

Alicia Keys' No-Makeup Movement

Alicia Keys' recent decision to go barefaced has polarized audiences. Keys' new stance on makeup came after writing an [article](#) for the entertainment news site, *Lenny*, about the pressure women face growing up. "No disrespect to Maybelline, the word just worked after the maybe[sic]. But the truth is ... I was really starting to feel like that — that, as I am, I was not good enough for the world to see," the 15-time Grammy award-winning artist said of her decision.

Since writing the article, she has appeared makeup-free during performances and in a spread for [Fault Magazine](#). Recent pictures from the singer's [Instagram](#) show her barefaced and smiling. In an interview on *Today*, she even encouraged anchors Tamron Hall, Al Roker, and Billy Bush to remove their makeup with a makeup wipe while on air.

However, what has been hailed as Keys' No-Makeup Movement by media outlets also sparked its fair share of controversy online. In the wake of her makeup-free appearance at the VMAs, she was criticized in the Twittersphere by users who saw her choice to stop using makeup as an attack on their own beauty regimes. "I don't like the way Alicia Keys talks about makeup. It isn't for covering up," complained one user. "Alicia Keys stopped wearing make up[sic] 'cause no one was buying her album and she couldn't afford it anymore," joked another.

Compelled by the backlash, Keys clarified her intentions with a [tweet](#) posted a day after the VMAs aired. "Y'all, me choosing to be makeup free doesn't mean I'm anti-makeup. Do you!" she responded, adding a few emojis and a photo of herself blowing a kiss.

Despite clarifying that her choice wasn't a condemnation of other women, judgment continued online. "Keys is exceptionally beautiful without makeup, but she is also millionaire[sic] who can afford the best facial treatments and products. If I had that much money to make my skin absolutely perfect, then I'm sure I would feel confident to not wear makeup too," responded Madison O'Brien in an [article](#) about Keys for the Southern Illinois University student-run paper, *The Alestle*. O'Brien's claim has been echoed through many comments and tweets.

Some argue Keys shouldn't get accolades for going barefaced, as her income level gives her access to a range of skincare products that the average woman can't afford. Her natural beauty was also cited as a reason why choosing a makeup-free look is acceptable for Keys, yet a challenge for many other women. "I'd like to jump on this no makeup train," tweeted one woman, "but I don't look like Alicia Keys."

Despite the criticism, her movement also hits home to many. As of writing this article, there are over 12 million posts under Instagram's 'no makeup' tag. While the tag did not originate with Keys' movement, her photo has garnered the most likes. Other women in the tag, those without Keys' level of fame or income, are posted alongside her—a sea of girls and women celebrating the skin they were born with.

“I hope to God it’s a revolution,” Keys wrote, wrapping up her *Lenny* article. “Cause I don’t want to cover up anymore.” With the influx of Instagram posts, tweets, and articles highlighting the choice to go barefaced, she may just get her wish.