

THOUGHT-STARTER: WHY MALE BEAUTY HAS A REPRESENTATION PROBLEM

By Holly Friend

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Blake Rascoe and Patrick Boateng, co-founders of skincare brand Ceylon, explain the beauty sector's representation problem and why brands must be inclusive from the inside out.

Noticing a distinct lack of products designed for the treatment and protection of non-Caucasian skin, skincare brand **Ceylon** launched with a range specifically for men of colour. 'It felt like a responsibility as much as an opportunity,' says co-founder Patrick Boateng.

'We decided to create something that was really accessible and help a group of people take control of their skin health,' Boateng explains. 'Everything we're doing is from the perspective of whether it will work, whether it will help and whether it will cater for the needs of these people,' adds co-founder Blake Roscoe.

As to why the beauty sector has been so slow to cater to men of colour, Roscoe says: 'I think it's because there's a lack of representation of men of colour in the industry. If there's nobody there representing men of colour then those things won't be addressed or thought about.'

Read the full Q&A [here](#).