

## ABSTRACT

*Beauty industry in Indonesia is experiencing its rapid growth, especially in skincare and makeup. Majority of the users are women of generation Z. They actively participate on beauty trends through social media. Trend that develops fast, lead to a massive market demand. As a result, producers tend to innovate and release a new product in such a short span. If not realized, this will cause an unhealthy purchasing behavior. Thus, a medium is needed to raise awareness of the phenomenon known as fast beauty. This research was conducted to create an information in a form of a zine concerning fast beauty and consumerism towards beauty products. so that they can understand the consequences of consumerism resulting from fast beauty. With a purpose of reminding and raising one's awareness of the fast-paced beauty products consequences. This research use qualitative method, with observation, interviews, questionnaires, and literature review as the instruments. The collected data will be used for designing the fast beauty zine. This zine is designed to remind women of Generation Z in the decision-making process when purchasing beauty products.*

**Keywords:** *fast beauty, cosmetic, consumerisme, makeup, skincare.*