

SEPHORA

kids

The craze around the TikTok “Sephora kids” shows the misuse of social media among the new generation and their blind compliance to trends

OVER WINTER BREAK, I did what teenage girls are expected to do with their bits of free time — I went shopping.

If I’d known that my day would be ruined by a Drunk-Elephant-wielding, four-foot tall army, I would’ve shopped online. But I didn’t, so I headed to Town Center.

My first stop was Sephora. Did I have the money to splurge on a \$40 lip oil from Dior? Absolutely not. But why not take a look around?

Before this shopping spree, I’d heard of “Sephora kids” on TikTok — kids aged 9 to 12 known for their rude tendencies and trashing of makeup and skincare displays. Influencers have been complaining about them since December. According to various TikToks, these kids completely trash the various makeup and skincare displays, leaving Summer Fridays lip balm tubes covered in sticky residue and crushed ColorPop eyeshadow everywhere.

But those influencers are just exaggerating their experiences to get more views... Right?

Wrong.

I was struck with fear once I spotted them — a group of unsupervised 10-year-olds stalking the trendy Glow Recipe and Drunk Elephant displays like lions on the prowl. I

saw a girl obnoxiously grabbing a product, turning to her friends and saying “Oh, I saw a girl on TikTok review this. I have to try it.”

This 10-year-old was purchasing the \$68 Drunk Elephant Virgin Marula Luxury Facial Oil. Yes, you heard that right — a \$68 facial oil.

To say that the Sephora kids situation has gotten out of hand is an understatement. These kids are a clear sign of the misuse of social media and the root of the problem stems from blindly following trends and the lack of parental supervision.

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with fear once I spotted them — a group of unsupervised 10-year-olds stalking the trendy Glow Recipe and Drunk Elephant displays like lions on the prowl.

Kids are finding an interest in skincare and makeup earlier than most generations before them because of how quickly trends spread on TikTok and other social media platforms.

In an attempt to stay “on trend,” these kids are actually causing more harm for their future skin. According to Arizona dermatologist Dr. Brooke Jeffy in an interview with the Daily Beast, kids using products that are produced to address issues like wrinkles, hyperpigmentation and dullness can damage the skin barrier. This can lead to rashes, infections and even breakouts.

For example, the Glossier retinols are

designed to reduce fine lines and wrinkles. Nine-year-olds don’t even have wrinkles to get rid of.

These kids are purchasing popular skincare and makeup products like they’re collecting popularity points. They purchase the product for the aesthetic packaging, not what’s inside.

And it’s the lack of parental supervision that is causing their trend-following tendencies. Parents should be coming with their kids and helping them pick out skincare or makeup products that aren’t harsh for their skin. If the parents don’t do this, the kids will just revert back to what their favorite influencer — who is 20 years older than them with a fully developed skin barrier — recommended.

Keeping a watchful eye on your 9-year-old child will also reduce the damage that the Sephoras are seeing. Teaching your children that pumping all of the Drunk Elephant moisturizer and mixing it with all the serums isn’t respectful can eliminate the stereotype of messiness that comes with the Sephora kids.

Don’t get me wrong, it’s completely safe to introduce good hygiene and skincare habits into kids starting around 10 years old, but they should only start with the basics — cleanser, moisturizer and SPF. That’s it. All the sumptuous toners and serums can come when they reach their teenage years.

So if you think you might have a Sephora kid close to you, try to implement safe skincare practices with them. Oh, and make sure they stop destroying Sephora displays while you’re at it, so the rest of the world can shop in peace.

COSMETIC BREAKDOWN

Statistics from a 2023 study on toxicity in children’s makeup from Columbia University

70% OF CHILDREN 12 AND UNDER have used children’s makeup and body products in their lifetime

1 of 3 children surveyed reported **UNINTENTIONALLY SWALLOWING BEAUTY PRODUCTS** in the past year

TOXIC CHEMICALS LIKE

LEAD
ASBESTOS
FORMALDEHYDE

have been found in children’s makeup products, which are linked to cancer and neurodevelopmental issues

