the identity of others. The following theories and concepts explore the processes and boundaries of constructing identity and how it is articulated through consumption.

Identity Construction and Consumption

This section concerns how we form identities, what influences them, and how social interactions contribute to its construction. Introduced by Sheldon Stryker in 1966 and subsequently revisited in later works, identity theory presents two directions of the self:

The first aspect, however, concentrates on examining how social structures affect the structure of self and how structure of the self influences social behaviour, whereas the

second concentrates on the internal dynamics of self-processes as these affect social behaviour (Stryker and Burke, 2000, p. 285)

Whereas identity theory focuses on the internal mechanism of identity roles, social identity theory concerns external category-based identities (Stets and Burke, 2000, p. 293). In both identity theory and social identity theory, the ‘self’ is reflexive in that it can both identify itself and self-categorize itself in accordance with other categories or classifications in social life (Stets and Burke, 2000, p. 224). This identification and self-categorization process forms identity. In this process, individuals establish oneself as a member of a category known as the ‘in-group’ and fulfills expectations of a role member of this social group as they distinguish and detach themselves from the ‘out-group’ (Stets and Burke, 2000, p. 226). Thus, the self conforms and embodies an identity standard and maintains consistency with that standard (Stets and Burke, 2000, p. 233). Stryker and Burke (2000) note that this process of categorization connects the self with social structures and hierarchies and results in consequences, like ethnocentrism and stereotyping (p. 287). In connection with identity, Borgerson and Schroeder (2018) reference the *epidermal schema* which refers to “a process that works to reduce human being and identity to skin, to focus attention on differences in skin colour, to emphasize ontological distinctions signalled by differences in skin colour, and to valorize whiteness” (p. 105).

Differences in appearance, such as skin colour, can influence how one is perceived by oneself and by others (Borgerson and Schroeder, 2018). In the context of racial identity, Rockquemore et al. (2009) compare race-based identity construction with Stryker’s concept of identity theory in that individuals explore, experiment, and eventually commit to various aspects of the self over time (p. 17). Identifying common attributes with other people is vital for self-definition (El Jurdi and Smith, 2018, p. 45). Borgerson and Schroeder (2018) explore the

significance of skin in consumer culture imagery and argue that it has the power to create meaning and construct identity and personal narratives through its representations in branding and marketing communications. This contributes to the commodification of skin in consumer culture. In consumer culture imagery, skin is coded with race-based ontological and epistemological assumptions that tell the world who they are and what they are about (Borgerson and Schroeder, 2018). It is recognized as a communicative visual element featured with “consumption objects and experiences that help shape consumers’ imaginations about what consuming these products signifies, and how consumers can construct, express and maintain identities via their consumption choices” (Borgerson and Schroeder, 2018, p. 104). Likewise, Wilton et al. (2018) suggests that brands determine the extent to which individuals have agency and choice as a consumer and to what degree they can express identity through consumption. However, economic, social, cultural, and political barriers can impede consumers’ capacity to exercise choice, and this impacts the way individuals construct self-identity and how one’s lifestyle is achieved (Bell, 2011).

Similarly, Prince et al. (2019) argue that ethnocentric and cosmopolitan orientations affect consumer identities—how they are perceived and differentiated within society. These consumer identities are even impacted by what Wilton et al. (2018) refers to as *consumption spaces*, such as shopping malls, that are based on geography and can shape individuals’ everyday experiences by linking place and identity. Through consumption practices, individuals can either validate and confirm one’s self—a term called mirroring; conform to an identity standard; identify with other individuals; or resist standards, norms, and hegemonic cultures through subversion (El Jurdi and Smith, 2018, pp. 43-45). These identity positions are especially central to consumption and representation when it involves the pursuit for an authentic self (El Jurdi and

Smith, 2018, p. 46). In fact, consumers tend to favour brands that reflect their social identity or self-identities (Bartikowski and Cleveland, 2016, p. 196). Some scholars contend that consumer markets should be varied enough to give consumers the motivation to either assimilate with a social group or differentiate oneself to be voluntarily distinctive (Bartikowski and Cleveland, 2016, p. 196). If skin colour is fundamental to identity as Borgerson and Schroeder (2018) remark, considering the needs and demands of various ethnic populations when designing products is crucial, especially for cosmetic products (Caisey et al., 2006). Likewise, understanding the emotions and attitudes consumers carry to inform their purchasing habits is a necessary step for brands to comprehensively cater their products (Talavera et al, 2019, p. 1). This suggests that wide-ranging representation can help to define the self more accurately and moves away from the need to conform. An individual's race and personal experiences with systemic discrimination factors into the extent to which they can find appeal with a brand (Jonsen et al., 2019; Williamson et al., 2008). At the same time, while diversity and inclusion are important aspects of a brand, knowing the distinctions between these concepts as well as their benefits and limitations are critical to exercise these practices effectively (Jonsen et al., 2019; Roberson, 2006).

The following section examines the ways individuals can express and explore identity through social interaction. It considers its connection to digital spaces such as social media networks and how these discourse communities can facilitate identity construction for those who participate in it.

Public Spheres, Counterpublics, and Digital Communities

Jürgen Habermas defined the public sphere as a space where individuals can gather to liberally discuss issues of common interest with each other (Charles and Fuentes-Rohwer, 2015,

p. 1). According to Habermas, this public formation was particularly assigned to the bourgeois public to fulfill two purposes: “to determine the boundaries of public and private and to self-consciously develop the public sphere” (Charles and Fuentes-Rohwer, 2015, p. 1). These sites, such as coffeehouses and salons, were intended to be open and accessible, separate from the state, and followed a democratic approach where all deliberations were equally eligible for critical debate (Charles and Fuentes-Rohwer, 2015, p. 2). However, thorough analyses of Habermas’ public sphere present several limitations from scholars. In *Rethinking the Public Sphere*, Nancy Fraser (1990) remarks hegemonic power, social inequalities, and assumptive ‘common concerns’ as critiques of Habermas’ concept. According to Fraser (1990), the public sphere is based on an “unrealized utopian ideal” (p. 62) with an absence of hierarchy and exclusion. Instead, the bourgeois public sphere had no place for subordinated groups based on gender, race, sexuality, and other marginalized characteristics. Fraser (1990) explains that because society is separated by class; and thus experiences, it results in groups with conflicting interests. In practice, Habermas’ idea of a universal class became designated to elite men who governed public concerns, and this hegemonic dominance became normalized and filtered into all levels of social life (Fraser, 1990, p. 60). Secondly, Fraser critiques Habermas’ ideal of open access and participation. She asserts that social inequalities and exclusions based on gender, race, ethnicity, and class prevented full accessibility (Fraser, 1990, p. 63). Fraser (1990) defines this as “markers of status inequality” (p. 63) to further marginalize these subordinated groups even in informal discursive interaction and reject them entirely as peers alongside public sphere participants. Further, Fraser (1990) observes that the public sphere assumes that issues discussed in these arenas are of concern to everyone and does not consider the external perspectives on the

peripheries of the ‘public’ which may not align with what has been decided as a common concern from ‘insider’ participants.

Fraser (1990) presented the idea of a new public in response to Habermas’ public sphere called *subaltern counterpublics* where “subordinated social groups invent and circulate counterdiscourses, which in turn permit them to formulate oppositional interpretations of their identities, interests, and needs” (p. 67). To be characterized as a counterpublic, these alternative deliberative spaces must first be created from exclusion prompted by hegemonic public spaces; and secondly, be marginalized by dominant spaces (Charles and Fuentes-Rohwer, 2015, p. 7). Fraser (1990) argues that counterpublics function to “expand discursive space” (p. 67) and “to eradicate, the unjust participatory privileges enjoyed by members of dominant social groups” (p. 68). Fraser (1990) asserts that hegemonic and subordinating public spheres trigger multiple counterpublics that host members of diverse social identities where they can construct and express their identity. This concept of counterpublics can further be contextualized in connection with discursive activities in digital spaces.

Toepfl and Piwoni (2015) consider mainstream media outlets as hegemonic public spheres and look to online comment sections in these spaces to find counterpublics. Scholars identify digital democracy as an affordance of digital discursive spaces, such as comment sections, blogs, and forums, and reference Habermas’ public sphere in that they challenge “the normative backdrop of deliberative discursive norms” (Toepfl and Piwoni, 2015, p. 465). Toepfl and Piwoni (2015) note that the rise of user-generated comments has significantly influenced “readers’ perceptions and changeability of public opinion” (p. 467) because of the intensity of audience participation and interactivity. Further, it exposes social attributes and intentions of participants (Toepfl and Piwoni, 2015, p. 467). This substantiates comments sections as

communicative spaces. It is further argued that although comment sections are designed as part of public spheres, counterpublic spheres emerge within them and present *counterpublic-minded individuals*³ and their talk visible to the mainstream public, generate wide-ranging discursive patterns to be published, and encourage counterarguments in close proximity of hegemonic ideas (Toepfl and Piwoni, 2015).

Tombleson and Wolf (2016) note that the participatory nature of digital communication, particularly social media, can empower “marginalized populations and disenfranchised groups, such as communities of color (e.g., African Americans, Asians, Latinos, Native Americans), religious groups, economically impoverished communities, women and children, immigrant and migrant populations, and sexual minorities” (p. 17). They also note that social media’s capabilities with user-generated content has exposed and emphasized the shortcomings of perspectives in traditional popular media consumption that is in favour of the “western cultural elite” (p. 15) and imply that as citizens in a participatory culture, those who participate become “cultural curators” (p. 17) that actively engage in discursive practices, shaping audiences and the world around them. In doing so, it is important for organizations to recognize the risks associated with the co-creation nature of digital spaces and understand the loss of control it entails in relation to “how information will be understood, and also re-purposed” (Tombleson and Wolf, 2016, p. 16).

Rathore and Ilavarasan (2015) examine user-generated content from social media platforms as a source for gathering insights for product development and a place to communicate and interact with consumers, where business activities can incorporate customer interaction. With an ease to facilitate social interactions, social media is characterized by its features of

³ Toepfl and Piwoni (2015) use this term to define “individuals or groups who support counterpublic talk” (p. 471).

“conversation, participation, community formation, information openness, and connectedness” (Rathore and Ilavarasan, 2015, p. 9). The authors consider social creation as a type of co-creation where social media users convert “from passive recipients to positive participants” (Rathore and Ilavarasan, 2015, p. 11) through knowledge sharing. As a result, co-creation through user-generated content enables collaboration where the gap between users and organizations grow closer and can restructure conventional ideologies (Rathore and Ilavarasan, 2015).

Gündüz (2017) explores identity in virtual communities and social media. As a tool to express, explore, and experiment, social media is further recognized as an “infotainment tool” (Gündüz, 2017, p. 86) that diversifies social and cultural attitudes through the production of multiple identities. Although identities portrayed on social media can also distort as well as illuminate the self, it creates diverse societies, and subsequently creates reflexive societies and identities (Gündüz, 2017). The array of online communities has prompted changes in attitudes, behaviours, and opinions and indicates a change in conventional social systems whereby the facets of virtual communities may even extend to reach and influence offline life (Gündüz, 2017).

Though social media is regarded as a space for self-expression, questions arise surrounding the quality of online participation. In reference to Habermas’ idea of deliberation in which discussions are reciprocal, inclusive, and public, Zimmerman (2015) suggests that deliberations should reflect accurate public opinion and indicates several features of online discursive participation that contribute to its value including monologue (one-to-many communication), negative statements, self-expression, self-interest, and storytelling. As Zimmerman (2015) remarks, a combination of individuals’ expression and support is central to the affordance of digital democracy through online discursive practices.

This review of existing literature provides the knowledge that will support and be applied to this MRP. The upcoming sections detail the research questions that will guide this study and the methodological approach that will be carried out to investigate the defined research objectives.

Research Objectives

This study examines the dialogue between the Fenty Beauty brand and user-generated comments on Instagram about race and beauty amid the brand's release of 50 foundation and concealer shades. It explores whether this dialogue addresses the discourse around racialized beauty standards and, in practice, fosters a space that elevates the perspectives of ethnic and racialized individuals. The research questions that guide this study reference the concepts and theories examined in the literature review in two respects. Firstly, it recognizes socially constructed representations of race that have led to normalized hegemonic beauty standards. As cited in the literature, these standards are reproduced through power/knowledge. Secondly, it applies Habermas' concept of the *public sphere* and Fraser's concept of the *subaltern counterpublic* to consider social media networks as public spheres that shape public opinion and where counterpublics emerge within them to facilitate counterpublic discourse. To develop a theoretical framework, this study operationalizes comment sections as counterpublic spaces with "counterpublic-minded individuals" (Toepfl and Piwoni, 2015). A thematic analysis of Fenty Beauty's Instagram captions and its corresponding user-generated comments will frame the answers to the following research questions:

RQ1: How do Fenty Beauty's Instagram captions relate to the Western discourse of racialized beauty?

RQ2: What kind of user comments are expressed on Fenty Beauty's posts with regards to the Western discourse of racialized beauty?

RQ3: What consumer experiences are users sharing that relate to Fenty Beauty's shade expansion?

Methodology

This study pursued a qualitative approach to understand the thoughts and experiences of the Fenty Beauty brand and consumers. Primary data was collected from Instagram posts published by Fenty Beauty that corresponded to the brand's launch of 10 additional shades to its pre-existing line of 40 foundation and concealer shades. This expansion pertains to the products: Pro Filt'r Foundation and Pro Filt'r Concealer. To effectively examine the overarching cultural and socio-political dimensions and subsequent significance around this event, this study followed a narrative approach and used the thematic analysis method to interpret patterns and meanings and extract major recurring themes in the dataset. This approach ensured flexibility in interpreting the data to effectively address the research questions.

A thematic analysis is a systemic approach that makes meaning of collected data through identifying key terms, major themes, and cultural norms surrounding the findings (Mills et al., 2010, p. 2). Moreover, rather than *how* things are said, it examines *what* is being said (Bryman and Bell, 2016, p. 290). For this study, the thematic analysis was used to interpret the intentions of Fenty Beauty, explore the perspectives of various Instagram users in response to the brand, identify commonalities and differences, and discover unanticipated observations (Nowell et al., 2017, p. 2). This analysis followed Braun and Clarke's (2006) six-phase approach that consists of:

1. Familiarizing yourself with the data
2. Generating initial codes
3. Searching for themes
4. Reviewing themes
5. Defining and naming themes
6. Producing the final analysis and report

This framework ensured that the data collection and analysis process remained credible, traceable, and verifiable (Nowell et al., 2017, p. 1). Further, this methodological approach will determine practicality for the design of subsequent studies.

This study used Instagram posts for the Pro Filt'r Foundation and the Pro Filt'r Concealer as the sample unit of observation to compare various sets of data that illustrate discourse around race in the beauty industry as well as dialogue that shifts and shapes public opinion. In a social media analytics study from Rival IQ that measured social media engagement from leading beauty brands, Instagram had the most engagement rates (Feehan, 2020). Beauty brand fans engaged with brands on Instagram at a higher degree than on other channels given its focus on imagery and aesthetics (Feehan, 2020). Fenty Beauty engages with the public through various social media networks, such as Twitter, Facebook, and YouTube; however, Instagram was solely considered for this study as it contained the highest number of user-generated comments on each post compared to its other social media channels. In this study, the sample unit totalled to 95 posts and consisted of two target populations: (1) the Fenty Beauty brand and (2) Instagram users. For the brand, its sample frame consisted of captions with the hashtags #PROFILTRFOUNDATION and #PROFILTRCONCEALER. For Instagram users, the sample frame consisted of comments. All captions and comments recorded for the analysis were selected according to its presence of themes around race and ethnicity. This allowed the analysis to omit unrelated content such as automatically generated messages (known as bots), in addition to comments about shipping orders and product usage. The selection also excluded comments that only consisted of tagged users, as well as comments with solely emojis. During transcription, emojis were replaced with the text "[emoji]" since the analysis was textual rather than visual. Thus, the sample frame was selected employing a non-random method as some units of the user

population were likely to be selected than others (Bryman and Bell, 2016, p. 230). Lastly, the analysis was based on Instagram posts with sampling dates between January 11, 2019 – February 9, 2019. This timeframe represented the launch date for the expansion to 50 shades and the one-month mark of its release. For captions, all posts on and between these dates that promoted the Pro Filt'r Foundation and Pro Filt'r Concealer were selected for analysis. For comments; however, the total number of comments that corresponded to each of these posts exceeded the scope of this study; therefore, the sample frame for comments were limited to three dates: January 11, 2019; January 24, 2019; and February 9, 2019. Respectively, these dates represented the launch date, the middle of the month, and the one-month mark of product expansion (Table 1). This ensured that the sample size of comments was comparable to the number of captions that were analyzed and, at the same time, captured possible changes in the narrative within the sampling date.

Table 1

Sample Characteristics for Comments

Post Number	Post Date	Total Number of Comments	Total Number of Comments for Analysis
1	11-Jan-19	1,936	79
56	24-Jan-19	190	19
95	09-Feb-19	397	88

Captions and comments were recorded and analyzed individually, arranging each sample frame by date in an Excel spreadsheet (Table 2). Transcription and coding were performed manually as Instagram was not compatible with available transcription and coding software programs. Transcription was completed during Phase 1 and proved to be an effective way to become familiar with the data and prepared the skills needed for close reading and interpretation

during the analysis (Braun and Clarke, 2006). The coding manual consisted of codes that were generated using both inductive and deductive approaches, drawing on theories and concepts discussed in the literature review, and concurrently allowing codes and themes to emerge directly from the data. All data extracts were coded. For each sample frame, phrases and sentences were highlighted and coded. Each code described the highlighted text and provided an overview of the main points in the text. Sample frames with the same or similar codes were collated together.

Table 2

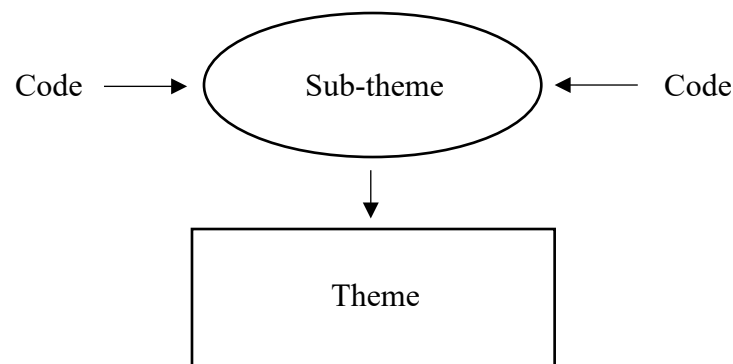
Sample Coding Schedule used for Captions and Comments

Post Number	Post Date	Caption Extract	Codes	Sub-themes	Themes

In Phase 3: searching for themes, broader themes were interpreted by identifying patterns in the codes. A thematic map, as recommended by Braun and Clarke (2006), was used to sort the various codes, and assemble them into themes (Figure 3). This visualization linked codes directly with individual themes, or to sub-themes then to broader themes. This process also considered the possibility of thematic maps with multiple sub-themes if needed. These codes and themes were in accordance with what was effective in resolving the research questions for this study.

Figure 3

Thematic Map



Next, the themes were reviewed to ensure they accurately represented its corresponding sub-themes and codes. Subsequently, themes were defined, and the names for each theme were refined in relation to the research questions, literature review, and overall narrative in the dataset. For the final phase in the analysis, extracts from the sample frame were selected and used as illustrative examples that embodied the themes. The next section explores the results from this analysis and forms the basis of the study.

Findings

This section discusses the thematic analysis of 95 captions and 186 comments on Fenty Beauty's Instagram posts that relate to the shade expansion of the Pro Filt'r Foundation and Pro Filt'r Concealer. The analysis for brand captions identified four themes: Consumer Empowerment, Shades of Colour, Visibility, and Response to the Beauty Industry. For Instagram user comments, the analysis identified six themes: Place and Identity, Redefine Mainstream, Allyship, Being and Feeling in Place, Conscious Consumerism, and Only the Beginning: The More We Talk About It, the Better. Throughout this section, caption and comment excerpts are accompanied by its corresponding post number in brackets as recorded in Appendix A and Appendix B, respectively. Sub-themes are discussed within each theme as they support the discourse on race and ethnicity in the context of beauty.

Fenty Beauty Captions

Consumer Empowerment

The first theme in the dataset is *Consumer Empowerment*. This theme refers to the ways Fenty Beauty presented its product assortment to communicate an optimal consumer experience. In the analysis, there were three sub-themes identified. The first sub-theme is *Consumer Agency* (Table 3) and describes the capacity to which individuals can pursue, discover, and want new things and express identity through consumption (Wilton et al., 2018). Consumer Agency was exemplified by the brand through call to action phrases that invited users to purchase its foundation and concealer products, for example:

“We liiiiveeee baybeee!” (1)

“Who’s grabbing our new #PROFILTRCONCEALER, #PROFILTRSETTINGPOWDER, and #PROFILTRFOUNDATION today?” (2)

“Need help figuring out your PROFILTRCONCEALER shade???” (6)

“Whose excited to try this?!” (15)

The sub-theme *New Awareness and Possibilities* (Table 3) reflects captions that focused on added product offerings and its subsequent benefit for consumers. Throughout the dataset, the code ‘more choice’ highlighted captions that recognized shades not previously represented prior to the product launch date. Each shade number across all four ranges were introduced:

“In a room full of shade, we still had 10 more to give [emoji] #PROFILTRFOUNDATION now comes in 50 shades of the same pore-diffusing, humidity resistant formula that keeps skin looking flawless AND real. [emoji] Meet our 10 new shades, 105, 145, 185, 235, 255, 345, 385, 445, 495, and 498!” (56)

Fenty Beauty also communicated abundance through numbers, utilizing the phrases “50 shades” and “10 more”. In this regard, Fenty Beauty illustrated what consumers can do and become with its shade offerings:

“50 brand NEW shades of #PROFILTRCONCEALER made to cover your bags, hyperpigmentation, dark circles, blemishes, and more! Not sure which shade to choose? Use your #PROFILTRFOUNDATION shade as a starting point and check out our "CONCEALER" stories highlight for our guide on how to shop for your concern!! [emoji]” (26)

“Came in the year with even more ways to look photoshoot ready and #FENTYFACE flawless! Soft-matte perfection that's longwearing [emoji] #PROFILTRFOUNDATION in 360 | #PROFILTRCONCEALER in 300 | #PROFILTRSETTINGPOWDER in "Honey" and "Hazelnut" | @jasmineannnn” (29)

Lastly, the sub-theme *Representation* (Table 3) observes the ways Fenty Beauty encoded positive associative meaning into its foundation and concealer products. In the captions, the brand described the Pro Filt'r Foundation and Pro Filt'r Concealer as “flawless and real” (56), “the cure” (95), “MF BOMB” (18), “New holy grail” (20), and “complexion perfection” (46).

Shades of Colour

The second theme identified in the dataset refers to Fenty Beauty’s acknowledgment of the various skin tones among people of colour. Though diverse and inclusive shades is a central theme for the brand, the analysis observed that none of the brand’s captions used the words

“diverse” or “inclusive”. Instead, Fenty Beauty used *Alternative Phrases* (Table 3), such as “Made for all skin tones” (4), “More ways to get matched” (12), “We’ve added... to the squad” (12), “Go and cop your shade” (55), “rich in colour” (64), “to work with all skin tones” (69), and “Best match we’ve seen” (94).

To promote the new shades for the Pro Filt’r Foundation and Pro Filt’r Concealer, Fenty Beauty featured social media influencers on their posts and displayed their respective shade number in its captions followed by the influencer’s Instagram handle (discussed further in the theme to follow). Throughout the sampling dates, the analysis observed an *Equal Consideration* (Table 3) of each shade range—100s - 400s—that were featured by the brand:

“A natural makeuplook, just enough to cover what you want using #PROFILTRCONCEALER in 130 [emoji] #rihgram @evonwahab” (51)

“Brightened and flawless in soft-matte perfection [emoji]#PROFILTRCONCEALER in 280 | @teairawalker” (38)

““I love this concealer it's full coverage and smooth [emoji] I also love this powder, it sits flawless" #rihgram @iservetheface | #PROFILTRCONCEALER in 310 | #PROFILTRSETTINGPOWDER in "Banana" | #KILLAWATT in #TRPHYWIDE | #GLOSSBOMB in #DIAMONDMILK | #MATCHSTIX n #TRUFFLE” (48)

“We came in the game to throw y'all shade! 10 new shades of #PROFILTRFOUNDATION have been added to the collection for a total of 50! [emoji] Model wearing our deepest shade in 498 | Makeup by @jasminwas
Model: @nyabelgg” (22)

With respect to shade expansion, Fenty Beauty dedicated its posts to either all 10 new shades or periodically focused on one shade within the expansion, particularly with its darker shades, for example:

“50 shades and you know we had to get deep! #PROFILTRCONCEALER in 498 is our deepest shade of our new creamy, longwearing, and creaseproof concealers. [emoji]” (37)

Visibility

The third theme revealed in the analysis is “Visibility”. This theme relates to captions that featured consumers of the Pro Filt’r Foundation and Pro Filt’r Concealer. Though

individuals featured on Fenty Beauty's posts are recognized as social media influencers in the beauty industry, this analysis nonetheless considered them as consumers. In Fenty Beauty's captions, Instagram handles were cited to identify the featured individuals in the posts.

A significant sub-theme in this observation was *Intersectionality* (Table 3). Captions referenced identity markers including skin colour, race, gender, sexuality, nationality, body type, and religion. In all featured posts, skin colour was identified by the individual's foundation and concealer shade numbers, for example:

"FLAWLESS & MATTE, skin lookin all dat! [emoji]|#PROFILTRFOUNDATION in 445 | #PROFILTRCONCEALER in 450 | #PROFILTRSETTINGPOWDER in #NUTMEG | #MATTEMOISELLE in #PMS | @ivyleaguestyles" (58)

Cultural identities were also mentioned to introduce several featured consumers:

"LIVE NOW!! Watch #FENTYBEAUTY Global Makeup Artist, @priscillaono, and @jen_ny69 show you how they get their #FENTYFACE glow with our new #PROFILTRCONCEALER and #PROFILTRSETTINGPOWDER! Head to youtube.com/fentybeauty to see their looks and learn about some of their favourite Latina traditions! [emoji]" (14)

In addition, some posts featured several intersectional identifiers, including a feature with @dexrated, a queer, plus-size male dancer, model, and choreographer:

"#MGM? #MALEGROOMINGMONDAY [emoji] "category is: #FENTYBEAUTY Boy Glam Realness!" | #rihgram @dexrated | #PROFILTRPRIMER | #PROFILTRFOUNDATION in 440 | #profiltrconcealer IN 410 | #INVISIMATTE Blotting Powder | #KILLAWATT in #HUSTLABABY | #GLOSSBMOB in #FENTYGLOW" (87)

Within the dataset, Fenty Beauty featured global influencers with varying identities including @_samiranoor_, a Muslim makeup artist, @safiyahtasneem, a Hijabi beauty blogger, as well as @wedisruptbeauty of Ecuador and Afghanistan, @roua_almawally from Dubai, @sonya.elle.dee of the UK and Jamaica, and @yuna and @norianathefacedesigner from Malaysia.

Although Fenty Beauty's featured posts highlighted individuals with a large social media following and thus, who have power to influence, the brand presented opportunities to feature individuals from the broader public:

“Our February "You Did That" is live! @kai.yaneeke was hand-selected by @badgalriri, to be featured on fentybeauty.com for this beautiful look using #PROFILTRFOUNDATION [emoji] Want a chance to be chosen by #Rihanna and highlighted on our website?! Upload your pic wearing #FENTYBEAUTY to fentybeauty.com/about-fenty-beauty [emoji]!! Photography by @bydestinee” (82)

Response to the Beauty Industry

The fourth theme identified in the dataset is “Response to the Beauty Industry”. This theme describes captions that are framed in a manner to offend leading beauty companies that do not consider underserved markets. This is depicted using phrases such as “Shades made for all, that’s why we’re here!” (5), “We came in the game to throw y’all shade!” (22), and “Yes, we are shook too!” (4), where *throw shade* is a slang phrase that means “to publicly denounce or disrespect” (Urban Dictionary, 2006) and *shook* is a slang word for a state of shock or surprise (Urban Dictionary, 2016). Captions with these types of phrases were categorized into the sub-theme *Criticism* (Table 3). In this instance, Fenty Beauty referred to its entrance into the beauty industry as having a transformative influence on its environment and those participating in it, for example:

“Adding 10 new #PROFILTRFOUNDATION shades to the collection! As @badgalriri said, we are always looking out to make sure we got y’all matched and will continue to do so! Get it now at fentybeauty.com, @sephora, @harveynichols, and #SephoraInJCP!” (3)

Another sub-theme observed in the dataset is *Care* (Table 3) and describes phrases in Fenty Beauty’s captions that suggested its products can meet consumers’ needs in relation to shade matching. This was demonstrated with phrases, such as:

“Y’all know we got a shade for you!...” (47)

“... #PROFILTRCONCEALER has got you covered, sis!...” (16)

“... 50 shades to work with all skin tones!...” (69)

“More shades = more flawless #FENTYFACES...” (86)

Lastly, in a post celebrating Martin Luther King Day, Fenty Beauty embodied the overall theme and illustrated both sub-themes, *Criticism* and *Care*: “A new generation of beauty.

#BEAUTYFORALL #HAPPYMLKDAY [emoji]” (44).

Table 3

Summary of thematic analysis used for Fenty Beauty captions

Themes	Sub-themes	Illustrative Example
Consumer Empowerment	<i>Consumer Agency</i>	In a room full of shade, we still had 10 more to give [emoji]
	<i>New Awareness and Possibilities</i>	#PROFILTRFOUNDATION now comes in 50 shades of the same pore-diffusing, humidity resistant formula that keeps skin looking flawless AND real. [emoji]
	<i>Representation</i>	Meet our 10 new shades, 105, 145, 185, 235, 255, 345, 385, 445, 495, and 498!
Shades of Colour	<i>Alternative Phrases</i>	50 shades and you know we had to get deep! #PROFILTRCONCEALER in 498
	<i>Equal Consideration</i>	is our deepest shade of our new creamy, longwearing, and creaseproof concealers. [emoji]
Visibility	<i>Intersectionality</i>	#MGM? #MALEGROOMINGMONDAY [emoji] "category is: #FENTYBEAUTY Boy Glam Realness!" #rihgram @dextrated #PROFILTRPRIMER #PROFILTRFOUNDATION in 440 #profiltrconcealer IN 410 #INVISIMATTE Blotting Powder #KILLAWATT in #HUSTLABABY #GLOSSBMOB in #FENTYGLOW
Response to the Beauty Industry	<i>Criticism</i>	Shades made for all, that why we're here! We've added 3 more products to our #PROFILTR collection and they're made for all skin tones! [emojis] 50 shades of new #PROFILTRCONCEALER, 8 shades of
	<i>Care</i>	#PROFILTRSETTINGPOWDER, and 10 NEW shades of #PROFILTRFOUNDATION! Go get your complexion perfection NOW at fentybeauty.com, @sephora, @harveynichols, and #SephorainJCP!

Fenty Beauty User Comments

Place and Identity

The first theme identified in the dataset is “Place and Identity”. This theme refers to the ways in which geographic spaces construct identity (Wilton et al., 2018). This was supported by the sub-theme *Shade Scarcity* (Table 4). *Shade Scarcity* exemplified user comments that acknowledged a general lack of foundation and concealer shades that accurately represent the population where the user resides. According to the analysis, this absence of representation was significant on a global basis as the locations mentioned in the dataset included India, Romania, Mexico, Brazil, Germany, Netherlands, Barbados, Peru, South Africa, Africa, and parts of the UK (Appendix A). There are several instances where this overall theme was illustrated. The dataset highlighted the limited access to and availability of inclusive shades prior to the expansion, specifically for darker skin tones, as depicted in the extract below:

“jessgeria: @fentybeauty I’ve just picked up a new foundation (480) and new concealer (480) IN STORE (I live in Australia) and you know the struggle for black girls out here for foundation is REAL. THANK YOU FENTY!!!! [emoji]” (20)

This comment notes both the user’s reference to their shade number—which is one of the darker shades in the collection—and the rare event for it to be offered “IN STORE” (@jessgeria, 2019). In similar contexts, other users referenced their location to emphasize shade unavailability saying “we would love to hve them” (2) and “we need more places to purchase from” (36), while some users requested that Fenty Beauty products be extensively available in all retailers that sell beauty products, for example:

“onyinyer: Please stock @fentybeauty on other stores in London !! Not just Harvey Nichols ...” (37)

From the analysis, comments revealed that Fenty Beauty products are not available in all global regions despite active support from prospective customers worldwide. Users presented

their understanding of where they live, its current beauty landscape, and Fenty Beauty's potential disruption to its climate. In this regard, users expressed an overall demand for the brand's shade offerings that was seemingly greater than supply in their location.

Redefine Mainstream Beauty

The second theme revealed in the analysis is "Redefine Mainstream Beauty". This theme describes a distrust and dissatisfaction toward established beauty brands due to its system of exclusivity. The sub-themes linked to this theme are *Call to Action* and *Setting New Expectations* (Table 4). These sub-themes derive from user comments that conveyed an awareness of an industry-wide issue in which certain shades are excluded from product lines by other brands. Some users expressed gratitude toward Fenty Beauty for "finally giving the cosmetic industry the wake up call they desperately needed" (63) and asserted that "everybody else better take NOTES" (67). In the dataset, Fenty Beauty's shade offerings were perceived as a new standard to include all colours of the skin-tone continuum:

"lara_and_elliee: These shades are so good!!!! There is colours for every skin tone which you don't find in many brands there is colours for people who have a really pale skin tone but then there is also shades for really dark skinned woman which you don't often see! Good job fenty for helping promoting equality in your brand and shades [emoji]" (84)

Users also recognized the diversity in the lighter shades and observed the various undertones a shade can have, for example:

"catherine_patricia: I love that you guys have actual olive undertones in the light shades [emoji] most brands don't" (163)

From this perspective, users commented on their disapproval with the industry and named other brands not in accordance with shade range expectations:

"graciegirlproductions: @jamescharles hopefully a good shade range instead of 5 basically the same @tartecosmetics" (125)

"clov_ur: 10 more foundation shades? So 50 in total, still better range and undertones than morphé" (27)

Likewise, in response to a post that visualized all 50 shades mixed into one bottle, @andriettaaa remarked, “the fact that this bottle alone is more diverse than some brands' entire range [emoji]” (139).

It is apparent in the comments that users framed Fenty Beauty as a threat to the industry, “the other stores that sale makeup might as well shut it downnnn” (51), indicating that there are consequences for brands that do not meet Fenty Beauty’s standard. The push for the industry to redefine ideas about what beauty looks like was substantial in the dataset as users thanked Fenty Beauty for “letting EVERYONE find their perfect routine” (63).

Allyship

The third theme in the dataset is “Allyship”. This theme relates to users’ acknowledgement of their race privilege and power which were utilized to support individuals who do not share the same social experiences due to systemic barriers. In the sub-theme *Race Privilege and Power* (Table 4), users highlighted contrasting consumer experiences on account of skin colour when purchasing foundation products. These comments particularly came from users who shared identity as ‘white’ or ‘light-skinned’. In acknowledging privilege and power, users expressed a sense of *Accountability* (Table 4), openly discussed it in the comment section, and framed it with intention.

“createmua: It really makes me happy that you are considering EVERYONE when creating a product. Obviously I am white, so I might not have a hard time finding the right shade for me, but I know a lot of people can't say the same and it means a lot for you to be considering those people. Really! Thank you [emoji]” (161)

As privileged consumers, users refrained from discussing how the foundation and concealer products worked for them, and instead shifted attention toward consumers who have been excluded by the industry:

“styleweekender: As if I didn't already have my shade. I'm just excited for all the other women who will get even a more perfect shade. Okurrr” (66)

Some users extended credit to the founder of Fenty Beauty, Rihanna, and recognized the brand's impact on people of colour in hopes that other brands in the industry can acknowledge the challenges associated with limited shade offerings and use their platform to support racial diversity and inclusion, for example:

“jlove3348: Thank God for someone like her in the public eye to actually care about embracing beauty for all races especially the darker tones for black women. Yessss” (59)

Being and Feeling in Place

The fourth theme identified in the analysis is “Being and Feeling in Place”. This theme refers to one's ability to construct and affirm a sense of self through consumption. The sub-theme *Emotional Connection* (Table 4) describes comments that shared users' first impressions of the product's shade range: “for the first time, I have MY colours” (85), detailed their past struggles with shade matching: “I have always had trouble finding my perfect shade” (98), and revealed the burden of limited offerings: “Finally a perfect match no more "you're really in between shades" [emoji]” (129).

Throughout the comments, users described the limitations of a narrow selection of skin shades and undertones and advised that complexion products must be wide ranging to reflect and include the consumer population. From those of light, medium, and deeper complexions, many users identified themselves by their Fenty Beauty shade number across all ranges:

“elklie: me, a shade 100” (114)

“wr.marina: Just ordered the concealer in 150 and the setting powder in "butter" [emoji] can't wait Greetings from Germany” (50)

“heylylizzy: If my foundation is 190 and I want my concealer a little lighter should I do 180????” (43)

“mademoiselle_missmia: I love mine it's the 240 I look like a flawless queen every time [emoji] @ fentybeauty” (81)

“heavysigh: Ahhh I bought the concealer in 310 AND another foundation even though I already have one [emoji] gotta say stocked up on my Fenty faves [emoji]” (16)

“alicialynnettee: Got my concealer in 360, Honey translucent [emoji] & Banana [emoji] translucent [emoji]” (19)

“gaylab: 385 is my perfect shade [emoji] thanks for adding more” (69)

“brittztheemusicjunkie: I'm shade 430, I'm going to get concealer 410, 430, and nutmeg.” (44)

“afiiiiiiinsta: Got 450 for my undereye, 498 to contour & coffee! Soooooo excited. I love you guys!” (23)

Another significant sub-theme revealed in the analysis was *New Shopping Experience* (Table 4). Users observed that the brand had an abundance of shade options to the extent that some matched incorrectly before finding the right shade: “Oh and I picked up the new foundation shade 445!!430 was a bit too warm for me.but now I think I have my perfect match!!” (62), while others mentioned they were unrepresented in the brand’s previous 40 shades, but have since found a suitable match following the 10 additional shades to the collection:

“ttessakah: I have always had trouble finding my perfect shade even with fenty either they were too light I looked dead or too dark I looked weird!! But last weeks ago I took another shoot and went back to try and find my shade once again, and for the first time in my life i found a shade that matches my skin tone so perfectly it looked like I wasn't wearing any foundation @fentybeauty thank you [emoji] for creating 185 a shade that compliments me so perfectly [emoji]” (98)

Conscious Consumerism

The fifth theme in the dataset refers to the appreciation and respect users displayed toward the brand with regards to its comprehensive inclusivity across skin shades and tones. Users identified Fenty Beauty as a company with *Passion and Purpose* (Table 4): “A brand I can get behind always” (168), that appeals to a broad customer base: “Literally for EVERYONE!” (123), and attracts varied communities: “Yass variety!! All levels of melanin on deck! [emoji]” (134). The analysis also observed sense of intent from users as they often referenced the company name to direct their support: “Thank you @fentybeauty for making more shades!!”

(62). Users also made positive reference to Fenty Beauty’s founder, Rihanna, “A PIONEER! [emoji]” (170), and characterized her as an *Advocate* (Table 4) for diverse and inclusive beauty:

“vixenriah: Fenty said [emoji] we did it first” (108)

“brendaaoxo: Ahhhh can’t wait to hit up Sephora in the morning!!!!!! [emoji] Rih has changed the game FOREVER!!! [emoji]” (14)

“jameshall895: Riri makes it happen for the ladies all over the world with fentybeauty love you rihanna” (82)

Other users understood the brand’s launch to be an advancement for the industry with sincere connectivity among beauty consumers:

“lara_and_elliee: This company never fails to impress all the colours are so diverse and everything is so inclusive, this range has 50 SHADES!!! From the whitest of whites to really dark skinned women fenty has it all, well done [emoji]” (166)

Only the Beginning: The More We Talk About It, the Better

The final theme from the analysis of user comments refers to conversations that aim to eliminate further exclusionary. In the dataset, the sub-themes *Request for More Inclusivity* and *Considerations* (Table 4) depict consumer experiences that did not satisfy expectations. The extent of considerations varied. Users expressed concern regarding undertones, texture, and formula, for example:

“el_veggo: Love it my only request for the next shade expansion is that you make an olive undertone shade lighter than 130!...” (86)

“bloodofvenom: I love fenty, but I wish there were more shades for cool undertones...” (145)

“maggie.mcamis: @fentybeauty you guys should definitely make a dewy foundation for people with dry skin” (115)

“jscat8again: Could I add a request for a sensitive skin formula? I love the foundation and concealer (amazing shade range!), but I break out every time I use it...” (185)

Though users continued to praise the brand’s shade range despite considerations, finding a suitable match remained a problem for some users:

“champagne_kisses: Meanwhile I'm still trying to get a foundation match [emoji]” (133)

“jscat8again: ...it would be great if we could get come more help with shade matching on the website.” (185)

Users provided feedback based on their experiences with product usage, commenting:

“Even the cool shades in the collection were to warm for me” (145), and “You need to make lighter foundations because they look good at first, then they oxidize too much and make pale skin look orange” (93). Yet, users anticipated future shade expansions:

“khadijarykiel: Next launch guys I need a 415 drop! 420 got me Cheeto in the white house orange and 410 got me casket ready! [emoji] my red yellow undertone be having me struggling out here ! [emoji]” (90)

In the sub-theme *Confidence* (Table 4), comments were not entirely negative as some users displayed satisfaction with Fenty Beauty’s foundation and concealer products and trusted that the brand would continue to introduce and deliver optimal product lines:

“jinanichol: ...Let's keep it going.. How about a FentyBeauty skincare line too!! And let's brings it all the way heauxm with a lux hair extension line.” (55)

The following section interprets the findings and analysis of the themes illustrated in Fenty Beauty captions and user comments on Instagram in connection to the research questions and literature review. It presents evidence-based understanding into the significance of the central research problem and introduces new insights upon consideration of the findings. Further, it identifies potential limitations in this study and opportunities for future investigations.

Table 4*Summary of thematic analysis used for user comments*

Themes	Sub-themes	Illustrative Example
Place and Identity	<i>Shade Scarcity</i>	jessgeria: @fentybeauty I've just picked up a new foundation (480) and new concealer (480) IN STORE (I live in Australia) and you know the struggle for black girls out here for foundation is REAL. THANK YOU FENTY!!!! [emoji]
Redefine Mainstream	<i>Call to Action</i> <i>Setting New Expectations</i>	lara_and_ellie: These shades are so good!!!! There is colours for every skin tone which you don't find in many brands there is colours for people who have a really pale skin tone but then there is also shades for really dark skinned woman which you don't often see! Good job fenty for helping promoting equality in your brand and shades [emoji]
Allyship	<i>Race Privilege and Power</i> <i>Accountability</i>	createmua: It really makes me happy that you are considering EVERYONE when creating a product. Obviously I am white, so I might not have a hard time finding the right shade for me, but I know a lot of people can't say the same and it means a lot for you to be considering those people. Really! Thank you [emoji]
Being and Feeling in Place	<i>Emotional Connection</i> <i>New Shopping Experience</i>	ttessakah: I have always had trouble finding my perfect shade even with fenty either they were too light I looked dead or too dark I looked weird!! But last weeks ago I took another shoot and went back to try and find my shade once again, and for the first time in my life i found a shade that matches my skin tone so perfectly it looked like I wasn't wearing any foundation @fentybeauty thank you

[emoji] for creating 185 a shade that compliments me so perfectly [emoji]

**Conscious
Consumerism**

Passion and Purpose
Advocate

lara_and_ellie: This company never fails to impress all the colours are so diverse and everything is so inclusive, this range has 50 SHADES!!! From the whitest of whites to really dark skinned women fenty has it all, well done [emoji]

**Only the Beginning:
The More We Talk
About It, the Better**

*Request for More
Inclusivity*
Considerations
Confidence

el_veggo: Love it my only request for the next shade expansion is that you make an olive undertone shade lighter than 130! Right now I mix 130 and 105 to get my perfect match

Discussion

The following section interprets and describes the significance of the results from the thematic analysis in relation to the research questions and existing literature. The findings reveal the level of empowerment individuals experience as consumers, the distinction between diverse practices from inclusive practices, the inclusion of other identity markers beyond race, and the absence of accountability from the mainstream beauty industry. In the comment section, users underscore the absence of representation in consumer markets and its implications toward identity, the capacity of online communities to challenge and shape public opinion, and the value of an authentic relationship between brands and consumers. Furthermore, the results of this study illustrate the extent to which Fenty Beauty's shade expansion creates a dialogue about racialized beauty through discursive practices on social media.

Welcoming the Ethic of Discomfort

Scholars deploy the ethic of discomfort as a method to interrogate oppressive systems and beliefs (Burns, 2019). Through this approach, an openness to new conversations and insights into areas of social inequality encourages new discourses on diversity and inclusion. It can also uncover marginalizing ways of thinking that are normalized and tolerated in mainstream environments. According to the literature, this state of self-awareness is realized when racialized culture and social structures dismantle toward achieving equality and consequently reconstructs "truth" (Burns, 2019; Irwin, 2006). This dynamic nature of power relations is evident in the themes presented where Fenty Beauty's shade expansion challenges and rejects existing discourses of racialized otherness. In the captions, the brand humanizes the Other, commits to inclusion and belonging, and changes representations of race and other types of identity markers (Evans and Nixon, 2013; Hall, 1997; Irwin, 2006; Landor and Smith, 2019). These actions

encourage a space for dialogue where users can express feedback and share experiences as racialized consumers.

Findings reveal an ongoing awareness of racial diversity and inclusion as the themes related to the Western discourse of racialized beauty is consistent throughout brand captions. Likewise, Instagram users steadily discuss subjects on race and share personal experiences that also relate to racialized beauty. This is depicted in the themes “Place and Identity” and “Being and Feeling in Place”. A comparative analysis between themes from captions and comments was not included in this study; however, user comments appear to be triggered by Fenty Beauty’s overall shade expansion than to its corresponding brand caption. Still, discursive formation by the brand consistently occurs beyond the product launch date and endures each time users identify with the shade expansion. This suggests that cosmopolitical engagement transpires at both the consumer level and brand level where it is systemic and is an essential measure to undo the structures of invisible hegemony positioned throughout the industry.

Discursive Activities in Digital Spaces

This study presents comment sections on social media networks as counterpublic spaces. The thematic analysis for user comments reflect counterdiscourses about marginalizing experiences based on race (Fraser, 1990; Charles and Fuentes-Rohwer, 2015). As discussed in the literature, the participatory and interactive nature of online communities enables users to influence perceptions and public opinion through personal expression and support across deliberations (Tombleson and Wolf, 2016; Toepfl and Piwoni, 2015; Zimmerman, 2015). Within comment sections, the analysis recognizes counterpublic deliberations in response to the brand, its captions, and its products. Similarly, Fenty Beauty’s motivation behind its foundation and concealer products, and the socio-political orientation of its captions, shape the level of

commenting activity since discourses of race, beauty, diversity, and inclusion are central throughout the themes. This also affords insight into the range of individuals that participate in this discursive arena and the types of discursive patterns they pursue. This does not, however, imply that user comments are identical. For instance, comments that request more inclusivity and propose considerations for future shade expansions suggest that there are still gaps where users are not entirely represented in Fenty Beauty's foundation and concealer products. Not only do these types of comments encourage ongoing vigilance and self-reflection of social inequalities as previously discussed, but they establish another layer of counterpublic talk that emerges within the existing counterpublic arena.

Discourse travels easily through social media. Its presence in it can reveal how power is organized and what is recognized as dominant knowledge and truth (Evans and Nixon, 2013; Hall, 1997; Irwin, 2006). The digitally mediated discursive formation by Fenty Beauty and its respective user comments garner sizable and quick participation and engagement. Within social media conversations, users express activism, voice solidarity, and contribute to social change. This is particularly evident in comments where users oppose hegemonic beauty standards, demonstrate allyship, display appreciation toward Fenty Beauty for valuing and promoting diverse and inclusive representation, and consequently, call for actionable change across the entire industry. The ability to shift and shape perspectives and public opinion through user-generated content is an affordance of social media (Rathore and Ilavarasan, 2015; Gündüz, 2017). Though, it is important to acknowledge the performative nature of online platforms. In relation to the findings, allyship from individuals with greater power and privilege—due to systemic oppression toward others—can appear performative and conceal any type of action and solidarity that occurs offline. Conversely, if social media can act as an infotainment tool as

scholars suggest, its place in the circuit of culture is vital in changing conventional social systems to reflect the discourse exhibited by Fenty Beauty and its online community.

Branding Diversity and Inclusion

Fenty Beauty places racial diversity and inclusion at the centre of its brand narrative. This not only highlights exclusion and misrepresentation in the beauty industry but differentiates the brand from its competitors. As observed in the findings, the theme “Response to the Beauty Industry” outlines several ways Fenty Beauty considers itself a disruption to the existing beauty category and a threat to other brands. The captions suggest a lack of accountability from mainstream beauty brands that inadequately represent people of colour in its complexion products.

Fenty Beauty exercises social identity theory in its captions. From the dataset, the brand associates its foundation and concealer products with a sense of belonging. The themes from comments validate several instances where individuality and differences are supported and encouraged. Instead of categorizing race-based ontological and epistemological distinctions in hierarchies, Fenty Beauty promotes and normalizes differences between group members (Stets and Burke, 2000; Borgerson and Schroeder, 2018; Kuipers et al., 2014). However, this subsequently categorizes other brands as the “out-group” for its lack of diverse and inclusive shade offerings. It also suggests that race and personal experiences with systemic discrimination guide comments and prompt users to recognize the brand’s efforts toward diverse and inclusive beauty (Jonsen et al., 2019; Williamson et al., 2008). Moreover, Fenty Beauty’s founder, Rihanna, may also inspire favourable consumer reactions given her identity as an Afro-Caribbean woman and advocate for marginalized consumers.

Among the themes, inclusion discourse exceeds diversity discourse. Both Fenty Beauty captions and user comments reveal dialogue that transcends quantifying differences and instead demonstrates how individuals come together and fit into the quilt of beauty, despite identity markers (Jonsen et al., 2019; Roberson, 2006). This distinguishes diversity from inclusion as opposed to terms that “go together” (Jonsen et al., 2019). Accordingly, brand captions illustrate inclusion discourse through an absence of the terms “diverse” and “inclusive” and are substituted with phrases such as “Made for all skin tones” and “More ways to get matched”. This further recognizes diversity and inclusion as complimentary practices and showcases how each concept works within the brand.

Limitations and Future Direction

This study examined posts related to Fenty Beauty’s Pro Filt’r Foundation and Pro Filt’r Concealer and omitted other products. For a closer analysis into the brand’s commitment to diverse and inclusive beauty, posts promoting other Fenty Beauty products may be considered in future studies. With respect to user comments, this study examined three posts of user comments since the number of comments on each post exponentially exceeded the number of captions for the analysis. As such, the analysis does not cover all associated user sentiments in relation to the examined brand captions. In addition, the number of comments analyzed on January 11th, 2019, January 24th, 2019, and February 9th, 2019 fluctuate. January 24th, 2019 contained 19 comments related to race and ethnicity, while the other sampling dates were relatively greater but comparable. This may have been due to Instagram’s flexibility of commenting in several ways. First, users can tag other users without context; and secondly, can also communicate using emojis. Comments that only consisted of emojis were heavily present in the dataset. Although emojis can be encoded with meaning associated with diversity and inclusion, a visual analysis

was not included in this study. Thus, this limited the range of comments for the analysis. A sentiment analysis to account for emojis may be a consideration in future designs of related studies. Lastly, uncensored comment sections are also susceptible to automatically generated messages. This further limited the amount of related content. During transcription, it was observed that captions were communicated strategically whereas the comments appeared natural and unscripted. This may have been an attempt by the brand to maintain a consistent brand message or highlight its aesthetic imagery. The transcription also revealed duplicated captions throughout the sampling dates. However, the images associated with these captions varied. This may be an opportunity to employ a visual analysis in further research where extended parameters can accommodate a mixed-methods approach. Removing duplicated captions was considered; however, this would have skewed the validity of the study and organization of the sampling dates. Although captions did not introduce new dialogue on each post, it inadvertently sustained the dialogue in its comment sections. Future studies would benefit from a broader sampling frame and sampling date to include posts that correspond to Fenty Beauty's first launch of 40 shades for a comparative analysis of discourse.

Conclusion

This study examines the recent shift in discourse around racial diversity and inclusion in the beauty industry following Fenty Beauty's launch of 50 shades of its foundation and concealer products. Using brand captions and user-generated comments on Instagram, the dialogue between Fenty Beauty and Instagram users around race and beauty was explored through a qualitative thematic analysis to understand the social construction of racialized beauty standards that are supported by invisible hegemony and reinforced through representation. These insights are vital for the transformation of racialized culture. The study asked three questions to guide this central research problem: How do Fenty Beauty's Instagram captions relate to the Western discourse of racialized beauty? What kind of user comments are expressed on Fenty Beauty's posts with regards to the Western discourse of racialized beauty? What consumer experiences are users sharing that relate to Fenty Beauty's shade expansion? The findings reveal several significant characteristics that suggest that Fenty Beauty's shade expansion serves as a catalyst for a dialogue on race and beauty and is sustained by personal narratives initiated by systemic oppression. First, Fenty Beauty's dialogue sparks the ethic of discomfort which promotes the ongoing openness to new conversations and insights into marginalizing discourse. Concern on both an individual and institutional level is notably important in shaping public opinion. To further evaluate the transformative impact of institutional level discussions about racialized beauty, future research may explore and compare race and beauty discourse from other beauty brands. A close examination of brands specifically pressured by "The Fenty Effect" would consider whether these brands commit and contribute to dialogue that initiates similar counterpublic talk at the individual level.

Second, comment sections on social media afford a range of perspectives from users as conveyed on Fenty Beauty's Instagram posts. In this discursive arena, users expressed activism, voiced solidarity, and validated the brand's substantial impact on the beauty industry through narratives of belonging and a promising end to past struggles. This realizes the extent to which online communities can shape public opinion. From the analysis, user comments reflected public opinion from international audiences with access to Fenty Beauty products. This study was able to examine representations of race in the beauty industry from a Western perspective. Future research could explore social media discussions from non-Western cultures to examine other values around skin colour and whether race and beauty discourse in other regions differ.

Finally, it is through Fenty Beauty's purpose to make diversity and inclusion the centre of its brand narrative that individuals can be racially and ethnically represented through consumption practices. This directs attention toward other influential beauty brands whose practices may have historically reinforced racial hierarchies but have adopted anti-racism and diversity and inclusion practices. While the analysis of Fenty Beauty captions illustrates some of the ways brands can model discussions around racialized beauty, one significant limitation to consider is the possibility that racial tolerance and openness can be partially motivated by corporate social responsibility trends and consumer expectations as illustrated by "The Fenty Effect". In further research, discourse from user-generated content should be considered to inform the effectiveness and sincerity of corporate initiatives related to anti-racism and diversity and inclusion. In analyzing the intersections of representation, colourism, identity, consumption, and counterpublics, this study contributes to an understanding of the complexities of race and beauty and informs future investigations on the way people view society and operate in it.

Appendix A

Post No.	Post Date	Caption Extract
1	11-Jan-19	<p>We liiiiveeee baybeee! Our #PROFILTR collection just got bigger with 3 new products, and they're available NOW! 50 BRAND NEW shades of our creamy and long-wearing #PROFILTRCONCEALER, 8 shades of our translucent and light as air #PROFILTRSETTINGPOWDER, and 10 more shades of #PROFILTRFOUNDATION are available online now at fentybeauty.com, @sephora, @harveynichols, and #SephorainJCP! Get it all in stores when they open!!</p> <p>(https://www.instagram.com/p/BsflEw8gCRu/?igshid=b5xmu1mabc)</p>
2	11-Jan-19	<p>We have arrived! Who's grabbing our new #PROFILTRCONCEALER, #PROFILTRSETTINGPOWDER, and #PROFILTRFOUNDATION today?! [emoji] Don't forget we have new tools too - Powder Puff Setting Brush, Lil Precision Makeup Sponge Duo, AND the Precision Concealer Brush! Show out in your #FENTYFACE all 2019!</p> <p>(https://www.instagram.com/p/BsgBOLqgBf-/igshid=q46w4xqzfg4z)</p>
3	11-Jan-19	<p>Adding 10 new #PROFILTRFOUNDATION shades to the collection! As @badgalriri said, we are always looking out to make sure we got y'all matched and will continue to do so! Get it now at fentybeauty.com, @sephora, @harveynichols, and #SephorainJCP!</p> <p>(https://www.instagram.com/p/BsgcEH6g5n0/?igshid=1q35th39n8lxc)</p>
4	11-Jan-19	<p>Welcome to the #PROFILTR crew! We've added: [emoji] 50 shades of #PROFILTRCONCEALER that cover bags, blemishes, hyperpigmentation and more! [emoji] 8 translucent shades of #PROFILTRSETTINGPOWDER made for all skin tones, with NO flashback [emoji] 10 more new shades of #PROFILTRFOUNDATION in the same award-winning soft-matte longwearing formula y'all love! Yes, we are shook too! Get it now at fentybeauty.com, @sephora, @harveynichols, and #SephorainJCP!</p> <p>(https://www.instagram.com/p/BsgoMDbA8PT/?igshid=lwkgoukzteb7)</p>
5	11-Jan-19	<p>Shades made for all, that why we're here! We've added 3 more products to our #PROFILTR collection and they're made for all skin tones! [emojis] 50 shades of new #PROFILTRCONCEALER, 8 shades of #PROFILTRSETTINGPOWDER, and 10 NEW shades of #PROFILTRFOUNDATION! Go get your complexion perfection NOW at fentybeauty.com, @sephora, @harveynichols, and #SephorainJCP!</p> <p>(https://www.instagram.com/p/Bsg7p-CAUJC/?igshid=1v8z6fkjkac4y)</p>

6	11-Jan-19	Need help figuring out your PROFILTRCONCEALER shade??? We made it easy to shop [emoji]! Try your #PROFILTRFOUNDATION shade as a starting point, then adjust lower or higher depending on what you need to conceal. Head to fentybeauty.com to see what shades are best for you! Available now!! (https://www.instagram.com/p/BshXkdIgjUI/?igshid=1hwz2c7dgiou7)
7	12-Jan-19	Watch #FENTYBEAUTY Global Makeup Artist, @artbyhector, take @bretmanrock from sick to sickening using our new #PROFILTRCONCEALER, #PROFILTRSETTINGPOWDER, and classic #PROFILTRFOUNDATION. Head to YouTube.com/fentybeauty! (https://www.instagram.com/p/BshsVdUAY2p/?igshid=fmbp1zgghvpk)
8	12-Jan-19	@iluvsarahii: showing out in smooth complexion using #PROFILTRFOUNDATION in 260 and #PROFILTRCONCEALER in 210 [emoji] Y'all copped that new #PROFILTRCONCEALER?! #FAIRYBOMB Shimmer Powder in 24Kray (https://www.instagram.com/p/BsjOMknARF0/?igshid=zvoopm2qiw4z)
9	12-Jan-19	"Clean, effortless, but make it GLAM! I'm wearing the new #FENTYBEAUTY #PROFILTRSETTINGPOWDER in 'Banana'. It's a part of their newest launch, it sets, mattifies, and smooths to perfection and the shades are gorgggg! No flashback either honey! Avail in 8 shades" #rihgram @jackieaina (https://www.instagram.com/p/BsjmGfoAQGo/?igshid=15uaewtnz4gl9)
10	13-Jan-19	Conceal what you need to [emoji] We've got 50 shades of creamy and smooth #PROFILTRCONCEALER with the perfect tools to blend your makeup to perfection! Our "Lil Precision Makeup Sponge Duo" comes with two little sponges that precisely blend and conceal under eyes! [emoji] (https://www.instagram.com/p/BskEPAqApdH/?igshid=dy2s7aqv4u9m)
11	13-Jan-19	"There's nothing like an amazing concealer that blends seamlessly and doesn't look like you're wearing a ton of makeup... [emoji]" #rihgram @elnaz_golrokh in our brand new #PROFILTRCONCEALER! (https://www.instagram.com/p/BsldvkOArFc/?igshid=a28jnhlvravq)
12	13-Jan-19	Same soft-matte and longwearing formula with more ways to get matched! [emoji] We've added 10 new shades of #PROFILTRFOUNDATION - 105, 145, 185, 235, 255, 345, 385, 445, 495, and 498 to the squad!! Available now! (https://www.instagram.com/p/Bsl2TGrAl6-/igshid=1gry35lc204qa)

13	13-Jan-19	"I don't mind if my lipstick transfers on New Years [emoji] but my concealer has got to stay put! Used the new #FENTYBEAUTY #PROFILTRCONCEALER in 255" #rihgram @desiperkins (https://www.instagram.com/p/BsmMDdmgNBm/?igshid=4zwnn2s95icj)
14	13-Jan-19	LIVE NOW!! Watch #FENTYBEAUTY Global Makeup Artist, @priscillaono, and @jen_ny69 show you how they get their #FENTYFACE glow with our new #PROFILTRCONCEALER and #PROFILTRSETTINGPOWDER! Head to youtube.com/fentybeauty to see their looks and learn about some of their favourite Latina traditions! [emoji] (https://www.instagram.com/p/BsmXhALgdDP/?igshid=peh91vua0ma2)
15	14-Jan-19	"For the new year we rockin with the new #FENTYBEAUTY #PROFILTRCONCEALER to keep us covered and this is #THECURE. It's long wearing, crease & sweat resistant AND comes in 50 shades!! I'm wearing the shade 360! Whose excited to try this?! [emoji]" #rihgram @alissa.ashley (https://www.instagram.com/p/BsmvikTAP-N/?igshid=81qbme32gu6t)
16	14-Jan-19	Bags, dark spots, hyperpigmentation, or blemishes, #PROFILTRCONCEALER has got you covered, sis! 50 creamy shades that conceal how you need it to, while still feeling light as air [emoji] Get yours now at fentybeauty.com, @sephora, @harveynichols, and #SephorainJCP! (https://www.instagram.com/p/BsoCljtgDZL/?igshid=c0buuxt61lq)
17	14-Jan-19	"My skin looks flawless with the #PROFILTRCONCEALER" @thehala We got the full coverage cure in 50 different shades to cover up bags, dark circles, hyperpigmentation, and even bad decisions [emoji]! Get yours now! (https://www.instagram.com/p/BsoarAdgQgh/?igshid=1krd84jyc3izq)
18	14-Jan-19	"#PROFILTRCONCEALER IS OUT NOW!!!! AND IT'S MF BOMB [emoji] TELL EVERYONE! 50 shades, smooove like butta deliciousness, creaseless, LONG WEARING and radiant! We are leaving big hangover glasses in 2018- this is #THECURE. We're going from hot mess to hell yes in 2019 [emoji]" #rihgram @sonjdradeluxe (https://www.instagram.com/p/BsopVINg16T/?igshid=1a14wjcipu06w)
19	15-Jan-19	Perfectly matched and looking flawless! Slaying the #FENTYFACE in our new #PROFILTRCONCEALER in 420, #PROFILTRFOUNDATION in 445, #PROFILTRSETTINGPOWDER in "Nutmeg" [emojis] #MOROCCOANSPICEPALETTE #rihgram @princessbellaaa (https://www.instagram.com/p/BspWJE7g1tw/?igshid=4msmwg5czbmo)

20	15-Jan-19	"Its longwear, crease/sweat proof, soooo blendable and just looks flawless! I'm so excited to start 2019 with new holy grail !" #rihgram @themayaahmad Who else is loving #PROFILTRCONCEALER? [emoji] (https://www.instagram.com/p/Bsqo2lcAR6J/?igshid=nuhqzcv8bjqe)
21	15-Jan-19	Finger-tip precision, flawless blending! Our brand new Precision Concealer Brush is uniquely cut at an angled shape to reach every nook, crease, and cranny and blend #PROFILTRCONCEALER to perfection! [emojis] (https://www.instagram.com/p/Bsq-_yDAJGO/?igshid=1fqvb8d59zrh3)
22	15-Jan-19	We came in the game to throw y'all shade! 10 new shades of #PROFILTRFOUNDATION have been added to the collection for a total of 50! [emoji] Model wearing our deepest shade in 498 Makeup by @jasminwas Model: @nyabelgg (https://www.instagram.com/p/BsrPwMeAiO-/?igshid=131lqpl1ugho)
23	15-Jan-19	10 new shades across all ranges! Our #PROFILTRFOUNDATION collection now includes 50 shades in the same soft-matte, long-wearing, sweat/humidity resistant formula that keeps skin flawless and looking like skin. Meet our new shades: 105, 145, 185, 235, 255, 345, 385, 445, 495, and 498! All available now [emoji] (https://www.instagram.com/p/BsreWm_AlBy/?igshid=1pad9n4ygix98)
24	16-Jan-19	How are we concealing and brightening our under eyes? In creamy, light-as-air, and soft matte #PROFILTRCONCEALER, huntyyyy! [emoji] @jaymejo (https://www.instagram.com/p/BsruvN7AveT/?igshid=z85ehwvl7ur2)
25	16-Jan-19	Creamy and longwearing with an applicator that applies #PROFILTRCONCEALER nice and smooth. [emoji] Use the tip for lighter coverage and precise application, or the flat side to conceal for fuller coverage! (https://www.instagram.com/p/Bsr8i4EAZ3k/?igshid=simewwr1exsy)
26	16-Jan-19	50 brand NEW shades of #PROFILTRCONCEALER made to cover your bags, hyperpigmentation, dark circles, blemishes, and more! Not sure which shade to choose? Use your #PROFILTRFOUNDATION shade as a starting point and check out our "CONCEALER" stories highlight for our guide on how to shop for your concern!! [emojis] (https://www.instagram.com/p/BstKyGlAXWm/?igshid=1x0fy5xluequa)
27	16-Jan-19	"There's nothing like an amazing concealer that blends seamlessly and doesn't look like you're wearing a ton of makeup. I lovee it. I'm using #PROFILTRCONCEALER shade 310 along with #PROFILTRSETTINGPOWDER in shade 'Banana'" #rihgram @_senasecrets (https://www.instagram.com/p/BstZag-AOPa/?igshid=4j2xwe9lek5)

28	16-Jan-19	"Totally obsessed with new #FENTYBEAUTY #PROFILTRCONCEALER and #PROFILTRSETTINGPOWDER [emoji] Pro Filt'r Concealer in 345 and 390 Pro Filt'r Powder 'Honey', 'Coffee', and 'Hazelnut'" #rihgram @theplasticboy (https://www.instagram.com/p/BstvY1onhZ6/?igshid=1j79rcak0r8xq)
29	17-Jan-19	Came in the year with even more ways to look photoshoot ready and #FENTYFACE flawless! Soft-matte perfection that's longwearing [emoji] #PROFILTRFOUNDATION in 360 #PROFILTRCONCEALER in 300 #PROFILTRSETTINGPOWDER in "Honey" and "Hazelnut" @jasmineannnn (https://www.instagram.com/p/BsuYlRigkPH/?igshid=h8w5wnb4ifgd)
30	17-Jan-19	Was this y'all when our new #PROFILTRCONCEALER dropped?! Tag a friend that can relate! [emoji] (https://www.instagram.com/p/BsvqXN-nXFR/?igshid=1ca6nblb5h57i)
31	17-Jan-19	Got acne and breakouts? We got #THECURE to covering 'em up with #PROFILTRCONCEALER! Head to YouTube.com/fentybeauty to watch #FENTYBEAUTY Global Makeup Artist @priscillaono show you how to flawlessly conceal it all! (https://www.instagram.com/p/BswETSUAuSn/?igshid=1n1wzonz2w3gt)
32	17-Jan-19	Creamy, longwearing, and creaseproof! #PROFILTRCONCEALER comes in 50 light-as-air shades to cover your dark circles, bags, blemishes and more! [emoji] (https://www.instagram.com/p/BswhdQlg-yl/?igshid=b54d8b9pvva7)
33	17-Jan-19	"No filter, No edits. Just skin and #FENTYBEAUTY #PROFILTRCONCEALER & #PROFILTRFOUNDATION. I'm wearing shade 370" #rihgram @chellhendrix (https://www.instagram.com/p/BswuNolgiGp/?igshid=y31g9mqigh5f)
34	17-Jan-19	When the base is soft-matte perfection! [emoji] Get your full #FENTYFACE with #PROFILTRFOUNDATION, #PROFILTRCONCEALER, and #PROFILTRSETTINGPOWDER #PROFILTRFOUNDATION and #PROFILTRCONCEALER in 290 #PROFILTRSETTINGPOWDER in 'Honey' @maryamnyc (https://www.instagram.com/p/Bsw0HKdAosu/?igshid=1bf000zpjet8)
35	18-Jan-19	When you can do your full look #FENTYBEAUTY [emoji] #PROFILTRPRIMER #PROFILTRFOUNDATION IN 240 #PROFILTRCONCEALER in 185 #MATCHSTIX in "Mocha" #PROFILTRSETTINGPOWDER in "Banana" #MOROCCANSPICEPALETTE #KILLAWATT in #LIGHTNINGDUST/#FIRECRYSTAL #STUNNA Lip Paint in #UNVEIL @lifeofablueberry (https://www.instagram.com/p/BsyoJBKgksh/?igshid=ir7hwsqvcdtw)

36	18-Jan-19	A whole #FENTYFACE!! Head to our IG stories to see @seydaerdogan's tutorial on how to get this flawless look [emoji] Products used: #PROFILTR PRIMER #PROFILTRFOUNDATION in 120 #MATCHSTIX in "AMBER" #KILLAWATTFOIL PALETTE #FLYLINER #DIAMONDBOMB in "HOW MANY CARATS?!?" #STUNNA in "UNVEIL" (https://www.instagram.com/p/Bsy1UGkAhDc/?igshid=i9ccxlozu9rz)
37	19-Jan-19	50 shades and you know we had to get deep! #PROFILTRCONCEALER in 498 is our deepest shade of our new creamy, longwearing, and creaseproof concealers. [emoji] (https://www.instagram.com/p/BszcBYpgxuQ/?igshid=1eokf3zxqw8x5)
38	19-Jan-19	Brightened and flawless in soft-matte perfection [emoji]#PROFILTRCONCEALER in 280 @teairawalker (https://www.instagram.com/p/Bs07VzTgATJ/?igshid=17qnex3gitvvi)
39	19-Jan-19	"Undereyes so bright it can only be #FENTYBEAUTY #PROFILTRCONCEALER People say its airbrushed. I say it's just good formula. On @yuna, I used it with foundation, just 3 dots under each eye. Brushed over lightly with a little setting powder to set. On myself, used it on bare skin. Did not set the undereye instead applied a fair amount of #INVISIMATTE Blotting Powder all over the face (undereye included!) to keep the extra shine away." #rihgram @norianatthefacedesigner (https://www.instagram.com/p/Bs1ILluA2bq/?igshid=shncilks6rn2)
40	19-Jan-19	Choose from 50 shades of creamy, creaseproof, and light-as-air #PROFILTRCONCEALER and blend it to perfection with our "Lil Precision Sponge Duo" [emoji] (https://www.instagram.com/p/Bs1rcOkgp47/?igshid=13aap1o5do4zs)
41	20-Jan-19	"It's super creamy, blendy, longwear, sweat resistant and tbh it's the most creaseproof concealer I've tried yet." #rihgram @chloemorello using our brand new #PROFILTRCONCEALER! [emoji] (https://www.instagram.com/p/Bs2QsXOAaMh/?igshid=8c9tjrxnxwuz)
42	20-Jan-19	Wanna know the best ways to cover your under eye dark circles?? #FENTYBEAUTY Global Makeup Artist, @priscillaono has got the full coverage cure with #PROFILTRCONCEALER! Head to YouTube.com/fentybeauty to get the tips! (https://www.instagram.com/p/Bs3zJwvA6qj/?igshid=erw7w8eguudo)

43	21-Jan-19	Flawlessly #FENTYBEAUTY [emoji] Look selfie ready in a soft-matte, smooth finish with our full #PROFILTR Collection! #PROFILTRFOUNDATION and #PROFILTRCONCEALER in 290 #PROFILTRSETTINGPOWDER in "Banana" #MOROCCANSPICEPALETTE #FLYLINER #MATCHSTIX in "Mocha" #KILLAWATT in #MEANMONEY/#HUSTLABABY #STUNNA Lip Paint in #UNCENSORED @safiyahtasneem (https://www.instagram.com/p/Bs4tty1gd0j/?igshid=1qb9hp9zgmhpc)
44	21-Jan-19	A new generation of beauty. #BEAUTYFORALL #HAPPYMLKDAY [emoji] (https://www.instagram.com/p/Bs6TIQ3AOzI/?igshid=uc9ynlqbhd11)
45	21-Jan-19	When your concealer perfectly complements your foundation shade for a flawless soft-matte look [emoji] #PROFILTRFOUNDATION and #PROFILTRCONCEALER in 200 #MATTEMOISELLE in #UP2NOGOOD and #THICC @sarah_louwho (https://www.instagram.com/p/Bs6soQCADi0/?igshid=1qntxnswwpc2d2)
46	22-Jan-19	Give it to us skin! [emoji] Our full #PROFILTRFOUNDATION is here for that long-wearing and soft-matte complexion perfection! #PROFILTRFOUNDATION and #PROFILTRCONCEALER in 385 #PROFILTRSETTINGPOWDER in "HazelNut" (https://www.instagram.com/p/Bs7LMTegKP8/?igshid=l2lx4c3c6bne)
47	22-Jan-19	Y'all know we got a shade for you! Choose from 50 different shades of #PROFILTRCONCEALER that help you cover up all your concerns in a blendable, creamy, and soft-matte finish! [emoji] (https://www.instagram.com/p/Bs7d3ZZgGH4/?igshid=1ub22vf24lbb7)
48	22-Jan-19	"I love this concealer it's full coverage and smooth [emoji] I also love this powder, it sits flawless" #rihgram @iservetheface #PROFILTRCONCEALER in 310 #PROFILTRSETTINGPOWDER in "Banana" #KILLAWATT in #TRPHYWIDE #GLOSSBOMB in #DIAMONDMILK #MATCHSTIX n #TRUFFLE (https://www.instagram.com/p/Bs8tZ4DA6iF/?igshid=sskvadtpylxp)
49	22-Jan-19	Define "Baking" [emoji] #rihgram @itsdeon wearing #PROFILTRFOUNDATION in 445 #PROFILTRCONCEALER in 420 #PROFILTRSETTINGPOWDER in "Butter" (https://www.instagram.com/p/Bs9BYbtAE24/?igshid=1msen971666vf)
50	22-Jan-19	We goin' in plus 10! [emoji] Our award-winning #PROFILTRFOUNDATION now comes in 50 shades of soft-matte, selfie-ready, sweat-resistant perfection! [emoji] New shades: 105, 145, 185, 235, 255, 345, 385, 445, 495, and 498. (https://www.instagram.com/p/Bs9ZrRtg2iT/?igshid=1jwxrmywgx6tw)

51	22-Jan-19	A natural makeuplook, just enough to cover what you want using #PROFILTRCONCEALER in 130 [emoji] #rihgram @evonwahab (https://www.instagram.com/p/Bs9uqUoA6RV/?igshid=bah71d0n41bu)
52	23-Jan-19	Pores??? We don't know her. [emoji] #PROFILTRFOUNDATION always coming through with a pore-diffusing flawless soft-matte finish [emoji] #PROFILTRFOUNDATION in 310 @roua_almawally (https://www.instagram.com/p/Bs_NwRjgd2O/?igshid=1utuzdujemj8j)
53	23-Jan-19	Cover it up from medium to full in 50 creamy and soft-matte shades! #PROFILTRCONCEALER includes a unique doe foot with a tip for precise and less coverage [emoji], or lay it flat and use swiping motions for fuller coverage [emoji]! (https://www.instagram.com/p/Bs_pm-BgA9w/?igshid=5pehc135weoq)
54	23-Jan-19	Keeping face in place! Our #PROFILTR Collection keeps skin looking smooth in a soft-matte finish that blends effortlessly [emoji] #PROFILTRFOUNDATION and #PROFILTRCONCEALER in 300 #PROFILTRSETTINGPOWDER in "Banana" #GLOSSBOMB in #FUSSY @anchalmua (https://www.instagram.com/p/Bs_8EoUAm_j/?igshid=sye3t9xh1i7l)
55	23-Jan-19	[emoji] This is a PUBLIC SERVICE ANNOUNCEMENT from the one and only @slickwoods! Tell ya homies we got 10 more shades of #PROFILTRFOUNDATION, for a total of 50 so go and cop your shade! [emoji] Get a free deluxe #PROFILTRPRIMER with any #PROFILTRFOUNDATION purchase exclusively on fentybeauty.com now until January 26! USE CODE: PRIMETIME (https://www.instagram.com/p/BtAKZ9FA8m4/?igshid=1gk02bs5kdczh)
56	24-Jan-19	In a room full of shade, we still had 10 more to give [emojis] #PROFILTRFOUNDATION now comes in 50 shades of the same pore-diffusing, humidity resistant formula that keeps skin looking flawless AND real. [emoji] Meet our 10 new shades, 105, 145, 185, 235, 255, 345, 385, 445, 495, and 498! (https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa)
57	24-Jan-19	Giving y'all coverage and looks in everything #FENTYBEAUTY [emoji] #PROFILTRFOUNDATION In 150, 185, and 230 #PROFILTRCONCEALER in 185 #MATCHSTIX in "Mocha" #PROFILTRSETTINGPOWDER #MOROCCANSPICEPALETTE #FLYLINER #FAIRYBOMB Shimmer Powder in "#24KRAY #MATTEMOISELLE in #THICC #GLOSSBOMB in #FUSSY @withlove.nadia (https://www.instagram.com/p/BtBwmWiAkRZ/?igshid=cue3ys71x1f1)
58	24-Jan-19	FLAWLESS & MATTE, skin lookin all dat! [emoji] #PROFILTRFOUNDATION in 445 #PROFILTRCONCEALER in 450 #PROFILTRSETTINGPOWDER in #NUTMEG #MATTEMOISELLE in #PMS @ivyleaguestyles (https://www.instagram.com/p/BtCU_SmgIB6/?igshid=6hoo4ai03zhw)

59	24-Jan-19	Hello complexion, we see you lookin' smooth and right in all #PROFILTR! [emoji] #PROFILTRPRIMER #PROFILTRFOUNDATION in 370 #PROFILTRCONCEALER in 350 & 470 #PROFILTRSETTINGPOWDER in "Cashew" #KILLAWATT in #HUSTLABABY ##GLOSSBOMB in #FENTYGLOW @nivii06 (https://www.instagram.com/p/BtCqYjzAReW/?igshid=etip7w9gi5bh)
60	25-Jan-19	Apply precisely and blend it effortlessly! The Precision Concealer Brush is cut and designed so that you can easily apply #PROFILTRCONCEALER exactly where you want it! [emoji] (https://www.instagram.com/p/BtDAjnuASz_/?igshid=w27ctqvl79ql)
61	25-Jan-19	Concealed and sculpted to perfection [emoji] #PROFILTRPRIMER #PROFILTRCONCEALER #MATCHSTIX in "Mocha" @jaimiegenevieve (https://www.instagram.com/p/BtEYsEGgAUg/?igshid=14eenbfrotqk)
62	25-Jan-19	The #FENTYBEAUTY team might've had a wild night out, but we got #THECURE to cover it up! From bags, to dark circles, and even club stamps that don't wash off #PROFILTRCONCEALER is here to cover it all! [emoji] (https://www.instagram.com/p/BtEnmpGgwgd/?igshid=wo09ib9sz0bn)
63	25-Jan-19	Lil sponges for lil spaces! Our Lil Precision Spoges sit perfectly under the eye so you can blend #PROFILTRCONCEALER easily and precisely [emoji] (https://www.instagram.com/p/BtE6FQsArk3/?igshid=1jmvpy3avzf0k)
64	26-Jan-19	"50 shades of grey...I could never darling, this all rich in colour. [emoji] #PROFILTRCONCEALER comes in 50 shades, my shade is 390 or 410. It's longwear, creaseproof and sweat resistant. (I put it to the test)" #rihgram @thepatriciabright (https://www.instagram.com/p/BtG4FUAg3xz/?igshid=yyqs7ds2c0tr)
65	26-Jan-19	"The new #FENTYBEAUTY products made a real life photoshop on my face [emoji] especially powder is extremely good! My pores are literally invisible! Concealer is also good AND I reallt fell in live with the sponge. I give this combo A+[heart emoji]" #rihgram @guell.a #PROFILTRPRIMER #PROFILTRFOUNDATION in 105 and 140 #PROFILTRCONCEALER in 130 #PROFILTRSETTINGPOWDER in "Butter" #KILLAWATT in #LIGHTNINGDUST/#FIRECRYSTAL #MATTEMOISELLE in #TIGERTINI (https://www.instagram.com/p/BtHIGcwgnET/?igshid=1xx96gr1vpb29)
66	26-Jan-19	That doe foot, doe... We made it easy to choose your coverage with our 50 shades of #PROFILTRCONCEALER. Lay the applicator flat for full coverage[emoji] or use the tip to for precise and less coverage [emoji] (https://www.instagram.com/p/BtHmr15g3Cf/?igshid=z89a5xsrcays)

67	26-Jan-19	When it's brightened and set in all the right places! [emoji] #PROFILTRCONCEALER in 260 #PROFILTRSETTINGPOWDER in "Banana" @sonjdradeluxe (https://www.instagram.com/p/BtH8GIWg4Bo/?igshid=1l7gemcaijn83)
68	27-Jan-19	Soft-matte perfection + a bold lip = #FENTYFACE! [emoji] #PROFILTRFOUNDATION in 320 #PROFILTRCONCEALER in 330 #PROFILTRSETTINGPOWDER in "Banana" #MATTEMOISELLE in #RIGERTINI #KILLAWATTFOIL in #SANDCASTLE @poonamwalid (https://www.instagram.com/p/BtJkP6CglCQ/?igshid=p218361knmqr)
69	27-Jan-19	How we like our concealer: Creamy, blendable, and in 50 shades to work with all skin tones! [emoji] Comment what you love about #PROFILTRCONCEALER! (https://www.instagram.com/p/BtJ9hAAAn-l/?igshid=1rp1yt8va6obb)
70	27-Jan-19	No bags, no dark circles, no blemishes [emoji] Flawlessly concealed and selfie ready in #PROFILTRCONCEALER in 210 [emoji] @dannaselene_ (https://www.instagram.com/p/BtKPQc2gv2w/?igshid=1m4m7tce80jhn)
71	27-Jan-19	"Before and after using the new #FENTYBEAUTY Pro Filt'r Instant Retouch Concealer and Setting Powder!! I am in love! #rihgram @curvygirlcurly #PROFILTRCONCEALER in 340 #PROFILTRSETTINGPOWDER in "Honey" (https://www.instagram.com/p/BtKhaDig5Ax/?igshid=1tqpwxq22ot97)
72	28-Jan-19	Flawless, fly, and #PROFILTR perfection in all #FENTYBEAUTY [emoji] Bringing soft-matte and poppin' highlight together for a glowing #FENTYFACE [emoji] #PROFILTRFOUNDATION and #PROFILTRCONCEALER in 210 #PROFILTRSETTINGPOWDER in "Banana" #MATCHSTIX in "Latte", "Mocha", and "Starstruck" #KILLAWATTFOIL in #SANDCASTLE #FLYLINER #KILLAWATT in #TROPHYWIFE #MATTEMOISELLE in #PUMPKINSPICE #STUNNA Lip Paint in #UNBUTTON #GLOSSBOMB in #FENTYGLOW @dinalsharif (https://www.instagram.com/p/BtMJcksHniB/?igshid=1w9ljune83wfw)
73	28-Jan-19	Ready, set, YOU ALREADY KNOW(WTFGO)! [emoji] Head to YouTube.com/fentybeauty to watch #FENTYBEAUTY Global Makeup Artist, @priscillaono show you how to do a full face using #PROFILTRCONCEALER! [emoji] (https://www.instagram.com/p/BtM24W1HGB2/?igshid=erjiten6kiyl)
74	29-Jan-19	Yasss skin!! [emoji] #PROFILTR pushing through for the perfect soft-matte and smooth selfie. Swipe left to see that NO FLASHBACK action [emoji] #PROFILTRFOUNDATION in 495 #PROFILTRCONCEALER in 490 and 480 #PROFILTRSETTINGPOWDER in "Coffee" @_ohemaabonsu (https://www.instagram.com/p/BtNS1JrHcQr/?igshid=ww88kcx2r7dd)

75	30-Jan-19	Under eye bags? We don't see 'em [emoji] Dark spots? We don't need 'em [emoji] Cover it all up in 50 shades of creamy, longwearing #PROFILTRCONCEALER, made for all skin tones. [emoji] (https://www.instagram.com/p/BtQBh4mHkyy/?igshid=1hue6mg139xbp)
76	30-Jan-19	Whew! She's snatched! [emoji] #PROFILTRCONCEALER in 290 & 340 for flawless concealing and contouring! #rihgram @jayrozze (https://www.instagram.com/p/BtRMe8JnD70/?igshid=17iggu00vzthl)
77	30-Jan-19	Do y'all see this?! [emoji] Looking like flawless real skin with a perfect dash of highlight to catch that glow! [emoji] #PROFILTRFOUNDATION in 430 #KILLAWATT in #HUSTLABABY @_samiranoor_ (https://www.instagram.com/p/BtRjtgtHrF4/?igshid=1o0is9d5u2pge)
78	31-Jan-19	Simply gawjussss! [emoji] All #PROFILTR for a soft-matte, natural glow! [emoji] #PROFILTRFOUNDATION in 330 #PROFILTRCONCEALER in 310 #PROFILTRSETTINGPOWDER in "Banana" #GLOSSBOMB in #FUSSY @symphanisoto (https://www.instagram.com/p/BtSdRiqnFef/?igshid=uiicvo7ydosu)
79	31-Jan-19	All the vibes with this HAWT and spicy look! [emoji] Take your eyeshadow from neutral to shimmery and bold with our #MOROCCANSPICEPALETTE #PROFILTRFOUNDATION in 140 @princesstiefel (https://www.instagram.com/p/BtUx4uHH_pN/?igshid=nu8rygy5vmjk)
80	01-Feb-19	Every flawless makeup look starts with a beautiful long-wearing base [emoji] #PROFILTRFOUNDATION in 385 #PROFILTRCONCEALER in 350 @sony.elle.dee (https://www.instagram.com/p/BtWOLo3HHlx/?igshid=10tdo3dnvd8q8)
81	01-Feb-19	Miss @nikkietutorials showing off the beauty that is #PROFILTR perfection with a soft-matte finish in #PROFILTRFOUNDATION, #PROFILTRCONCEALER, and #PROFILTRSETTINGPOWDER! [emoji] (https://www.instagram.com/p/BtWjQR9nFkC/?igshid=18mj8h3ylvcfn)
82	02-Feb-19	Our February "You Did That" is live! @kai.yaneeke was hand-selected by @badgalriri, to be featured on fentybeauty.com for this beautiful look using #PROFILTRFOUNDATION [emoji] Want a chance to be chosen by #Rihanna and highlighted on our website?! Upload your pic wearing #FENTYBEAUTY to fentybeauty.com/about-fenty-beauty [emoji]!! Photography by @bydestinee (https://www.instagram.com/p/BtXuCBcHRFP/?igshid=j8uh45sczo3n)

83	02-Feb-19	<p>Giving you that #FENTYFACE [emoji] #PROFILTRFOUNDATION in 300 #PROFILTRCONCEALER in 310 #PROFILTRSETTINGPOWDER in "Cashew" #MATTEMOISELLE in #THICC #GLOSSBOMB in #FUSSY #KILLAWATT in #HUSTLABABY @makeupbydoralis https://www.instagram.com/p/BtZ7QNvnzgi/?igshid=8bl258m3cd31</p>
84	03-Feb-19	<p>We got #THECURE to cover up hyperpigmentation! Head to YouTube.com/fentybeauty to see #FENTYBEAUTY Global Makeup Artist @priscillaono show you how to use our #PROFILTRCONCEALER to hide it all in our latest video! https://www.instagram.com/p/BtcifkwH9Vm/?igshid=e68eez28ag2f</p>
85	04-Feb-19	<p>"GIRLLLL! I feel like I look like BAE! [emoji] Wearing #FENTYBEAUTY #PROFILTRFOUNDATION is #THECURE to snatch you uuupppp!" #PROFILTRCONCEALER in 330, 380, and 420 #PROFILTRFOUNDATION in 420 #rihgram @ulovemegz https://www.instagram.com/p/BteLUYnAZ4/?igshid=ykhy7gs1yi1</p>
86	04-Feb-19	<p>More shades = more flawless #FENTYFACES [emoji] 10 shades have been added to our #PROFILTRFOUNDATION collection in the same soft-matte, pore-diffusing, sweat-resistant formula! https://www.instagram.com/p/BtexNxvH3Qa/?igshid=1bl2lln52prtx</p>
87	04-Feb-19	<p>#MGM? #MALEGROOMINGMONDAY [emoji] "category is: #FENTYBEAUTY Boy Glam Realness!" #rihgram @dextrated #PROFILTRPRIMER #PROFILTRFOUNDATION in 440 #profiltrconcealer IN 410 #INVISIMATTE Blotting Powder #KILLAWATT in #HUSTLABABY #GLOSSBMOB in #FENTYGLOW https://www.instagram.com/p/Bte-xtjnEQ9/?igshid=eiz4q0spfqxx</p>
88	05-Feb-19	<p>Clean cut and concealed in the creamy, long-wearing #PROFILTRCONCEALER [emoji] @dilansabah https://www.instagram.com/p/BtfWtRkn-Cb/?igshid=1dtdvx5zyh9p9</p>
89	05-Feb-19	<p>"[emoji] Some lunar new year vibes. [emoji]" Start off every look in flawless, soft-matte, and smooth looking skin! #PROFILTRPRIMER #PROFILTRFOUNDATION and #PROFILTRCONCEALER in 190 #PROFILTRSETTINGPOWDER in "Banana" @kkimthai https://www.instagram.com/p/BthMofHn1Tp/?igshid=hishiqcmkchv</p>
90	06-Feb-19	<p>A little goes a long way [emoji] Use 3 dots of our creamy #PROFILTRCONCEALER as your starting point to build your under eye coverage! #PROFILTRCONCEALER in 430 #PROFILTRFOUNDATION in 420 https://www.instagram.com/p/Btj8ajSH_uv/?igshid=3i0oxcmiyq65</p>

91	06-Feb-19	Covering up never felt so good! 50 shades of creamy and longwearing #PROFILTRCONCEALER that feels light-as-air [emoji] and conceal everything from dark spots to bad decisions [emoji] (https://www.instagram.com/p/BtkVnXCHPOM/?igshid=eyepdpduklwnx)
92	07-Feb-19	Glow poppin' out and you know it's #FENTYBEAUTY! [emoji] #PROFILTRFOUNDATION in 270 #PROFILTRCONCEALER in 240 #KILLAWATT in #HUSTLABABY #GLOSSBOMB in #FUSSY #FLYLINE @miniinaaz (https://www.instagram.com/p/BtmFgBhnl-2/?igshid=qx3wzt96pyll)
93	07-Feb-19	The key to a soft makeup look is always a concealer that keeps you covered and crease-free! [emoji] #PROFILTRCONCEALER in 210 #PROFILTRSETTING POWDER @imjennim (https://www.instagram.com/p/BtmiQGHnMLu/?igshid=6tw1yfeq66gf)
94	09-Feb-19	"This #FENTYBEAUTY #PROFILTRFOUNDATION and #PROFILTRCONCEALER are the best match we've seen [emoji]" #PROFILTRFOUNDATION in 230 and 290 #PROFILTRCONCEALER in 300 #KILLAWATT in #MEANMONEY/#HUSTLABABY #MATTEMOISELLE in #FLAMINGOACID #rihgram @wedisruptbeauty (https://www.instagram.com/p/BtrgilaHXs8/?igshid=1apg5tz8d1pbi)
95	09-Feb-19	We got 50 shades of #PROFILTRCONCEALER for you to keep it cute, boo! [emoji] Don't want your dark spots, blemishes, or bad decisions to show? We got the cure to cover 'em up! [emoji] (https://www.instagram.com/p/BtryT5unrNQ/?igshid=evf9580z3ig5)

Appendix B

Comment No.	Post Date	Comment Extract
1	11-Jan-19	missahliya: I saw jacki Aina use banana to set her highlighted areas is that okay if I'm 400 in foundation? (https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)
2	11-Jan-19	duduem23: @fentybeauty will we have the products in South Africa [emoji] we would love to hve them (https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)
3	11-Jan-19	debbss: What shade would I use with 220? Banana? [emoji] (https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)
4	11-Jan-19	jomanalicious: @fentybeauty Whaaat about Sephora Canada? (https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)
5	11-Jan-19	ay3sha_a: If I'm a 400 what concealer would I be!? I NEED to purchase ASAP (https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)
6	11-Jan-19	kareadenegan: All the shades aren't on the @harveynichols website for us UK peeps [emoji] do you know when they will be? (https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)
7	11-Jan-19	bubls88: I don't have any stores near by that stock Fenty so what would you suggest for working out my perfect shade (https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)
8	11-Jan-19	ckaliefornia_: It's sold out!!!! @sephora (https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)
9	11-Jan-19	vvmagical: Finally!!! I've been anxiously waiting since the announcement of the new products [emoji] (https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)

10	11-Jan-19	<p>evisonamy: @fentybeauty when will all the shades become available on @harveynichols?</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
11	11-Jan-19	<p>southernbella_: What setting powder will I need if my foundation 380?</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
12	11-Jan-19	<p>shanoviashaunta: Yes just got everything I wanted 2 setting powders, 1 concealer, setting brush and the profiltrfoundation in 385</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
13	11-Jan-19	<p>ananya.mua: Come to India [emoji] pls!!</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
14	11-Jan-19	<p>brendaaoxo: Ahhhh can't wait to hit up Sephora in the morning!!!!!! [emoji] Rih has changed the game FOREVER!!! [emoji]</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
15	11-Jan-19	<p>beatrice.gabriela94: I'm from Romania I literally can't wait to have all those new babies in my collection [emoji] I'm so excited [emoji]</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
16	11-Jan-19	<p>heavysigh: Ahhh I bought the concealer in 310 AND another foundation even though I already have one [emoji] gotta say stocked up on my Fenty faves [emoji]</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
17	11-Jan-19	<p>mimialcantara: Hi is there a shade finder in your site which can help me find my shade for the concealer? @fentybeauty</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
18	11-Jan-19	<p>jackie_bones: We don't got those stores around here & the shipping from the webshop is ridiculous. #inclusivity</p>

		https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc
19	11-Jan-19	<p>alicialynnettee: Got my concealer in 360, Honey translucent [honeypot emoji] & Banana [emoji] translucent [emoji]</p> <p>https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc</p>
20	11-Jan-19	<p>jessgeria: @fentybeauty I've just picked up a new foundation (480) and new concealer (480) IN STORE (I live in Australia) and you know the struggle for black girls out here for foundation is REAL. THANK YOU FENTY!!!! [emoji]</p> <p>https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc</p>
21	11-Jan-19	<p>officialelystaar: Was this release in Canada? Did I miss it ?!</p> <p>https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc</p>
22	11-Jan-19	<p>comawh1te: If I'm 120 in the foundation what shade of the concealer should I get? I want to order from Mexico as soon as they come out in Sephora [emoji]</p> <p>https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc</p>
23	11-Jan-19	<p>afiiiiiinsta: Got 450 for my undereye, 498 to contour & coffee! Soooooo excited. I love you guys!</p> <p>https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc</p>
24	11-Jan-19	<p>gbemsabiola: Got my concealers in 400/430 and Honey/Nutmeg powders!!!</p> <p>https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc</p>
25	11-Jan-19	<p>staceycruick: When is it available in the uk?? [emoji]</p> <p>https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc</p>

26	11-Jan-19	<p>ketatheking: I'm in loveeeee! [emoji] Still crying on the inside though cause I just ordered the banana and nutmeg setting powders but this enormous shade range has me all kinds of conflicted about which shade/undertonefoundation/concealer duo to choose. I'm somewhere between 420 & 470 so I'm going to have to make that hour drive to the nearest Sephora, match myself, and hope my perfect match is in stock when I finally decide on it. [emoji] Only for you , Rih!</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
27	11-Jan-19	<p>clov_ur: 10 more foundation shades? So 60 in total, still better range and undertones than morphe</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
28	11-Jan-19	<p>ronijeannette: Yesss! So far the only makeup that controls this oily skin of mine... [emoji] he heard my prayers</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
29	11-Jan-19	<p>dompazza: Finally A Setting Powder I Can Wear</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
30	11-Jan-19	<p>tenajantoinette: I had to reorder my winter shade and the matching concealer in 370 [emoji] rih just love to take my coin</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
31	11-Jan-19	<p>lovelaxlife: Just bought the concealer online [emoji] fingers crossed [emoji] I ordered the right colour</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
32	11-Jan-19	<p>livwanjohl: 10 more shades!!? [emoji]</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>

33	11-Jan-19	<p>chelseabernethy: went on @sephracanada and everything says out of stock !?!? Is this true or have they just not went live there yet [emoji]</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
34	11-Jan-19	<p>she_is_ccc @fentybeauty How do I know which concealer to choose? I wear 320 foundation.</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
35	11-Jan-19	<p>ananya_02_02: Make fenty beauty available in India please</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
36	11-Jan-19	<p>barbie_boss123: I haven't try any products from fentybeauty but the makeup looks so beautiful @fentybeauty we nee more places to purchase from in the uk [emoji]</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
37	11-Jan-19	<p>onyinyer: Please stock @fentybeauty on other stores in London !! Not just Harvey Nichols ...</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
38	11-Jan-19	<p>tialalways: If my foundation shade is 300 which concealer do I need ? @fentybeauty</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
39	11-Jan-19	<p>ceciliamx: Fenty Beauty please come to Brazil</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
40	11-Jan-19	<p>mrs_deandrac: When will it be available in Canada?</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
41	11-Jan-19	<p>planetary.jo: pretty soon, I'm just gonna buy everything fenty and nothing else y'all</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
42	11-Jan-19	<p>zama_l: Where can I buy your products in South Africa?</p>

		https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc
43	11-Jan-19	<p>heyylizzy: If my foundation is 190 and I want my concealer a little lighter should I do 180???</p> <p>https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc</p>
44	11-Jan-19	<p>brittzttheemusicjunkie: I'm shade 430, I'm going to get concealer 410, 430, and nutmeg.</p> <p>https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc</p>
45	11-Jan-19	<p>ki.x.fenty: What powder would pair best with 370 foundation?? I need to buy it todayyy</p> <p>https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc</p>
46	11-Jan-19	<p>amaniglooks: if this foundation manages to get anymore perfect for my skin idk wtf I'll do</p> <p>https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc</p>
47	11-Jan-19	<p>n3gar98: Need it all damn too bad it will never come to my country and its gonna be expensive asf</p> <p>https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc</p>
48	11-Jan-19	<p>sultanaliketheraisin: Died when I saw the email from Sephora (Australia). Heading in first thing in the mornings!</p> <p>https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc</p>
49	11-Jan-19	<p>lexi.abb0tt: The shade range was fantastic. NOW THERE'S MORE?! Other brands need to start taking notes</p> <p>https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc</p>
50	11-Jan-19	<p>wr.marina: Just ordered the concealer in 150 and the setting powder in "butter" [emoji] can't wait Greetings from Germany</p> <p>https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc</p>

51	11-Jan-19	<p>caramel_spice_88: Fenty taking over hunni!!!! The other stores that sale makeup might as well shut it downnnn okurrrrrtt! She COMING ALL THE WAY THROUGH @fentybeauty an Ican't wait for you to comewith a brow pomade or brow pencil, I'm here for all dis</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
52	11-Jan-19	<p>halalbeautie: 450 in the foundation is neutral now.....since when</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
53	11-Jan-19	<p>thamiriznery: There is some place in Brazil where and I can test and buy it??</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
54	11-Jan-19	<p>es_bonita: How do you know which shade of concealer to get . My foundation is 370 @fentybeauty</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
55	11-Jan-19	<p>jinanichol: @badgalriri @fentybeauty ok Rih I see what you doing here.. Let's keep it going.. How about a FentyBeauty skincare line too!! And let's brings it all the way heauxm with a lux hair extension line. Then sit back and watch them heauxs scramble! Leave it to her thoughts and you're in trouble [emoji] We set the waves we don't ride them<<<don't debate me!!</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
56	11-Jan-19	<p>tayrex.ai: Do we select the same shade of concealer as our foundation or should we choose a shade lighter? My foundation shade is 120 and I'm using the concealer for dark circles and blemishes @fentybeauty</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
57	11-Jan-19	<p>rockstar_chynna1117: Love that y'all have so many shades, but are they all just matte will you have a duey look coming out soon</p>

		(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)
58	11-Jan-19	nataliehash4: When are you opening a store in South Africa because I'm ready (https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)
59	11-Jan-19	jlove3348: Thank God for someone like her in the public eye to actually care about embracing beauty for all races especially the darker tones for black women. Yessss (https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)
60	11-Jan-19	kimb0rly: 50 MORE shades this is unreal (https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)
61	11-Jan-19	armitaladeesse: Thanks for teaching women how to use makeup to enhance their beauty or to completely cover it up (https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)
62	11-Jan-19	ms.tingting33: Oh and I picked up the new foundation shade 445!!430 was a bit too warm for me.but now I think I have my perfect match!!Thank you @fentybeauty for making more shades!!xoxo I luv the brand and I will always support (https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)
63	11-Jan-19	cakedfaceg: And just like that Fenty's back at it again. Thank you @badgalriri for finally giving the cosmetic industry the wake up call they desperately needed and letting EVERYONE find their perfect routine. (https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)
64	11-Jan-19	fritzi.s: Maybe I could find a shade now to. Fit me (https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)

65	11-Jan-19	<p>motherofcatsandsnakes: Hey @fentybeauty why do your light foundation shades only cost (in Italy) 31 euros and your dark shades cost 33 euros? It's unfair!</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
66	11-Jan-19	<p>styleweekender: As if I didn't already have my shade. I'm just excited for all the other women who will get even a more perfect shade. Okurrr</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
67	11-Jan-19	<p>lydia.dh 10 new shades? Man everybody else better take NOTES</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
68	11-Jan-19	<p>si.mone724: What shops can you go an get them from in London please??</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
69	11-Jan-19	<p>gaylab: 385 is my perfect shade [emoji] thanks for adding more</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
70	11-Jan-19	<p>have.bold.faiht: @fentybeauty is the Mac Cosmetics of today.</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
71	11-Jan-19	<p>vivalajocy: Fenty is changing the makeup industry</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
72	11-Jan-19	<p>shabhoceimatt: When is fentybeauty coming to the netherlands ? I neeedddd fenty hr</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
73	11-Jan-19	<p>nurselai_: I'm still having trouble finding my shade in the foundation</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>

74	11-Jan-19	<p>c5b530: Picked up 410 and 385 today and nutmeg setting powder. My 410 was lighter than the swatch not sure if it's packed correctly by numbers looks the same as 385. I love the finish may need to go back to switch 385 to 420 and swap 410 for another 410.</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
75	11-Jan-19	<p>fabulousjihan: 10 more foundation shades [emoji] maybe I can actually find a shade that suits me now. I have to get a sample. I already love the match stix.</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
76	11-Jan-19	<p>jen_too_nice: Does fenty beauty ship to Barbados?</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
77	11-Jan-19	<p>Pls riri make shipping to Peru available!!!!</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
78	11-Jan-19	<p>m.e.g.n.i.c: I love my foundation. For the first time in my life, it matches perfect!! @fentybeauty</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
79	11-Jan-19	<p>brynnapants: My girl, while you're doing broad variety of shades, could you please please please do eyebrow gels and/or pencils in auburn or red shades?</p> <p>(https://www.instagram.com/p/BsfLEw8gCRu/?igshid=b5xm u1mabc)</p>
80	24-Jan-19	<p>muchluvnrespect: Seriously 385 [emoji], better than sliced bread [emoji]</p> <p>(https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa)</p>
81	24-Jan-19	<p>mademoiselle_missmia: I love mine it's the 240 I look like a flawless queen every time [emoji] @ fentybeauty</p> <p>(https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa)</p>

82	24-Jan-19	jameshall895: Riri makes it happen for the ladies all over the world with fentybeauty love you rihanna (https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa)
83	24-Jan-19	_maisie_davies: @fentybeauty I am shade 120 in the foundation and concealer which powder do you recommend? [emoji] (https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa)
84	24-Jan-19	lara_and_elliee: These shades are so good!!!! There is colours for every skin tone which you don't find in many brands there is colours for people who have a really pale skin tone but then there is also shades for really dark skinned woman which you don't often see! Good job fenty for helping promoting equality in your brand and shades [emoji] (https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa)
85	24-Jan-19	thisthursdaymorning: For the first time, I have MY colours!! Thank you Rihanna!! (https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa)
86	24-Jan-19	el_veggo: Love it my only request for the next shade expansion is that you make an olive undertone shade lighter than 130! Right now I mix 130 and 105 to get my perfect match (https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa)
87	24-Jan-19	jessimus_prime: Lol I had to but another foundation because I just realized that the winter tan just kicked. Went from 430 to 400 [emoji] thanks Fenty for the awesome selection [emoji] (https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa)
88	24-Jan-19	jaylenevaz: Y'all are on top of the game [emoji] (https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa)
89	24-Jan-19	marissa_laurelez: Just copped #185, and I'm in LOVE [emoji]

		https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa
90	24-Jan-19	<p>khadijarykiel: Next launch guys I need a 415 drop! 420 got me Cheeto in the white house orange and 410 got me casket ready! [emoji] my red yellow undertone be having me struggling out here ! [emoji]</p> <p>https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa</p>
91	24-Jan-19	<p>cris_nun: I love your foundation. I use 280 and the coverage is great! Thank you again!</p> <p>https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa</p>
92	24-Jan-19	<p>pickupthepen__: Yessss I found the perfect shade yesterday [emoji] #445</p> <p>https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa</p>
93	24-Jan-19	<p>evil_cats_rule: You need to make lighter foundations because they look good at first, then they oxidize too much and make pale skin look orange</p> <p>https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa</p>
94	24-Jan-19	<p>patekpngu: Ty for adding new foundation shades found out my perfect shade was one of the new ones 385!! Idk what this lady at sephora was thinkin but she matched me with 360!! That's very off.</p> <p>https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa</p>
95	24-Jan-19	<p>stylebynuz: I have 260 for the foundation</p> <p>https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa</p>
96	24-Jan-19	<p>syzakmrndn: finally found my fenty foundation!!!!</p> <p>https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa</p>
97	24-Jan-19	<p>nelly_618: 445 ended up being the PERFECT shade [emoji]</p> <p>https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa</p>

98	24-Jan-19	<p>ttessakah: I have always had trouble finding my perfect shade even with fenty either they were too light I looked dead or too dark I looked weird!! But last weeks ago I took another shoot and went back to try and find my shade once again, and for the first time in my life i found a shade that matches my skin tone so perfectly it looked like I wasn't wearing any foundation @fentybeauty thank you [emoji] for creating 185 a shade that compliments me so perfectly [emoji]</p> <p>(https://www.instagram.com/p/BtAeN1ZgW-U/?igshid=1d77oej9tvexa)</p>
99	09-Feb-19	<p>nikashonte: this is so beautiful [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
100	09-Feb-19	<p>ivalliewallie: Yall ads are always aesthetically pleasing!!! [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
101	09-Feb-19	<p>kay.stock: Such good avertising. Admiring Fenty from the start.</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
102	09-Feb-19	<p>geminicomplex522: Wish you had my color in the foundation. I tried 6 different shades and nothing matched me [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
103	09-Feb-19	<p>lukeca: Yes, 50 shades [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
104	09-Feb-19	<p>damngina_: Pictures are always on point</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
105	09-Feb-19	<p>micheajordan: @fentybeauty my favourite foundation I wear shade 125</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>

106	09-Feb-19	<p>sierra_leone95: I took a pic of my old concealer wen I bought it in around wen y'all first came out it's not there y'all got new shades jars n stuff I was in Sephora yesterday confused as hell but I think I got my right shade</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
107	09-Feb-19	<p>jessbag: Omg you've extended to darker shades! I'm so pleased! More lines need to to follow suit. [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
108	09-Feb-19	<p>vixenriah: Fenty said [emoji] we did it first</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
109	09-Feb-19	<p>consciousbeautykristen: Beautiful blend.</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
110	09-Feb-19	<p>rasha_makeover: The best colors ever</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
111	09-Feb-19	<p>b4lana76: I JUST GOT MY SHADE TODAY!!! [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
112	09-Feb-19	<p>juniexjunie: Can we get a foundation for those of us with dry skin?</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
113	09-Feb-19	<p>jochiu509: @catherinesung @juneythepruney they got 50 shades</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
114	09-Feb-19	<p>e1k1ie: me, a shade 100</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
115	09-Feb-19	<p>maggie.mcamis: @fentybeauty you guys should definitely make a dewy foundation for people with dry skin</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>

116	09-Feb-19	lanpensoy: One for every state in America! [emoji] @bretmanrock (https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)
117	09-Feb-19	x.j.priv.x: Dark, dark, dark, dark, dark, dark, caspar the friendly ghost (https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)
118	09-Feb-19	kingchristinaaa: Going into [emoji] 2019 [emoji] looking [emoji] radiant [emoji] (https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)
119	09-Feb-19	sweetlooweeze: Love this ad (https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)
120	09-Feb-19	_mariahsymone: I LOVE this ad pic [emoji] (https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)
121	09-Feb-19	bellaangeles: What's my shade? [emoji] (https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)
122	09-Feb-19	madison._.phillips: @fentybeauty and @badgalriri that's the most satisfying thing ever (https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)
123	09-Feb-19	romaa.sa: Literally for EVERYONE! I've been matching all my clients with @fentybeauty new concealers and foundation and yesss it worked on all skin tones [emoji] (https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)
124	09-Feb-19	shay_princess_1000: Fun Lovely Design Great With Tones [emoji] (https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)
125	09-Feb-19	graciegirlproductions: @jamescharles hopefully a good shade range instead of 5 basically the same @tartecosmetics

		(https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)
126	09-Feb-19	k_rachelleee: The aesthetic of the range [emoji] God really outdid himself when he made Rihanna. (https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)
127	09-Feb-19	binhoyoung: Wandersul [emoji] RIHANNA X BINHO YOUNG [emoji] (https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)
128	09-Feb-19	tim4rangz: Anything for you mah dear. And some things, just carry one [emoji] Fenty (https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)
129	09-Feb-19	sandhubeautyy: Loved playing around with this foundation[emoji] Finally a perfect match no more "you're really in between shades" [emoji] (https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)
130	09-Feb-19	ellieherster: That shade range (https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)
131	09-Feb-19	tampalam: thanks big sis[emoji] (https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)
132	09-Feb-19	mijamazetti: Yes black girl magic colorssssss (https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)
133	09-Feb-19	champange_kisses: Meanwhile I'm still trying to get a foundation match [emoji] (https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)
134	09-Feb-19	tia_snoosh: Yass variety!! All levels of melanin on deck! [emoji] (https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)

135	09-Feb-19	<p>melissa_nunes_: It is kinda stupid to make darker shades more expensive</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
136	09-Feb-19	<p>bearwithmemama: These tones. [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
137	09-Feb-19	<p>sandyz_empire: Beautiful shades [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
138	09-Feb-19	<p>missben92: Yo you legit HOOKED US UP. 100% coverage and 0 build upppppp shiiiiiiiit girl!!! [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
139	09-Feb-19	<p>andriettaaa: the fact that this bottle alone is more diverse than some brands' entire range [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
140	09-Feb-19	<p>ultimateglamour: Can't wait for your skin care line .</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
141	09-Feb-19	<p>sara.krdd: Imagine riri would only put These 5 colours out, you can't? Me neither [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
142	09-Feb-19	<p>s_nassra: Best advertising [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
143	09-Feb-19	<p>thellie_thelz: [emoji] yall is fire the day u launch in africa too man I will live in your [emoji] man u is fierce in e game @fentybeauty</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
144	09-Feb-19	<p>glowedeye: The perfect amount of shade ranges [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>

145	09-Feb-19	<p>bloodofvenom: I love fenty, but I wish there were more shades for cool undertones. Even the cool shades in the collection were to warm for me.</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
146	09-Feb-19	<p>dinsiokondor: There's an amazing designer or art director behind this picture!!! Really powerful!</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
147	09-Feb-19	<p>priscila_jean: I would love a luminous/dewy/skin-like version of the foundation!</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
148	09-Feb-19	<p>nishaa_sharma: SHADE RANGE!!!</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
149	09-Feb-19	<p>shondagreene: @fentybeauty u guys sold me I'm buying everything how much much is the make up I'm 410 or 420 the concealer and that shine</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
150	09-Feb-19	<p>makeupbyalima1: Yaaaas @fentybeauty is always slaying the game [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
151	09-Feb-19	<p>chevyangel75: 360 and 370 my blend</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
152	09-Feb-19	<p>luvallix: Iconic</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
153	09-Feb-19	<p>peytonstanley05: This is so great first a foundation and now a concealer that is just as good go riana</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
154	09-Feb-19	<p>katiethегymnast246: Shade range, yasss!!!</p>

		(https://www.instagram.com/p/BtrgilaHXs8/?igshid=1apg5tz8d1pbi)
155	09-Feb-19	fentybeautywhoashop: The colours are fine [emoji] (https://www.instagram.com/p/BtrgilaHXs8/?igshid=1apg5tz8d1pbi)
156	09-Feb-19	itzchxliee: Shade range be quacking, tea sis (https://www.instagram.com/p/BtrgilaHXs8/?igshid=1apg5tz8d1pbi)
157	09-Feb-19	_amber_lane_: Still trying to figure out my color [emoji] (https://www.instagram.com/p/BtrgilaHXs8/?igshid=1apg5tz8d1pbi)
158	09-Feb-19	emily.beeching2: What store are you currently at in the uk as I can't find fenty beauty anywhere (https://www.instagram.com/p/BtrgilaHXs8/?igshid=1apg5tz8d1pbi)
159	09-Feb-19	emily.beeching2: You should make a foundation for dry skin x (https://www.instagram.com/p/BtrgilaHXs8/?igshid=1apg5tz8d1pbi)
160	09-Feb-19	cynderlly_: Hi, I used 210 foundation and tried 210 concealer and it was even darker. So I went down to 200 and it had too much redness undertones. What would you recommend? [reply] extrasourlemons: @cynderlly_ https://www.bustle.com/p/how-to-find-your-shade-of-fenty-beautys-pro-filter-concealer-for-highlight-concealing-contouring-15831916 this is what I used to find my shades. They have a brightening, blemishes, and dark circle suggestion. [reply] cynderlly_: @extrasourlemons TY! [emoji] (https://www.instagram.com/p/BtrgilaHXs8/?igshid=1apg5tz8d1pbi)

161	09-Feb-19	<p>createmua: It really makes me happy that you are considering EVERYONE when creating a product. Obviously I am white, so I might not have a hard time finding the right shade for me, but I know a lot of people can't say the same and it means a lot for you to be considering those people. Really! Thank you [emoji]</p> <p>(https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)</p>
162	09-Feb-19	<p>zaynab.tall: So glad Fenty has shades for all African skin tones.</p> <p>(https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)</p>
163	09-Feb-19	<p>catherine_patricia: I love that you guys have actual olive undertones in the light shades [emoji] most brands don't</p> <p>(https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)</p>
164	09-Feb-19	<p>kimbermoniq: https://shoppeblack.us/2019/02/19-black-owned-luxury-brands-to-support-instead-of-gucci-and-prada/</p> <p>(https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)</p>
165	09-Feb-19	<p>lauren.s.chapman: Shades for everybody [emoji]</p> <p>(https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)</p>
166	09-Feb-19	<p>lara_and_elliee: This company never fails to impress all the colours are so diverse and everything is so inclusive, this range has 50 SHADES!!! From the whitest of whites to really dark skinned women fenty has it all, well done[emoji]</p> <p>(https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)</p>
167	09-Feb-19	<p>baby.zayne.m: Why the Dark foundation is 34 dollars ?</p> <p>(https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)</p>
168	09-Feb-19	<p>unidentifiedglow: im just thinking how hard and tenious this must have been to make I give mad props to the design team. Y'all tick every box. A brand I can get behind always</p> <p>(https://www.instagram.com/p/BtrgJlaHXs8/?igshid=1apg5tz8d1pbi)</p>

169	09-Feb-19	<p>unidentifiedglow: okay but I'm obsessed with this image on the real. Art</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
170	09-Feb-19	<p>chisweetly: A PIONEER! [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
171	09-Feb-19	<p>mikayla_hodge16: Still waiting for more olive toned shades [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
172	09-Feb-19	<p>zqchm: Make it dewy now</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
173	09-Feb-19	<p>shelbyshiveley: @mcbeanieteenie this is what I'm talking about look at the range</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
174	09-Feb-19	<p>gozdeeatak: You think black people and introduce products but why so expensive black skin products more than whites???? It's so sad...</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
175	09-Feb-19	<p>aobaseki0: Bet there's still not a shade light enough for me</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
176	09-Feb-19	<p>exquisite_xoxo_: LISTEN ALL YOU RACE BAITERS! THE PRODUCT COLOR IS NOT WHAT MAKES IT PRICEY!! THEY ARE JUST USING THE SHADE RANGES AS THE EXAMPLE OF THEIR SHADE RANGE FOR THEIR BRAND BUT EACH COLOR HAS A DIFFERENT LINK TO A DIFFERENT PRODUCT YOU CAN BUY!! Idiots man.</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>
177	09-Feb-19	<p>callitopian: Yall are the cutest and the sweetest. God bless @badgalriri [emoji] for her sweet soul [emoji]</p> <p>(https://www.instagram.com/p/BtrgjlHxS8/?igshid=1apg5tz8d1pbi)</p>

178	09-Feb-19	ell_spamm_xx: I love those range of colours xx[emoji] (https://www.instagram.com/p/BtrgilaHXs8/?igshid=1apg5tz8d1pbi)
179	09-Feb-19	anneliesemillard: FINALLY SOMETHING IN MY SKIN TONE THANKS BOOO (https://www.instagram.com/p/BtrgilaHXs8/?igshid=1apg5tz8d1pbi)
180	09-Feb-19	gemini_2sides_529: Man I wish I knew my shade (https://www.instagram.com/p/BtrgilaHXs8/?igshid=1apg5tz8d1pbi)
181	09-Feb-19	gemini_2sides_529: Does she have chart to go off of hearing to many people bought the wrong color ion have money to waste lolbs (https://www.instagram.com/p/BtrgilaHXs8/?igshid=1apg5tz8d1pbi)
182	09-Feb-19	captainzayatc: every shade they made in fenty beauty is a freaking masterpiece. Look how rich they're looking! (https://www.instagram.com/p/BtrgilaHXs8/?igshid=1apg5tz8d1pbi)
183	09-Feb-19	letstalkculturetv: Look at them shades, yaaaasss [emoji] (https://www.instagram.com/p/BtrgilaHXs8/?igshid=1apg5tz8d1pbi)
184	09-Feb-19	isabelle_farrell_: So noones going to talk about the fact that the dark ones more expensive? [reply] lauren.lizzy_: @isabelle_farrel_ probably bc it's a foundation not a concealer (https://www.instagram.com/p/BtrgilaHXs8/?igshid=1apg5tz8d1pbi)
185	09-Feb-19	jscat8again: Could I add a request for a sensitive skin formula? I love the foundation and concealer (amazing shade range!), but I break out every time I use it. It was difficult to find a match, since the foundation dries down slightly darker, so it would be great if we could get come more help with shade matching on the website. (https://www.instagram.com/p/BtrgilaHXs8/?igshid=1apg5tz8d1pbi)

186	09-Feb-19	<p>thequeenofjaxx: @fentybeauty I'm a 270 in the foundation, I just saw use 145 for bags but what concealer do I get. Help please.</p> <p>(https://www.instagram.com/p/BtrgjlHXs8/?igshid=1apg5tz8d1pbi)</p>
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