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SKINCARE

Is skin positivity going the same way as body positivity?

Feeling beautiful in your own skin should never feel unfashionable.



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I remember sitting in stunned silence as I watched the YouTube video *You Look Disgusting* by skin positivity trailblazer Em Ford. It was 2016, and she was documenting the vile comments she got when she began posting makeup-free images of her [acne](#) on social media.

As a former acne sufferer myself, it felt like I was picking at a scab. I'd heard the same insults as Em on the school bus – and I still felt their sting.

But as a young beauty editor, it also made me squirm uncomfortably in my seat. Digitally distorted media images – which Dove's Real Beauty Campaign had, at the time, started fighting against – weren't the only problem now. Society's view of what was normal had seemingly become distorted, too.

