

## 延伸選讀 II Hot News

品德教育

# Makeup at Ten: The Sephora Kids Trend and Its Impact

## 美妝小網紅崛起：Sephora Kids 風潮背後的隱憂



掃描聽朗讀

In recent years, a new trend called “Sephora kids” has **emerged**<sup>1</sup>. Many girls aged eight to 12 visit beauty stores like Sephora wearing full **makeup**<sup>2</sup>. Some parents even help them create makeup **tutorial**<sup>3</sup> videos, which gain attention online.

Many people are worried about these young **influencers**<sup>4</sup>. Sephora customers complain about them running around stores and leaving products in the wrong place. Skin doctors argue that children’s skin is naturally healthy and doesn’t need **skincare**<sup>5</sup> products. Others believe parents should pay more attention to their children’s behavior. They are concerned this trend could affect the kids’ physical and mental health.

**Despite**<sup>6</sup> the concerns, the Sephora kids trend has opened up new business opportunities. More companies are creating skincare and beauty products specifically for young children.

近年來，一項被稱為「Sephora kids」的新趨勢浮現。許多年齡介於 8 到 12 歲的女孩化著濃妝前往 Sephora 等美妝店。其中有些父母甚至幫她們製作化妝教學影片。此舉在網路上引起了關注。

許多人對這些小網紅感到擔心。Sephora 的顧客抱怨她們在店裡奔跑，且試用完產品後未物歸原位。皮膚科醫生表示兒童擁有天然健康的皮膚，不需再使用護膚產品。更有些人認為父母應該多加注意孩子的行為。他們擔心這種趨勢會影響兒童的身心健康。

儘管有這些擔憂，Sephora kids 的風潮仍帶來了新商機。越來越多公司開始打造專為幼童設計的護膚品和化妝品。

- emerge** [ ɪˈmɜːdʒ ] *v.* 出現；浮現
- makeup** [ ˈmeɪkʌp ] *n.* 化妝品
- tutorial** [ tuˈtɔːriəl ] *n.* 教學



### Reading Comprehension

- According to the article, what do some of these Sephora kids’ parents think?
  - They think it’s unnecessary for children to wear makeup at an early age.
  - They want their children to make their own beauty products.
  - They agree with the skin doctors’ opinions.
  - They support their kids and help them create makeup tutorial videos.
- What may happen in the future because of the rise of the Sephora kids?
  - There will be fewer followers of these Sephora kids.
  - Stores that sell young kids’ products will not let kids in.
  - More and more products for young kids may appear on the market.
  - Skin experts will continue to support children who are using beauty products.

解答請參閱 p. 70

- influencer** [ ˈɪnfluːənsə ] *n.*  
(網路上) 有影響力的人；網紅
- skincare** [ ˈskɪnˌkeɪ ] *n.* 肌膚護理；肌膚保養
- despite** [ dɪˈspɑːt ] *prep.* 儘管；無論