

Sephora Kids

Hailey is a ten year old girl. She just joined a softball team a few weeks ago, and yesterday she spent the whole afternoon playing with her dog. Today is different. She was tired and decided to scroll the internet for a bit. She finds a video of a girl her age putting on pounds of makeup and skincare, and wonders if she should do the same. Why isn't she like this? She thinks back to how girls her age have stopped playing with toys and are starting to play with different skincare instead. Should she do the same?

Hailey isn't just any ten year old girl. She's most girls around her age.

During Christmas 2023, parents were all over social media, concerned because their children did not want the newest toy, they wanted the newest skincare product. Mothers were wondering why their daughter needed these things when most children of that age hadn't even had any blemishes at all.

Most children are now scrolling on TikTok and one of the biggest topics on it is "Get Ready With Me." Where we can see girls of all ages, mostly very young ones, putting on products with things like retinol, which is an anti aging chemical, as well as parabens.

Some kids have never had issues with acne or facial breakouts until they use skincare. Some of these routines on the internet are as long as 12 steps. After children break out because of not properly using skincare, they assume they just need to use more of it.

It isn't bad to want to take care of your skin, but it is bad to not know what you are putting on your face. Most kids aren't looking for a particular product to fix something, they are just looking for a brand name that they can tell their friends about. A lot of kids don't even want to use it on their skin, they just want to make their vanity shelves look 'better.'

So, what's the problem? The first is kids need to be aware of what they are doing. Kids do these routines daily, sometimes twice daily. Doing this consistently can irritate the skin. It can damage skin cells and leave the skin much more prone to dryness and breakouts. Most dermatologists say that these products shouldn't even be thought about unless the person who wants it has actual skin troubles or is around the age of twenty. Sunscreen is really the most important thing for these kids to be wearing, and no kid has begged their mom for it.

But why has Sephora spoken out against these kids? Why do the workers want these kids gone, if they are giving the company thousands of dollars?

One topic on social media that is even more looked at than the Sephora products themselves are the kids who shop there. Babysitters are scared because their girls are saying they have an unlimited budget at the store. Kids are spending hundreds of their parent's money on products when they can't even pronounce the ingredients in them.

Kids go into Sephora and because they are just kids, they use the testers that are meant for everyone. They waste product and use it inside the store on their own young faces leaving the employees to clean up the mess. They smudge the products everywhere and put things where they don't belong. Kids themselves are making videos where they mix products that have nothing to do with each other together with their tiny fingers. Adults who genuinely want to see if they like these products can't do so because the testers aren't clean. Of course this isn't the case for every young girl, but it's enough to raise concern. Many young adults are saying the first time they even stepped into a makeup store was when they were around sixteen.

Retail workers have it hard enough. Most are young adults or college students having to pay rent. The last thing they want to deal with is cleaning someone else's mess they purposefully made. Kids don't believe they can get in trouble. They are just children and because of this don't think they will have consequences. Some parents can't see what their kids are doing or are too busy to be aware of it. Some workers have even called these children barbaric.

Many women are saying that an age limit is needed at Sephora. Would this stop the children? It is sad to see because some children are educated and simply want to do makeup safely and for fun, and the so called, "Sephora Kids" are ruining it for everybody else.

Not only have they been called barbaric, they have been called rude. People have countless stories of the children stealing products, demanding things from their parents, and insulting other shoppers.

There are no "preteens" anymore. There are babies, and older babies who have grown up way too fast. Taking care of one's skin is good. Having fun with makeup in a safe way can be good. The kids need to know their actions have consequences, if not for them someone else. Parents need to make sure their kids know wrong from really wrong.