A Spotlight On Aesthetic and Identity in Latine Beauty Brands

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Editor's note: In this article, ADWEEK deviated from its style of using "Latinx" due to the writer's preference. "Latine" is a gender-neutral form of the word Latino.

New York City in 2013. That's when I first realized the profound influence that Latine beauty could have on the industry.

After relocating to spearhead Hispanic media strategy and planning for L'Oréal Paris, I saw the immense opportunity for brands and marketers to delve deeper into the cultural narratives that define Latine beauty—to create more relevancy by honing in on products that addressed the unique needs of Latine consumers, along with brand ambassadors that took pride in their heritage.

From intersectionality to authenticity, brands and retailers can embrace the power and culture of the Latine beauty community and ensure an inclusive industry for all.

A driving force in the global beauty sphere

In our increasingly diverse world, the beauty industry has evolved from mere aesthetic expression to a powerful platform for cultural storytelling, identity affirmation, and community building. Notable figures like Becky G, who speaks to beauty as a Mexican American, and entrepreneurs like Julissa Prado, founder of Rizos Curls, are redefining beauty standards and proving that Latine beauty is not only here to stay but is also setting the agenda for what's next.

Latine beauty, characterized by its vibrant and varied expressions, is not a fleeting trend. Instead, it's a transformative force within the global beauty landscape. From skin care routines deeply rooted in natural remedies and generational traditions to bold makeup looks and defined brows, Latine beauty aesthetics are setting new standards. It is not only shaping norms but has also become a crucial element in the global beauty industry, influencing everything from product development to marketing strategies.

Beyond the trend

Latine communities represent over 19% of the U.S. population and wield purchasing power exceeding $3.2 trillion. This demographic is pivotal to the beauty industry, with women of color, including Latines, spending 78% more on beauty products and making beauty-related shopping trips nearly nine times a year. Such substantial purchasing power underscores the importance for beauty brands to engage meaningfully with Latine consumers.

Latine beauty's influence goes beyond trends; it encompasses a deep cultural resonance. Our communities have been driving beauty innovations for decades, introducing global audiences to skin care practices that utilize natural ingredients like aloe vera, avocado, and chamomile. These elements, long cherished in Latin American households, are now featured

prominently in products by global beauty brands, reflecting a growing emphasis on natural and sustainable ingredients.

A great example is Youth to the People, a brand that created Pro-Grade Vegan™ skin care with superfood ingredients such as papaya and organic cactus, backed by innovative science for powerful results. In six short years, the brand reached $50 million in sales and was acquired by L’Oréal in December 2021.

Latine entrepreneurship is also making waves across the beauty industry. Brands like Vive Cosmetics and Nopalera are leading the way with products that honor cultural traditions while addressing modern consumer needs. These brands, with their direct-to-consumer approaches, are not only serving Latine audiences but also creating meaningful connections through their offerings.

Major retailers such as Ulta Beauty, Target, and Sephora are recognizing the importance of inclusivity. They are dedicating shelf space and marketing resources to Latine-owned brands, signaling a broader commitment to diversity.

L’Oréal USA’s Inclusive Beauty Fund, which expanded in 2024 to support Latine beauty entrepreneurs, further exemplifies this shift. By providing grants and professional mentorship, L’Oréal USA is investing in the future of Latine beauty and supporting emerging talent. These brands and retailers are leading the charge in how to authentically engage with and support Latine beauty brands and consumers.

The power of intersectionality

As this multifaceted community grows, beauty brands and retailers must shift their approach from conventional marketing strategies to ones that embrace intersectionality to foster genuine connections.

Intersectionality is essential to connecting with Latine beauty consumers. From Afro-Latine individuals to indigenous

descendants, the importance of embracing the complexity within this group and the range of nationalities, skin tones, languages, and cultural traditions can move beauty brands beyond surface-level marketing and transactional relationships. There is an opportunity to demonstrate a deeper commitment to inclusivity and become true partners in the personal and cultural journeys of Latine consumers.

Brands that will excel will understand it’s not enough to translate materials into Spanish and will approach this audience with cultural intelligence, respect, and empathy. Narratives that reflect lived experiences, showing that the beauty industry can be a catalyst for change rather than the perpetuation of narrow ideals, will show a true investment with this population.

Championing the Latine beauty community

While understanding Latine consumers is the first step, there must also be action behind it. With that knowledge, brands must be open to developing inclusive product lines and championing intersectionality in their branding by authentically reflecting beauty traditions and the rich diversity within the Latine community, addressing various skin tones and cultural backgrounds.

What’s a product launch without marketing behind it? Brands must also ensure their marketing campaigns are authentic and highlight the experiences and stories of Latine individuals. One-off campaigns just don’t cut it anymore; marketing efforts must be authentic and inclusive year-round.

Lastly, brands and retailers must recognize the power of community by investing in long-term partnerships and providing

meaningful support to Latine-owned beauty brands and entrepreneurs with initiatives that promote long-term growth and success. Whether through mentorship programs, grants, dedicated retail space, co-branded initiatives, or marketing support, brands can be advocates for the Latine beauty community.

Celebrating Latine beauty means more than acknowledging its impact; it’s about embracing its authenticity and integrating it into every aspect of your brand’s identity. Beauty brands can expand their market share and contribute to a more inclusive and equitable beauty industry.

Championing the future of beauty through diversity with an always-on approach will unlock a brand’s full potential and foster loyalty among Latine consumers.

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