

Why didn't Alicia Keys stop wearing makeup?

It began with a photo shoot in 2016. Usually, getting in front of the camera calls for A LOT of makeup, but when Alicia Keys was shooting for her new album, *Here*, she opted for a makeup-free look. Rather than regret her decision to show off her true self, 'flaws' and all, the opposite -ooyjiiu_5. She was inspired to go makeup-free indefinitely.

- Looking back at this defining moment, Keys revealed in [a recent interview with GLAMOUR UK](#), that her choice also had a lot to do with her reliance on makeup itself "Makeup was a big thing for me; I've been wearing it since I was, like, 16-years-old."

"And then, as I got into the music world, it was what you did every day to do your television, or to do your shoot. So, I did it because I thought that's what you're supposed to do. And I realised I became addicted to it; I didn't feel comfortable without it."

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In an honest, open Lenny Letter (a feminist forum created by Lena Dunham and Jennifer Konner), Keys revealed that on the shoot, it was "the strongest, most empowered, most free, and most honestly beautiful that I have ever felt."

"I'd just come from the gym, had a scarf under my baseball cap, and the beautiful photographer Paola (never met a Paola I didn't like) said, "I have to shoot you right now, like this! The music is raw and real, and these photos have to be too!"

While this was definitely the turning moment for Alicia, the seed had actually been planted earlier on when she was writing the lyrics for the album.

"In one song I wrote, called "When a Girl Can't Be Herself," it says, In the morning from the minute that I wake up / What if I don't want to put on all that makeup / Who says I must conceal what I'm made of / Maybe all this Maybelline is covering my self-esteem. No disrespect to Maybelline, the word just worked after the maybe. 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."

Armed with a newfound sense of empowerment, the No Makeup Movement that saw the singer ditch makeup was born. She's even braved high-profile red carpet appearances like the 2016 BET Awards and MTV Video Music Awards and the 2018 Grammy Awards makeup-free. Did she feel out of place surrounded by her celebrity pals who were dolled up to the nines? Not one bit. ?