

# THAT- A-BOY!

*Meet one of YouTube's make-up men. Jake-Jaime Ward, who is also known as The Beauty Boy, is the young internet star who's managed to encourage men – and women – of all sexual orientations to include make-up in their daily routines.*

There's very little point in fretting over what people are going to say about you if you're covering up spots and brightening your complexions with make-up, because if anything, it serves as a sign of confidence and high grooming standards. But such discussions are often in the wheelhouse of the fairer sex. So, what happens if men have the same concerns too (because they do)? Did we ever shun Chris Hemsworth, Benedict Cumberbatch, or Hugh Jackman for sporting a bit of foundation? Nope. Now, let's be honest, men wearing make-up still holds the same stigma as models above a size two in the fashion world. So, if were to tell you that a male beauty Vlogger has been making a name for himself distilling beauty tips, what would your first reaction be? For us, it is one of amazement. If you didn't know the name Jake-Jaime Ward a year ago, fine. If you didn't know the name Jake-Jaime Ward before you needed help with your spot-covering routine, okay, no big deal. Maybe you're not a regular YouTuber. But if you don't know the name Jake-Jaime Ward by now, then we don't know what to tell you. Ward, who is affectionately known as The Beauty Boy, is a UK-based beauty vlogger quashing gender stereotypes one YouTube video at a time. The 24-year-old is a happy-go-lucky, Celine Dion-loving dude from England, who, after suffering from irritating bouts of acne in his teens that caused him to spend thousands of pounds on futile treatments, has turned into something of an internet hero. Upon starting up a YouTube channel about a year ago, Ward was merely a guy sharing his findings and knowledge about covering spots with foundation effectively. It wasn't until his tutorials received extremely positive reviews from both genders as well as his friends and family (they couldn't even tell he was wearing make-up) that he began realising his make-up prowess deserves far greater reach than his bedroom – his videos aren't just part of a side project but one that is putting up a profound fight against conventional social stereotypes.

**MANIFESTO: Did you ever think people would respond positively to what you are doing?**

**JAKE-JAIME WARD:** I had no idea how people would react, I didn't even tell my friends or family about my YouTube channel initially, as most of them didn't even know I wore make-up! I had decided I wanted to start recording videos to help others as there was a gap in the market. However, it took me many months to pluck up the courage to even press *record* for the very first time. Society made me feel like I shouldn't admit that I was a guy that wore make-up, but I am so pleased that I decided to ignore social pressure as my work has not only helped me grow, it's helped thousands of other men too.

**M: Do you think people underestimate how hard beauty vlogging is, especially being a male?**

**JW:** I think as a male, it was actually easier for me to create my brand as I had very little competition due to the limited number of male beauty bloggers out there. I touched upon a niche market. I was different and so it was easier to stand out. YouTube is a really hard game though (for both sexes); initially, it can be very demoralising as you are working really hard to create great content yet nobody is watching. It takes time, continued commitment to your channel, and a lot of patience before you can even begin to see a trace of success. It's incredibly important to have a thick skin, as every time you post a new video you are opening yourself up to criticism and often some rather spiteful comments too. It can be tough, and it requires hours of input. However for me personally, the positives far outweigh the negatives.

**M: Do you think you're encouraging more men to delve into the world of cosmetics?**

**JW:** I think the market has always been there for the taking, but my work has helped to *normalise* men in make-up and has shown guys how they can transform their complexions in the most natural way imaginable. I'm certainly not trying to get every man to wear make-up, my mission is to

stop the gender stereotypes for those who wish to wear make-up without the fear of being teased and laughed at. The general consensus from my YouTube audience is that they want to wear make-up in a natural and functional way, as opposed to a decorative one. They don't want to change the way they look; they just enhance and cover areas of their skin that drain their confidence. That certainly doesn't mean that men who wear very visible, slightly more eccentric make-up are wrong. It's down to personal preference, and it depends on the look you're trying to achieve. It's exactly the same with women; some like the natural, *just rolled out of bed* look and others prefer full on glam. With 72 per cent of my YouTube channel audience being male, I quickly proved that I wasn't alone and that there are thousands of men wanting to improve their appearance, and why shouldn't they? This is not about men wanting to be feminine; it's just about creating the best possible version of ourselves. Somehow our society decided that only women should wear make-up, but many men feel the pressure to look good and meet beauty standards, too. We often hear phrases like *manning up*, *getting on with it*, and being *strong and silent*, and this has left men little space to reposition or redefine themselves in society. We know sexism hurts women, but we don't talk as much about how sexism hurts men. Why are men supposed to be reserved emotionally? We are all humans; we get anxiety and have body image issues too. Our sex should be completely irrelevant. It's time that both sexes had equal access to this incredibly powerful tool. Without being dramatic, I honestly believe it can change certain individual's life. It enables you to put your best face forward, and this means that people suffering from acne, scarring, rosacea, pigmentation, birthmarks, vitiligo and many other conditions can use make-up just to feel *normal*.

**M: Where did you learn your contouring techniques from?**

**JW:** I am completely self-taught through years and years of trial and error. I'm a creative and I think this helps as naturally I am able to look at a face



Text by Rachel Haslam Photos courtesy of Jake-Jaimie Ward

and see what I could enhance. It's all about shade and light. It's incredible how you can completely change your facial framework with the help of clever cosmetics. You look at Kylie Jenner; apart from lip fillers, she has had no other surgery. Yet in recent years she looks completely different – that is the power of make-up.

**M: Is there anybody you look up to in the beauty world right now?**

JW: I am a huge fan of Charlotte Tilbury, make-up artist to the stars. Charlotte has been a huge inspiration for me. I was captivated by her infectious personality and love for changing people's lives and helping them to feel better about themselves. Charlotte has created a brand that really simplifies make-up, allowing everybody to create red carpet glam every day. It takes a special person with an incredibly special talent to achieve everything that Charlotte has. She's incredible!

**M: How important is getting your brows done to you?**

JW: So important. Brows really are the pillars of the face and have the ability to make or break your look. Recently, I had my brows permanently tattooed on by celebrity favourite Tracie Giles. I had them done to show other men the reality of what can be created. My audience loves the idea of enhancing their brows too, but many feel they don't have the skill and creativity to do so. This treatment allows you to have permanently great brows, created by a professional, without the daily skill or effort required. I also had them done as my eyebrows were the most time-consuming part of my make-up routine, so it has given me so much extra time in bed which is always a bonus. If you're thinking about having this done, please do not let just *anybody* tattoo your brows. Do your research. The Tracie Giles team is a world leader, with many years of experience and expertise.

**M: Is your YouTube channel a full-time venture for you? If not, what do you do?**

JW: No, I work full time in business development for a buildings and facilities management company. Ironic really, that by day I work in a stereotypically masculine industry and by night I work in a stereotypically feminine industry. It just goes to show how ridiculous gender stereotypes are, as I absolutely love both.

**M: What is the best thing that has happened to you since you started your channel?**

JW: The media coverage. I have been lucky enough to work alongside some of the biggest publications across the UK and the US – all of which have enabled me to spread my message of *make-up is genderless* to a very large audience. I have been very fortunate by being given the

opportunity to speak from a high platform, which is everything I ever wished for. The feeling of knowing you are making a positive change to the world of beauty is one that makes me feel incredibly warm inside. I want to leave this planet feeling like I did absolutely everything in my power to leave my mark on the world and to leave a positive, long-lasting change in the way we view gender roles.

**M: Are there any particular qualities you think a YouTube vlogger ought to have?**

JW: Honestly, there are far too many fame-hungry, money-grabbing YouTubers out there who will lie and endorse products they hate in return for a huge cheque. Do it, because you love it and if success and fortune come later then that's a bonus. Always be true to yourself, because eventually the lie will catch you out – it's karma!

**M: What does it feel like to watch one of your own videos?**

JW: I'm a perfectionist, so I'm constantly critiquing myself and looking at ways to improve. It's incredibly exciting seeing it all come together, from an idea in your head to a finished product that has gone on to be seen by hundreds of thousands of people.

**M: Is there anything other than beauty you would consider vlogging about?**

JW: I blog about skincare, and lifestyle products too. At this particular moment, my focus is on beauty. I think it's important to stick to what you're good at, play on your strengths, and not to dwell on your weaknesses. It's very easy to get carried away, and want to do everything at the same time to match the success of the world's biggest YouTubers. However if you stay true to yourself, engage with your audience and do all the small things correctly, the big things will come – Rome wasn't built in a day.

**M: Which beauty product stands out for you?**

JW: I love Embryolisse Lait-Crème; it's a backstage secret that is loved by make-up artists worldwide. This moisturiser enables you to create the perfect base prior to make-up application.

**M: Say there was only one kind of beauty product that existed in the world; which would you personally wish that to be?**

JW: A spot-treatment that could make blemishes completely vanish within a 10-second period... Now that would be magic!

**M: Committed any big beauty blunders?**

JW: Oh, I've had loads! From thin eyebrows to white blonde hair during my teens; I was very

experimental. Beauty is a journey; it takes time to find your own personal style.

**M: Vlogging must have its downsides...**

JW: Of course, as mentioned earlier you open yourself up to nasty comments. Since I began my mission to prove that make-up is genderless, I have received a fair amount of criticism from small-minded individuals, but the vast majority has embraced the idea and has been keen to learn more. You'll never please everyone, and that's okay. I find the opinions of negative individuals irrelevant and their nasty comments just make me fight that little bit harder each day to prove that men shouldn't be embarrassed to wear make-up. It's 2016, move forward!

**M: If you could be in anybody's shoes for a day, who would it be and why?**

JW: Wow, that's tough. I would probably jump into Zoella's shoe's just to see what it's like to be a YouTuber right at the top of the game.

**M: Is there anything you could tell us about yourself that most people wouldn't know (bad habits, horror stories, surprising talents, anything really)?**

JW: I used to be a really good singer as a child, but then my voice broke and now I sound like a cat being strangled.

**M: Do you have any hopes or dreams for the future, either in your YouTube project or in life in general?**

JW: I would love to create my own range of cosmetics one day, but right now my aim is to work hard and further spread my message. Steady pace to win the race; one step at a time.

**M: Is there a song you're obsessed with right now?**

JW: I'm old-school; I love Whitney Houston and Celine Dion. I recently saw Celine in Vegas and she was incredible; a true artist.

**M: If you could learn any new skill, what would it be?**

JW: Over the last 12 months, I've seen some incredible new eye looks. It's amazing what liquid eyeliner and some shadow can do. Though I know the basics of eye make-up I would love to learn some more advanced techniques. I don't personally wear eyeshadow, but as a creative I would love to learn so I can create these incredibly new and advanced looks on others.

[www.thebeautyboy.co.uk](http://www.thebeautyboy.co.uk)  
[www.youtube.com/thebeautyboy](http://www.youtube.com/thebeautyboy)

*“Society made me feel like I shouldn't admit that I was a guy that wore make-up, but I am so pleased that I decided to ignore social pressure as my work has not only helped me grow, it's helped thousands of other men too.”*

