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### How Capitalism Creates and Profits from Women's Insecurities

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# How Capitalism Creates and Profits from Women's Insecurities

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JUST 280G  
Dr. Kelly

## The Creation of Insecurities

- Advertisements
- Billboards
- Models
- TV Shows
- Movies

## The Insecurities

- Weight
- Body Shape
- Hair Type
- Acne

## The Perfect Products to "fix" Insecurities

- Makeup
- Hair Products
- Waist Trainers
- Skincare
- Clothing
- Dieting Supplements

## How does capitalism deliberately target women?

Capitalism is defined by a singular motive of profit production. But this profit comes with a price: the degradation of women, a degradation that sustains the profit, or "economic growth," that capitalism needs to survive.

## How do we see this in our everyday lives?

- Ulta
- The company was founded by Richard E. George and the current CEO is David Klmbell (both men)
- Searching the ulta website for women's vs men's makeup
- 5079 results for "women's makeup" and only two results for "men's makeup"
- Further driving the idea that these products are made and targeted towards women

## When Insecurities Turn Into Profit

- Bloom Revenue (972.2 Million in 2021)
- Ulta Revenue (almost 9 Billion in 2022)

