

Ulta Transgender Beauty Night: Gaining confidence through makeup

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A large, solid purple rectangle occupies the lower half of the slide, serving as a decorative background element.

Transgender Population in Virginia

34,500

Estimated
transgender
population of Virginia

0.5% of state population

~1,400

Number of
transgender
individuals served at
UVA

- ~600 by Teen Health
- ~600 by Adult Gender Health Clinic
- ~200 by Surgery

31%

Reported experiencing
mistreatment in a place
of public
accommodation

- 15% denied equal treatment or service
- 21% verbally harassed
- 1% physically attacked

Role of makeup

*"Makeup was one of the first steps I took in embracing my female gender identity. It is one traditional aspect of modern femininity for trans women such as myself. It is relatively cheap, very accessible, and easily removable. A little foundation, mascara, and lipstick can have a huge impact. **Makeup does so much with so little. It helps me to see the real 'me' in the mirror.** It has a tremendous impact on our attitudes, self-esteem, and desire to look and feel as feminine as possible. I love not only how makeup makes me feel but also how I look and present myself when blending into society. Makeup has become a lifetime ally and friend."*

*"**Makeup makes me feel alive. As soon as makeup goes on my skin, I feel like I'm transforming myself into this undefeated goddess.** It's like my armor. There is a power that comes with wearing makeup because not only does it show that you have the skills to be able to properly apply it, but it also shows people that you care about your presentation. There's a level of respect that comes with that, and that's where the power comes in. When you have respect, you have power."*

Ulta Beauty Night

Event Space

Stations

Attendees



- Charlottesville Ulta Beauty Store
- Private, after-hours setting on December 5, 2021
- Store manager and beauty consultants volunteered their time for the event

- 4 stations for attendees to rotate through:

 - Foundation Matching*
 - Basics of Contouring*
 - Clinique Skincare*
 - Exuviance Skincare*

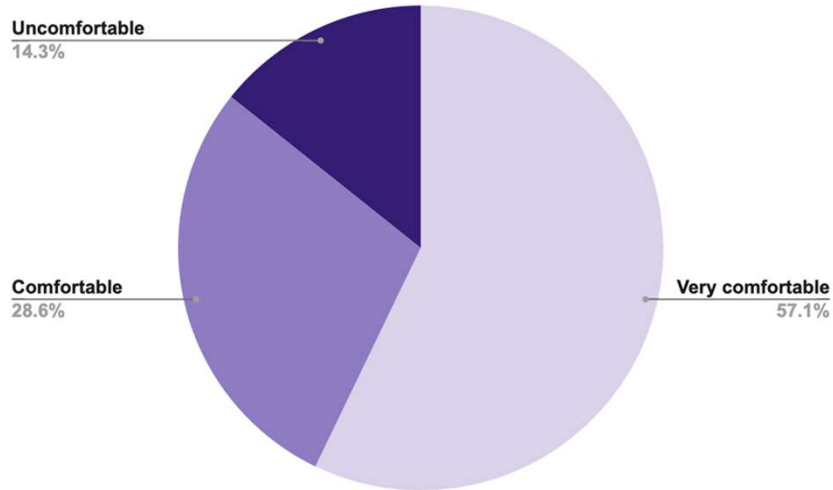
- Following stations, attendees had the opportunity to shop for products with 1:1 assistance from staff
- Free samples provided

- 15 attendees from throughout Virginia (Harrisonburg, Fredericksburg)
- Youngest attendee: 13 years old

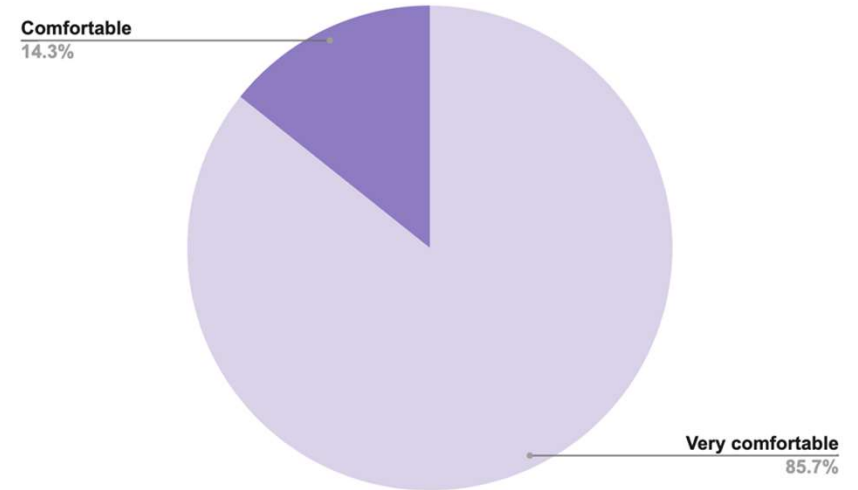
Impact of the Event

Attendees' comfort level shopping for makeup products

During normal store
hours in public:



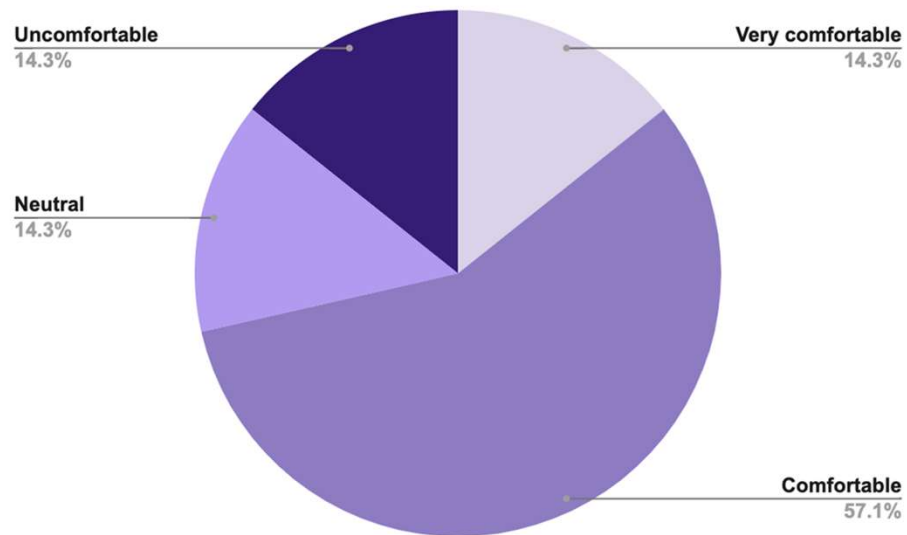
During private,
after-hours event:



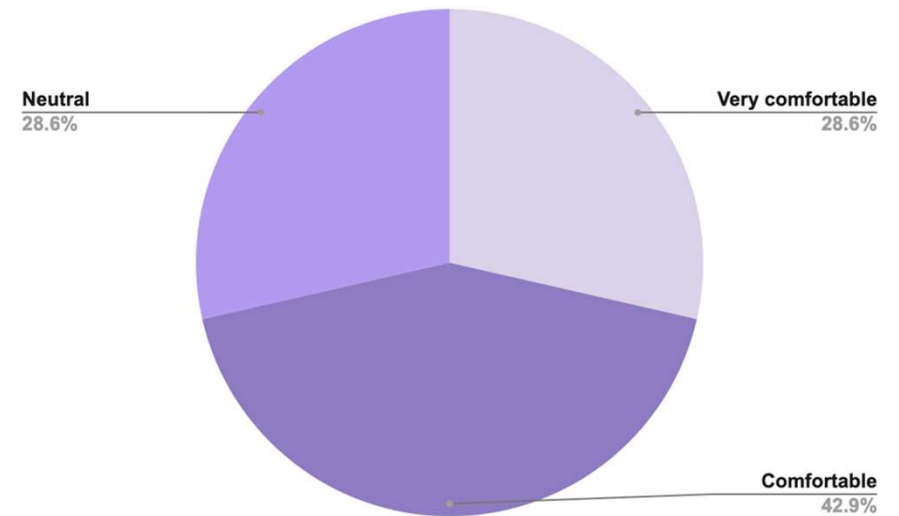
Impact of the Event

Attendees' comfort level using makeup products

Prior to the event:



After the event:



Attendees' Perspectives

*“Wonderful to be with so many others like me...seeing how **we are all different but beautiful**”*

*“The event made me feel like I can begin to experiment, that I had people who could **help me instead of judging me**”*

*“[I enjoyed] just being out with so many transwomen in such a **safe and affirming space**”*

Future Initiatives

- Makeover event with personal 1:1 session with cosmetologist
- Hair styling workshops
- Additional workshops with Ulta featuring new workshops and brand representatives
- Makeup donation drives for the UVA Transgender Clinic
- Youth specific outreach
- Fundraising for additional programming

Interested in getting involved? Reach out to us! lif3ry@virginia.edu and kyp2hka@virginia.edu

Medical Services Available to Patients

- Medicaid VA now covers feminization services and procedures including:
 - Hormonal therapy including puberty suppressing and gender-affirming hormone therapy
 - Feminization and masculinization procedures: Tracheal shave, genioplasty, forehead contouring, electrolysis, and laser hair removal
 - Gender affirming surgeries
 - Behavioral health
 - Speech therapy

Questions?

References

[https://transequality.org/sites/default/files/docs/usts/USTSVASStateReport\(1017\).pdf](https://transequality.org/sites/default/files/docs/usts/USTSVASStateReport(1017).pdf)

<https://hellogiggles.com/beauty/makeup/trans-women-self-expression-beauty/>

<https://williamsinstitute.law.ucla.edu/wp-content/uploads/Trans-Adults-US-Aug-2016.pdf>