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### 1990s

#### 1990s women's hair

When it came to the 90s women were all about having pride when it came to their hair, they also loved to use their hair to make statements and everyone went to different celebrities for hair ideas. For example, the Spice Girls were a massive influence on people in the 1990s when it came to hair, the 1990s were when cable TV and internet started to develop and be used more, this allowed people of all ages to be inspired by what celebrities were doing with their hair and the trends they would set.



One of the biggest trends in hair was the "Rachel" look, this was inspired by Jennifer Anderson who played Rachel in the famous show Friends. The Rachel look was made up of layers to form a voluminous square bob look that people loved to incorporate chunky blonde highlights. People also loved the Rachel look but with longer hair and a more blown-out look. This was a different approach that women loved to make them look professional in some sort of way. Drew Barrymore brought back the classic flipped-out short bob from the 60s but added her own 90s twist to it. The 90s was an era of change and uniqueness, this was shown through the pixie cut that consisted of medium hair around the head but into short length at the top, this was then ruffled up to give it a short of edgy look. One look that was a part of the 90s trend was super straight hair which was often worn by people like Britney Spears. The 90s was the era of letting your inner child come out, this was also represented through hair with things like space buns, slick-back hair dos, pig tails and girly do-ups. Something people found fascinating and exciting was the trend of box braids, this is when hair would be sectioned into many parts and woven together with 4 strands to create the illusion of a square, this was a different take to the normal braid with 4 strands. Lastly, women loved the 'crimped look' this is when the hair would be braided into small braids all around the head and then left over night for the crimped look, this was many girls go to look when going out.



Back in the 90s was when people started to experiment with hair colour and dive into the world of going blonde. The most popular colour treatment for women was going blonde. Whether it was chunky blonde highlights whether it was with platinum blonde or natural hues and tones. Chunky highlights were done with foiling and that's when the trend of highlights and foiling came around.

#### 1990s men's hair

During the 1990s men's hair was very neat and were evolved version of hair styles in the 60s, men loved the slick-back 'heroic' look. One of the biggest celebrity's men idolised and went to for looks and haircuts was Leonardo DiCaprio.

Leonardo DiCaprio's look was what people liked to call curtains, it was relatively short around the edges and long hair at the top, but the thing that pulled this hair style together was the blonde highlights men would put in to further emphasize the Leonardo look. One hair cut men did not enjoy was the bowl cut this was accomplished when mothers placed a bowl on top of their sons hair and

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cut around the edges to give a sharp round look, some men left it like this but others parted it in the middle to achieve the curtain look. Another hairstyle brought to men by celebrities was the boy bad NSYNC, but this frosted tip look was mostly worn by schoolboys and teenagers rather than adults. This was achieved by bleaching the tips of men's hair using a highlighting cap and applying bleach to them areas but leaving the rest of their hair their natural colour, this look was often accompanied with short hair on the sides. Tram lines were also one of the most iconic 90s looks, tram lines were shaved lines in the hair, this was worn by boy boys and was made famous by M.C Hammer and Vanilla Ice. All of the looks 6 look above is what men/teenagers would wear to be considered "edgy" or "cool" but there were some looks made for the men who loved the classic handsome, hero type of look and they didn't disappoint. One of the "smarter looks" was the short banded Caesar, it was worn slightly longer at the top with even length all over, men would often gel their fringe down to enhance the smart look. Lastly the look that made all the men look like hero's or what people like to call "heart throbs" was when men cut their hair into a short men bob and pushed the fringe back, letting a few strands hanging to almost from their face, men often gelled their hair to give it a sort of wet look, a similar look that instead of giving of hero vibe gave off the bad boy look, was the hair long at the tops and slicked back, this was an especially easy look and men with long hair loved this look!



Now to black men's hair styles, these men loved to embrace their natural hair and did everything they could to show it off. One of the styles they loved was cornrow. This was done by Dutch braiding small sections of the hair from the front of the head to the back, then crossing them over to create a sort of pattern, this made treating their hair extremely easy. Another style that was made to show their unique heritage was the flat top or afro. The flat top was done by skin fading the sides of the hair but elevating it upwards to almost give it the look of a sort of table, this hair style was done by professional hairdressers that individuals went to every single time to get the exact same look. The afro was a sort of more natural look, it was cut in a pivoted sphere that was raised from the scalp. Finally, one of the most famous looks for people with this sort of hair was the 360 waves, the hair was brushed forwards regularly with a special brush and hair products that would manipulate the hair in a certain way that made it look like waves were being rippled all around the head, this look was also done with two tram lines either side towards the back of the neck.

### 1990s hair compared to the 21st century

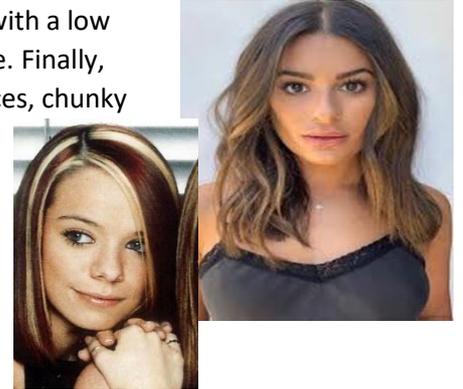
#### Women

Over the past 15 years or so things in the hair world have changed and evolved, mostly for the better but some things haven't really changed and some things have started to creep back into the 21<sup>st</sup> century, here are just some of the things that have changed. The famous Rachel look had now changed to chunkier layers to add volume to the hair, people also tend to keep it not as messy and flip the edges out to give the style a little more something, even though the classic "Rachel look" I still about even though this day it has evolved and changed to how the 21<sup>st</sup> century women like to look. Things also change their names over time, for example 'Zulu knots' are now known as space buns, instead of having multiple sections and small buns, its changed to parting the hair in the middle and creating two buns on the top of your head, these are normally backcombed to give more volume to the buns. Crimping now has evolved to more loose crimps and instead of keeping



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the hair in plaits overnight people now chose to use a crimper, which gives off a subtler look almost as if there are waves in the hair instead of kinks, crimping has also changed age range, instead of it being something for everyone it has now become more seen in younger children and teenagers than older women. Pixie cut, has changed to having longer hair on top with lots of volume and an all-round messier look, with short hair on the sides. This is what people tend to think of as a more masculine, but in the 21<sup>st</sup> century women have changed this look and made it their own, and gave it a feminine name while changing it from just a masculine look. Feathered simple bangs were a thing of the 90s, now in the 21<sup>st</sup> century its full of vertical cuts and are styled with a low dryer, but something they do have something in common is their volume. Finally, super straight hair and chunky highlights were one of the 90s expert places, chunky highlighters were made using highlighting cap or doing it by hand, but they have been replaced by subtler softer things like balayage, mid lights and textured highlights. This ensures that their or multiple tones of blonde throughout the hair, so it ensures a natural look throughout the hair.



### Men

The 90s was an era full of men and full of weird but wonderful hair styles, that over time have changed and developed into what they are today.

The famous 'Leonardo DiCaprio' look has changed into a grungier, messier and texture, straying away from the pretty boy look it was in the 90s the hero look is also worn extremely similarly to the curtains- but with a little more wave and mess in it. tram lines are a lot cleaner and now are seen above the ear and accompanied with a skin fade at the sides, and recently people have taken the tram lines and made slits on their eyebrows, this has become a massive trend with people putting multiple slits on their eyebrows. Bowl cuts are finally not really bowl cuts they have longer fringes, straight at the top and fades into a skin fade at the sides, this adds a lot more texture to the hair style. Blonde highlights weren't only something women did in the 90s but it's also something they still do now, it may not be frosted tips they go for but they go for a range of colours, men now a days like to dabble into the world of colour more than they did in the 90s. men often in the 90s associated long hair as a feminine thing, but now in the 21<sup>st</sup> century men love to grow their hair out to shoulder length and shave the bottom of necks to give it a sort of edgy look with a design in the shaved area.



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### 1990s makeup

Makeup in the 1990s was a new way of expressing art in a different form than the usual pen and paper. Even though they loved a natural look they also loved things that made them stand out.



Dark thin eyebrows, normally drawn on with eyebrow pencils. People normally went a shade darker than natural hair colour

Flawless natural foundation colour, normally slightly pale and then face sculpted out with a cool or warm toned bronzer

Lips were defined by using a darker liner to outline the lips and a lighter colour in the middle, to give illusion of ombre lips

Eyes often had a light smoky look that consisted of browns, greys and neutral colours, that were often paired with black eyeliner and mascara, to give eye a sort of lifted look.

Many older women loved the subtle look, it allowed them to work with it on and do daily activities without looking like they were immature. But not everyone was the same many women loved to experiment with colours, they paired vibrant colours on the eyes with natural coloured lips so people would focus on the eyes rather than their lip colour.



Thin pencil like eyebrows. Natural flawless base, darkened by bronzer and a little blush on the apple of the individual's cheeks

Smokey purple look paired with metallic shade blended all the way to the brow to give illusion of a bigger eyelid

Light purple also peach like lipstick colour, paired with an ombre effect to match the eyeshadow but not enough to bring the attention off the eyeshadow

The famous pencil brow was brought into the 90s by people like Christina Aguilera, in the 90s models ran the makeup trend way before anyone celebrities started to bring around trends. frosted lips were a massive trend in the 90s people would layer lip gloss on top of frosted lipstick to further emphasises. One of the biggest eyeshadow colours in the 90s was blue, this was made popular by the spice girls wearing blue shimmery eyeshadow in their music video and people took inspiration, they loved to further drag their eyeshadow down to the water line the make their eye colour stands out. The base was often natural and flawless; they went for a sort of pale foundation which they then contoured their cheekbones and forehead to create an illusion of a smaller forehead.



### 21<sup>st</sup> century makeup

Now in the 21<sup>st</sup> century there is a wider range of products and vibrant colours. Things in the makeup industry have become more visible and obvious that one is wearing makeup. Eyeshadow and makeup has become more of an art, makeup artists love taking their eyeshadow off their face and drawing and painting with it. Now a day's makeup is also a way of making a steady income, this is done by them doing other peoples makeup and charging an hourly price, or doing famous peoples makeup. People now a days love a glossy look, for example they love to add lip gloss on top of their eyeshadow to almost give it a plastic look, this is then paired with a light base lots of highlight and blush and bushy brows.

Instagram brows are a large part of the makeup people wear, this is wear eyebrows are filled in to give them a full look, but are sculpted and drawn to make them look perfect, these are often seen on Instagram, therefor getting its name 'Instagram brows'

These are some of their trends



Brown Smokey eye look with black to darken the look, eyeshadow dragged down to the eye to make the eyeshadows blend together well

Subtle contour to give more definition to the face

Dark matte ish lip to match the eyeshadow and pull the look together



Nude lip to match silver Smokey eyeshadow. Skin is glowing and not matte to match the whole look

Silver eyeshadow with hints of burnt brown and hints of orange so the eyeshadow blends together

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### 1990s makeup compared to now a day's makeup

Things have changed but things have also stayed the same. There is a wider range of products and companies and makeup isn't something that only women use. Now a day's men also like to dabble into the world of makeup. Back in the 90s it was all basic looks with a little bit of eyeshadow on the eyelids as an everyday kind of look. Now a day's eyeshadow looks are over the top and dramatic on a daily basis, people love to mix all kind of colours together and come up with a look. Surprisingly, when it comes to big events celebrities like to go for a natural look and focus more on their base and how it looks, and if they do they tend to go for a subtle look to match it with their outfit and their lipstick. Celebrities also tend to get their makeup done professionally for events rather than doing it themselves and this is how some make their living, by moving up the ranks and working with more popular celebrities to advertise their makeup abilities.

Here is the 90s compared to the 21<sup>st</sup> century.



Natural coral pink eyeshadow, with lip gloss applied above to give it glossy look. Bushy brows a shade lighter than hair colour, normally done with brow gel

Light contour and blush but heavy highlighter, that matches her skin tone

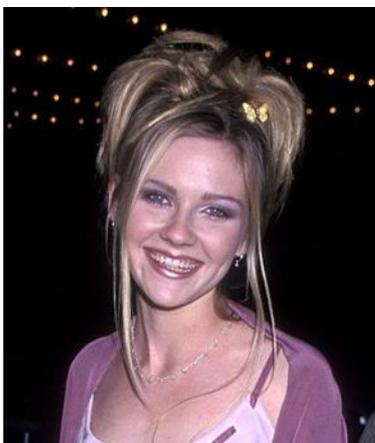
Bare lips, with chap stick applied to avoid chap lips, the most natural lip look there is

Instagram brows the same colour as hair, feathered out slightly at the start, carved out with concealer. eyeshadow is a natural pink with a shimmer shade put in the middle of eyelid eyeshadow dragged down to lower line



Big nude lips, lip lined with a darker shade on the outside and lighter on inside and a clear gloss on top of it all

More noticeable contour, with a warm and cool tone shades, blush and highlighter all blended together to give a flawless look. Base is full coverage and same or little darker than face skin tone



Light blue eyeshadow on lids, with a sort of metallic shimmer the further emphasises shadow dragged to pencil thin brows

Light/pale complexion, accompanied with pink toned shiny lipstick on the inside and a darker lip liner around lip

### Nail designs in the 1990s

In the 90s women loved a bold nail design with all sorts of colours, nails designs were the craze when it came to getting their nails done. These were either done on plastic nails that were then packaged with nail glue so women could easily get long nails in the matter of minutes, or they were drawn onto their real nail. Women back in the 90s loved a good square or squoval nail when it came to the shape of them. Bright designs that stood out were for all age ranges, but were mostly seen in teenagers or young women. But despite all the bright colours there was always a simpler look that added a bit of class to a woman and this was the French manicure, often white a small flower or gem in the nail to add a bit of bling to them. Even though in the 90s they didn't have acrylics they did have gel nail polishes and stick on nails.



Spiral patterns paired with zig zags, squares and the base colour is a bright pink



Vibrate colours nail art was on all teenager's nails, especially stick on nails. People also loved to draw on their designs with multiple nail polish colours.

### 21<sup>st</sup> century nails

Now a day's nails are no longer just something for women, things have evolved and things like makeup, nails and makeup have become something men also enjoy to do. Now a day there are acrylics, nail tips and a wider range of nail colours. The craze of bold nail designs has also died out a bit and moved to more eye catching things such as holographic nails, stickers, high end clothing brands on their nails. Acrylics are also something everyone loves to do, and with a wider range of nail shaped and colours there's something for everything. Teenagers tend to go for a long coffin look with bright colours and designs. But older women also like to stick to the casual French manicure look due to them doing things around the house and working in also sorts of industries.

These are some of the 21<sup>st</sup> nail trends.



Matte nudeish purple acrylics, in claw shape. Pinkie finger is full of shimmers unlike the rest



Acrylics shaped into a coffin shape. All fingers are a shade of pink but some are pale and some are bright. Shiny coat applied on top

### Key products and equipment used in the 90s

There were always products for everyone in the 90s regardless if you were a goth who wouldn't leave the house without a dark lipstick colour and a choker around their neck or someone who truly just wanted to be a raver with their manic panic hair dye and nail polish in the colour 'sky' there was something for everyone. Many women in the 90s shared favourite products.

Firstly, one of the most well-known nail polishes was the hard candy one in the shade sky, it was a sort of pale blue that people associated the sky. This was made popular by Alicia Silverstone who mentioned that she loved this nail polish. 3 of the most used lipsticks was the loreal lipstick in toasted almond, Revlon toast of New York lipstick and the Clinique almost lipstick in black honey, these shades were deep almost berry lip colours women loved to wear on a daily basis. They left them on their lip giving off a matte sort of look of layered the famous mac cosmetics clear lip gloss to give it a sort of wet look instead of matte. The mac lip gloss was one every woman loved to use to layer, especially on top of frosted lipsticks to give it a more metallic and shinier look. The most classic lipstick of them all was the Revlon fire and ice, it was the perfect classic red to be worn on any occasion, this was mostly worn by older women who liked a pop of colour on their lips instead of eyes.

Perfumes were a massive part of the 90s, people loved all sort of smells floral, strong you name it everyone had at least tried one with that sort of sent. But here are just some of the 90s favourites firstly it was the baby soft perfume by loves, this was mostly worn by teenage girls. Bath and body works was massive part of the 90s, it was almost every girl of all ages went to get things like body lotion and hand sanitizers, the most popular body lotion was the warm vanilla sugar one, back in the 0s people loved smelling like they just had been freshly baked an out of the oven. And finally what people who were alive in the 90s called the most revolutionary perfume was the ck one, this was one of the first unisex fragrances that everyone in the house could wear, this was loved by many people as it lasted long but wasn't too over powering.



Finally, no one in the 90s could not live without their favourite hair care products that once a hair style was done would bring it together as a whole. One of the most used hairsprays was the rave hairspray, there was no other hairspray that kept your hair as bug and puffy all day as this one. Something people resorted to when they didn't have any hair spray left in the house was dep gel, this was one of the gels with the most hold, it also had electrolytes which often made people think it made it better than any other hair gel. This would often be scrunched into the hair to give it a messier and more volume look to the hair style. Something every teenager loved was the sun in hair lightener, this was used by girls who wanted to bleach their hair blonde but weren't allowed because their parents either didn't have enough money or just didn't feel as if they needed it, this soon stopped being a trend when girls laid in the sun for 30 minute and went ginger/yellow.



The 90s was a memorable time for everyone who experience them, but some of the gadgets were unforgettable. The women of the 90s were spoiled with machines and things to help to do their hair. For example, flexible hair rollers were a massive way to curl your hair, they were pink and they came in this sort of contraption that would fit each individual roller, these were one of the simplest things to use even for people with extremely straight hair found it easy to use, this was more of a classic

look that 'fancy' girls went for. Another few things people used to style their hair was straightener's, crimpers and curling irons. People loved the straight look, but also loved the look of crimping their hair, even though a lot of people tended to braid their hair during the night, to lower the heat damage on their hair. Curling irons weren't used as frequently as straightener's and crimpers but were using occasionally to add a few curls into crimped looks. Older women loved Velcro rollers and often slept in them, these rollers were used to keep curls in place over night so they wouldn't drop and go all straight, these were either slept in or left in the hair for an hour or so and when taken out would leave a bouncy full of volume blow out that older women loved.



### How treatments and services have changed since the 90s

Many things have developed over the years, it can easily be seen through the 90s makeup and hair compared to the 21<sup>st</sup> hair and makeup but so have the technique of things such as bleaching hair have evolved for the better. Back in the 90s bleaching was a massive thing, but some of the techniques were a little off. For example, back in the 90s highlights were done with what you call a highlighting cap, thin hair sections were pulled through little holes around the cap and then bleach was painted onto the sections of hair. This gave the hair a sort of stripy look and not a very natural look overall. Now in the 21<sup>st</sup> century hair is bleached in many ways, foils are the main way hair is bleached, strips of people's hair are picked out and weaved out, the hair is often back combed as well to ensure there isn't a hard line from where bleach has been applied. Also the same colour isn't applied all over the hair, colourists add different tones of blonde and browns that are then toned with a purple shampoo to ensure that it gives off a natural look is created all blended together nicely. It wasn't until the 20<sup>th</sup> century that women started to shave their legs, due to new clothing trends to rise that showed more skin. The 90s wasn't an era that helped women with their self-image as films like bay watch started to come out, but this also encouraged women to show off their body and not hide it. in the 90s women didn't have half the techniques we have to remove hair, for example they probably used a single blade that was probably difficult to get a hang of. But now in the 21<sup>st</sup> century we have laser hair removal, waxing and even female razors to help us with this process of removing hair off our body, and majority of the time it is done by specialist people who have taken courses to be able to do waxing safely. Hair extensions were also massive part of the 90s, but these extensions were mostly tape or clip in ones that would camouflage into the hair well or give the illusion that it was real hair very well. But now in the 21<sup>st</sup> century there are multiple types of extensions that are a lot better at looking like real hair and camouflaging into the hair than the 90s extensions did, they have also become a lot smaller and easier to handle.



Even things small things like plucking eyebrows have change since the 90s, back then plucking eyebrows was normally done with large tweezers. Now a day there is threading, waxing and even hair removal cream to make up the process of plucking small eyebrows hairs easier. Eyelashes have also evolved for the 90s to now, back in the 90s strip lashes were a big thing, they were a simple way to get voluminous lashes for a couple hours and then remove them once the day had finished. Now a day there are ways to makeup eyelashes that and big and full semi-permanent, for example eyelashes extensions, individuals, lash tint and lash lifts. All these techniques give illusion if darker fuller eyelashes without the trouble of re apply them



every time you want to wear them. Even though all of these are a thing strip lashes are still as popular but are produced fluffier and more eyelash like. These are just a few examples of how things have developed over a small amount of time.

Not only has techniques and how things are done developed but so has the internet. Back in the 90s there was only tv to take inspiration from which is how many teenagers and adults got their inspiration, by seeing celebrities on the tv. Now in the 21<sup>st</sup> century there is all sort of social media platforms that let everyone share what they like and how they dress, this allows individuality and more ideas to surface the ground every day.

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