

A

Dissertation

On

**EVOLUTION OF PROSTHETICS IN CHANGING CULTURE
OF HALLOWEEN UNKNOWN OUTBREAK IN
RISE OF CONSUMERISM**

Submitted in partial fulfillment of the requirement of

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UNKNOWN OUTBREAK IN RISE OF CONSUMERISM***

has been submitted in partial fulfillment for the requirement of the

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CERTIFICATE

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DECLARATION

I hereby declare that the dissertation titled **“Evolution of Prosthetics in changing culture of Halloween unknown outbreak in rise of Consumerism”** is an original work prepared and written by me, under the guidance of Dr **Javed Khatri** Assistant Professor, Journalism and Mass Communication program, Navrachana University in partial fulfillment of the requirements for the degree of Bachelor of Arts in Journalism and Mass Communication.

This thesis or any other part of it has not been submitted to any other University for the award of other degree or diploma.

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Vidhi Vasani

I whole heartedly dedicate this work

to

My friends, family and my guide

ABSTRACT

Evolution of Prosthetics in changing culture of Halloween unknown outbreak in rise of Consumerism

In recent years it is been seen that how the concept of Halloween culture is changing. It is dropping more towards parties, character get-ups and earning business. For taking the form of a particular character, Prosthetic make-up is being used. Due to capitalism, the prosthetic products are easily available in the market. The significance of the study is to understand the rise of consumerism for a celebration. Different methods of data analyzing answers the concept of Rise of Consumerism. The purpose of the study is to know the difference that how a belief is drifting towards a game. The findings that came out were that the belief and a culture is more like a business and marketing strategy in recent scenario.

Keywords: *Business, Capitalism, Game, Halloween, Market, Prosthetics*

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

Prosthetic makeup is a type of effects makeup used frequently in film, theater and television. By sculpting enhanced body parts that are based on the wearer's actual body, makeup artists are able to achieve very real, unbelievable results. With correctly applied makeup, a human being can age, grow, change shape, or become a whole different species, all through the skill of the makeup artist.

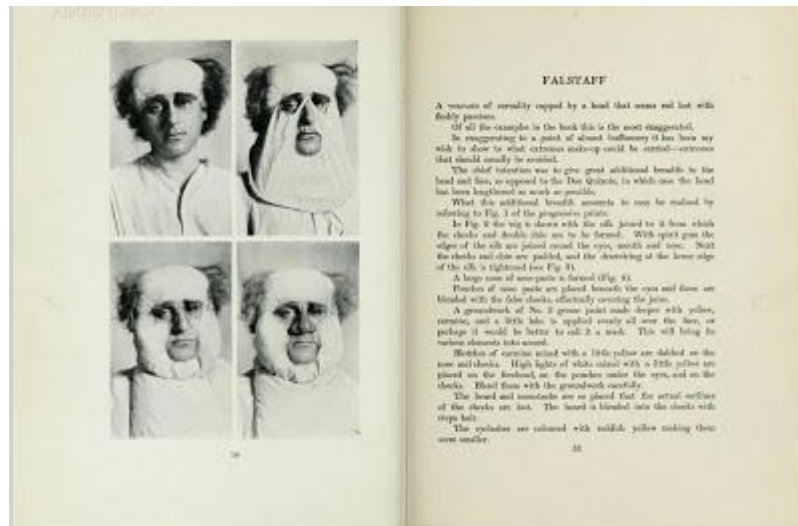
Most prosthetic makeup begins with making molds and casts of the actor's body. Using traditional sculpting techniques, the makeup artist or sculpture will create a lifelike model of the actor, giving them a base on which to work. This process, called life casting, typically is done during pre-production, long before the movie even starts to shoot.

With the life cast, the makeup artist can then begin to alter and change the form to fit the design needed. Depending on the needs of the production, they can add scarring, wrinkles, veins, or skin discoloration to create age or injuries. The prosthetic makeup process can also give alien features to a familiar form, such as pointed ears, extra teeth, or even additional appendages.

1.1 The first time Prosthetics was used in the films

It was not until the 1930's that makeup was applied by actual makeup artists, with performers applying their own makeup and developing their own ways of designing prosthetics, using materials such as 'spirit gum, fish skin, cotton, gelatin, grease paints, Collodion, cheesecloth, clay, Fullers Earth, various putties, pastes and wax', Gutta Percha, crepe hair and FX

artist's friend – latex' Jeffries-Jones (2012). One such actor, Cavendish Morton, wrote a book in 1909 explaining some of the techniques he used and how to apply makeup, including a number of illustrations on specific characters he had created. An extract from his book is below, explaining how he created the character of Shakespeare's Falstaff. (Morton 1909 p. 50-51)



(The Art of Theatrical Makeup. Adam and Charles Black)

The ability of makeup artists to create prosthetics increased greatly in the 1930s with the introduction of foam latex. Latex was much easier to use than the previously used wax, as it could be applied thinly and did not crack. The first film to use latex extensively was *The Wizard of Oz* (1939), with about 30 makeup artists working on the makeup designs. Jack Dawn was the main designer of the makeup looks for the main characters, including the Tin Man, the Lion, the Scarecrow, the Wicked Witch and the Munchkins. Because there were so many characters with creative and time consuming makeup designs, the studio trained staff from the mail rooms in specific areas of the makeup so that they could help create the characters. (Special Effects, 2015)

Other early developments in prosthetics included the first time a full pull on overhead mask was used, which was in the film *The Mad Magician* (1954). The makeup artists involved were Gustav Norin and George and Gordon Bau. Some sources also credit George Bau with inventing the recipe for Old Age Stipple (OAS), which was used to age performers, and included latex, talc, gelatin and water. However some sources credit Dick Smith later in 1970.



(Makeup artist working on the *Mad Magician*'s mask)

The first time an Oscar was awarded for Best Makeup was in 1981 and was won by Rick Baker (born 1950) for his work on *An American Werewolf in London* (1981). He has since been nominated 11 times and has won seven Awards in total, a record. His winning films include the *Nutty Professor* (1996), *How the Grinch Stole Christmas* (2000) and *Wolfman* (2010). Rick Baker's makeup won the 2001 Academy Award for Best Make-Up for *How The Grinch Stole Christmas*. Jim Carey was the actor who played the grinch and it took over 45 makeup artists and hours to transform him into the green character. It is rumored that Jim Carey found the facial prosthetics so uncomfortable and restricting to wear that he had to get counselling to teach him torture-resistance techniques.



(Jim Carrey's makeup prosthetics from The Grinch)

1.1.1 Johnny Depp's craziest transformations

Mad Hatter (Alice in Wonderland): Patty York and Valli O'Reilly who won the Oscar for best cosmetics made the Mad Hatter look as a team with Depp himself. O'Reilly applied the prosthetics made by Depp years before the film onto his skin, utilizing his highlights and state of mind hues thought which implied that the entirety of the hues utilized in his cosmetics was relied upon the various moods of Depp. He additionally had white lower eye lashes, a tooth top and matte yellow nail polish. The entire was to reproduce the impacts of mercury harming. "His character experiences mercury harming on one eye the artist utilized lavenders and purples and on the other the artist utilized turquoise and light blue and dim blue, and there's a little dash of green in there. And afterward the white and earthy colored eyeliner and white eyelashes, and beneath his eyes a bit of red and some pink on one, and a tad of dark shouldn't coordinate. There are really ten distinct hues in his eyes inside and out," Patty York said (The Indian Express 2016)



(Makeup of Mad Hatter)

1.1.2 India's first prosthetic make-up institute

Prosthetic make-up, a specialty that originated from a different culture, will soon have its first home in India. To be situated at MHADA, Four Bungalows, Andheri, the Ritu Janjjani Make-up Academy will be the country's first such training institute and was opened in the year 2011

This form of make-up was used in the Amitabh Bachchan film *Paa* (2009), and more recently, to give Priyanka Chopra a variety of looks in *Saat Khoon Maaf* (2011).

Says Ritu Janjjani, wife of TV actor Kiran Janjjani, "For the first time, students from India will be able to learn different aspects of making people look exotic from the ordinary. With this knowledge, they'll be able to create a wide range of characters like those we see in films." (Hindustan times, 2011)

Before she laid the foundation for her institute, Ritu went to LA, where she studied prosthetics at the world famous Cinema Make-up School. "The school is one of the best for beauty, character and prosthetic make-up, airbrushing and digital makeup," she explains, adding, "After her course, she worked on films like *Blood Inc* along with students of the New York Film

Academy and met actors like Leonardo Di Caprio, Nicole Richie, Jessica Alba and Ashton Kutcher. It was like a dream. I wish I had never woken up from it.”(Hindustan times, 2011)

In the recent past, prosthetics have been used in films like *The Curious Case Of Benjamin Button*(2008), *Drop Dead Fred*(1991) and *My Name is Earl*(2005)

Ask whether she believes it will catch on in India, and Ritu responds, “Indian cinema is changing and more people are making character-based films, for which make-up plays an important role. Having local prosthetic make-up artists in India will be very cost affective.”

Prosthetic make-up artistes sculpt and mould silicone rubber to exaggerate or create new features such as long noses and over-sized ears on actors. Popular movies that used prosthetic tricks to transform actors include *Mrs Doubtfire* (1993), *Dasavatharam* (2008) and *The Curious Case Of Benjamin Button* (2008).(Hindustan times,2011)

1.2 Understanding Prosthetics through Halloween

1.2.1 History of Halloween

Halloween was known as the Festival of Dead. In the 8th century, Christians thought to transform the pagan holiday .Pope Gregory 3 declared 1st November to be the feast for All Saints Day and the night before, 31st October became known as All Hollow’s Eve. This made poor and people of the city to go door-to-door and ask for donations.

Whereas modern Halloween celebrations came to America with residents of Irish immigrants in 19th century, therefore Americans plunged into the practice of carving and decorations Jack-O-Lanterns.

Since the pumpkins were easier to carve, this ritual got adapted as the Hollow’s Eve took place in America. In the present scenario, Halloween has grown into nationally recognized

festival where millions of Americans plan to take part into the festivities, where children dress themselves into superheroes while adults are likely to choose witch costumes.

1.2.2 Halloween Costumes in earlier times

“Halloween costumes from the first half of the 20th century were terrifying. Drawing on the holiday's pagan and Christian roots as a night to ward off evil spirits or reconcile with death, respectively people often opted for more morbid, serious costumes than the pop culture-inspired ones of today, according to Lesley Bannatyne, an author who has written extensively about the history of Halloween.

Before it evolved into the family-friendly, party occasion we know it as, October 31 was deeply linked to ghosts and superstitions," Lesley said in a phone interview. It was seen as a day 'outside of normal,' when you act outside of society's norms. (CNN, 2019)

Wearing ghoulish costumes not horror inspired like today's, but plain frightful was an essential part of it.

It was believed that, during the festival, the world of the gods became visible to humans, resulting in supernatural mischief. Some people offered treats and food to the gods, while other wore disguises such as animal skins and heads so that wandering spirits might mistake them for one of their own. (CNN, 2019)

“Hiding behind their costumes, villagers often played pranks on one another, but blamed the spirits; Bannatyne said "Masks and cover-ups came to be seen as means to get away with things. That's continued throughout Halloween's evolution."

Christianity adopted October 31 as a holiday in the 11th century, as part of efforts to reframe pagan celebrations as its own. Indeed, the name "Halloween" derives from "All Hallows Eve,"

or the day before All Saints' Day (November 1). But many of the folkloristic aspects of Samhain were incorporated and passed on costumes included.” (CNN, 2019)

“In medieval England and Ireland, people would dress up in outfits symbolizing the souls of the dead, going from house to house to gather treats or spice-filled "soul cakes" on their behalf (a Christian custom known as souling). From the late 15th century, people started wearing spooky outfits to personify winter spirits or demons, and would recite verses, songs and folk plays in exchange for food (a practice known as "mumming").(CNN,2019)

“As the first wave of Irish and Scottish immigrants began arriving in the US in the 18th century, Halloween superstitions, traditions and costumes migrated with them.

Once Halloween entered American culture, its popularity quickly spread, according to fashion historian and director of New York University's costume studies MA program, Nancy Diehl.

People in rural America really embraced its pagan roots, and the idea of it as a dark occasion, centered on death," Lesly said in a phone interview. "They wore scary, frightening get-ups, which were made at home with whatever was on hand: sheets, makeup, improvised masks. Anonymity was a big part of the costumes," she added. The whole point of dressing up was to be completely in disguise. (CNN, 2019)

“By the 1920s and 1930s, people were holding annual Halloween masquerades, aimed at both adults and children, at rented salons or family homes. Costume preparations sometimes began as early as August, according to Bannatyne. Falling right between summer and Christmas, the celebration also seemed to benefit from its timing in the calendar. "It was a way to come together before the turning of the season," Deihl said. "Marketers played heavily on that as Halloween became more commercialized."” (CNN, 2019)

Those same decades also saw the emergence of costumes influenced by pop culture, alongside the first major costume manufacturing companies. The J. Halpern Company (better known as Halco) of Pittsburgh, Pennsylvania, began licensing images of fictional characters like Popeye, Olive Oyl, Little Orphan Annie and Mickey Mouse around this time, according to Bannatyne.

"People also became fascinated with impersonating characters at the fringe of society," she said, adding that pirates, gypsies and even homeless people became common outfit choices.

Continuing the tradition of old practices like souling and mumming, Halloween pranks became a common phenomenon in North America -- sometimes to the point of vandalism and rioting. By the mid-1940s, the press had dubbed the night's anarchy (or its broken fences and smashed windows, at least) the "Halloween problem" -- and costumes may have "partly enabled that behavior," Bannatyne said. (CNN, 2019)

It was around this time that adults started dressing up for Halloween again, according to Deihl. Like kids' costumes, their approach was often more fun than frightening and would eventually be just as inspired by "Star Wars" or Indiana Jones than by demons or ghouls.

"Generally speaking, the '60s marked a shift in the way we dress up for Halloween," Deihl said." (CNN, 2019) Costumes became a way to play a lighter, special version of oneself: showing the world you 'were' Wonder Woman, or Luke Skywalker, or what have you." (CNN, 2019)

But there was still a place for scary outfits, encouraged by a slew of splatter-horror movies that started emerging in the 1970s and 80s, from John Carpenter's "Halloween" to Wes Craven's "A Nightmare on Elm Street." These decades also saw gay communities across the States adopt the holiday as an occasion to wear outrageous outfits and hold parades, contributing to a boom in Halloween parties and the popularization of provocative costumes

that "in recent decades," Deihl, said, "have oftentimes leaned towards the overtly sexy and campy." (CNN, 2019)

"Today, it's one big capitalist celebration completely detached from any vestige of Christianity or paganism, and more centered around expressing people's fantasies -- which also explains its success globally."

"I think they've certainly become more reflective of the times we live in," Deihl added. "But there are also far fewer people making their own Halloween outfits now, and a lot less personal creativity going into what you wear, compared to the early days. (CNN, 2019)

1.2.3 Halloween Costumes in present scenario

“There are lots of reasons why Halloween is a really bad idea. It is the demon enabler of the evil sugar industry. It is an environmental disaster zone of disposable plastic that the charity channel Hubbub recently estimated that throwaway costumes and accessories generate polluting oil based plastic equivalent to 83m plastic bottles. And, if that wasn't bad enough, every year it completely spoils an entire week of Strictly Come Dancing with green body paint and colored contact lenses. Yet, in the end, none of this matters, because Halloween is supposed to be nasty. The worse it gets the better. Deal with it, because it is not going away.” (Guardian, 2019)

Halloween is scary, funny and probably bad for you. It is hypersexualized and narcissistic and all about how good you look. Halloween catering is all about the sweets and/or alcohol, depending on your age bracket. It rewards the skills of being good at putting on makeup, overthinking pop culture and having an encyclopedic knowledge of internet memes. Halloween now is all about the look that now wins the most points. Halloween is like the Met Gala, but everyone is invited. It requires wit as well as showmanship, gore as well as glamour. And it has to be rethought every year. (Guardian, 2019)

“Due to the increasing demand of Halloween costumes, the growth of plastic usage has also increased says Hubbub while investigating

An estimated 2,000 tons of plastic waste equivalent to 83m bottles will be generated from throwaway Halloween clothing sold by leading retailers in the UK this year research suggests.

An investigation by Hubbub, an environmental charity, into the seasonal outfits available from 19 supermarkets and retailers – including Aldi, Argos, Asos, Amazon, Boden, John Lewis, M&S, Next, and Tesco – found that 83% of the material used was polluting oil-based plastic likely to end up in landfill.

Among 324 separate textile items, the most common plastic polymer found was polyester, which accounted for 69% of all materials, while cotton made up only 10%.

There are also calls for manufacturers and retailers to rethink their product ranges for seasonal celebrations. As well as costumes, consumers are tempted with plastic-based accessories including synthetic wigs, hats, masks, buckets, party decorations, glittery makeup and even outfits for dogs.

The research found that more than 30 million people in the UK dress up for Halloween and more than 90% of families consider buying costumes. Seven million outfits are thrown away each year, and only a tiny proportion is recycled.

Trewin Restorick, the chief executive of Hubbub, said: “These findings are horrifying. However, the total plastic waste footprint of Halloween will be even higher once you take into account other Halloween plastic such as party kits and decorations, much of which are also plastic, or food packaging”. (Guardian, 2019)

Now further we talk about how the film industry is growing towards buying of expensive costumes.

“Hollywood has Heidi Klum who is also known as the god of Halloween, who is also known for her extravagant Halloween costumes since a decade. She gives and attends Halloween parties and dresses herself to get awarded and most liked by the people for which she goes to extents. One such costume was where she took the avatar of Hindu Goddess which got best awarded but also obligations from Hindus.” (The Indian Express, 2008)

“Heidi Klum, who dressed up as Hindu goddess Kali, who symbolizes death and destruction, for her Halloween bash, has left the Hindu community in America fuming.” (The Indian Express, 2008)

“The German supermodel dressed up as Kaali for the Halloween party at her place on Oct 31, and was even awarded for the best costume of the night.

And now upset Hindus have asked Klum to make a public apology for posing as a sacred figure.

"Goddess Kali is highly revered in Hinduism and she is meant to be worshipped in temples and not to be used in clubs for publicity stunts or thrown around loosely for dramatic effects," quoted Indo-American statesman Rajan Zed as saying.

He added: "Hindus welcome Hollywood and other entertainment industries to immerse themselves in Hinduism, but they should take it seriously and respectfully, and not just use the religion for decoration or to advance their selfish agenda.

Casual flirting sometimes results in pillaging serious spiritual doctrines and revered symbols and hurting the devotees.” (The Indian Express, 2008)

Other than Zed, various Hindu leaders, including Jawahar L. Khurana of the Hindu Alliance of India, and Bhavna Shinde of Hindu Janajagruti Samiti, have condemned Klum for posing as Goddess Kali. (The Indian Express, 2008)

“They went to the extent of calling Klum's act as "denigrating". Goddess Kali, who personifies Sakti or divine energy, is widely worshipped in Hinduism. She is considered the goddess of time and change. Some Bengali poets described her as supreme deity.” (The Indian Express, 2008)

Not only Hollywood celebrities but also Bollywood celebrities have started celebrating Halloween by throwing parties and inviting their friends over parties there celebrities dress up for being most viewed by the people and their fans. They ditch witch and ghost costumes and take an avatar of a character instead. Before every appearance they have a professional photo shoot so that their fans can get a proper glimpse of their getup.

Therefore we discuss about the most dramatic Halloween Party which was organized by Sonam Kapoor and her husband Anand Ahuja

Sonam Kapoor and spouse Anand K Ahuja's Halloween look turned into a web sensation on the web right away. The couple gave their Halloween look a sensational bend as they were geared up as the new-age Anarkali and Salim from the Indian exemplary religion hit film, 'Mughal-E-Azam'. Sonam and Anand both took everybody by an unexpected surprise when their photos as Salim and Anarkali hit the web. Celebrities showered acclaim for the couple for giving Halloween a different turn. Dad Anil Kapoor was all recognition for the couple and valued the look by sharing a post for them via web-based networking media. Today, Anand took to his Instagram handle to share a couple off camera photos from the photoshoot. He shared two or three pictures wherein the couple is

shooting about in the studio and can be seen posing with their partners. (Times of India, 2019)

1.2.4 A ritual drifted towards a Business

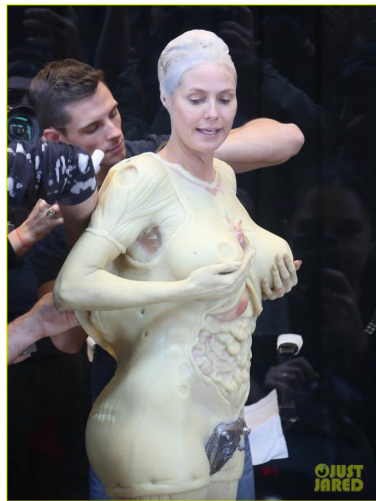
Halloween was a custom as celebration of the dead. It was accepted that the closed doors in the realm of the dead would open. Dead friends and family would wander out into the universe of the living, frequently attempting to come back to their homes. In some places, they took pity on the dead. They would leave food outside the door to feed the passing ghosts or even leave their doors open and prepare a place for the dead to rest.

Not all the dead were so peaceful, though. In some place, in fear of these spirits, the people would spend the night with their doors locked shut, afraid to step outside.

To celebrate the night before, people of the city used to dress up with cloth capes, pot head gears, pumpkin masks, big nose, scary teeth etc. They used to go from houses to houses to and ask for sweets and treats. The houses were also lit up with the fairy lights and music was also played. Since then to the current years Halloween is no more celebrated as a ritual. It has become a trend. People dress up as characters, throw parties, drink, dance and ask for the contribution of money whosoever is hosting a party. For the party, people dressing up go and buy artificial body parts, plastic costumes, prosthetic materials etc. All types of materials are available online and on gift shops these days. So there is a rise of consumerism in the pattern. People even have their own you tube channel showing DIY ways of doing Halloween makeup which gives them likes and money. In prosthetics history, the makeup was only done by the artists and experts but due to the materials and tutorials available online, one can do the makeup by themselves. Prosthetics materials are also available in the shops which people buy.

For e.g Heidi Klum she is known for her Halloween costumes since a decade. She spends a lot n them just to stand out from others in the party. Her costumes majorly consist of Prosthetics

and artificial products. Her 2019 costumes was fully made up of silicone, latex and gelatin, the three main products of the prosthetic makeup kit



(Heidi Klum in mid-way of her look)

1.3 The process of Prosthetics.

The motto of using prosthetics is to show the real life casting. it was revolutionized by John Chambers in films like Planet of the Apes and Dick Smith in Little Big Man. As the film and television industry is growing the capabilities of new technologies is also growing. As the culture of Halloween is growing the use of prosthetic makeup is also growing, with this the culture and the trend has also started to be celebrated in India .

1.4 Why this culture came in India.

Indian teenagers and youngsters have started celebrating the festival. While some dress up as characters, some dress themselves as witches and ghosts. In India the concept of horror characters came from the films of Ramsay's brothers. They bought the concept of bhoot, chudails and aatma into the films.

His films like “Do Gajh Zameen ke Neeche(1972)” and “Purani Haveli(1989)”were the scariest ones, that one cannot watch it alone even if it’s a day.

His films had only one set. All of his films were shot on the same set but with different concept. He had one bungalow to shoot his films on. His characters also used prosthetics makeup to create a real life look. It can be said that Ramsay brothers were the one to create an image of ghosts and witches among Indians. The gorilla costumes, the makeup, fake eyes, cuts and bruises were the part of prosthetics. While youngsters celebrate by becoming a character, some enjoy by dressing themselves in a “white saree wali chudail.” Gradually this became a trend and every horror film started getting prosthetics for their character.

People that have lived in foreign countries, when they come here or shift back to India, they try to celebrate Halloween by hosting parties and asking their friends and relatives to dress up according to the theme.

Why Halloween is culturally closer to India than America

“The ancient Celtic harvest festival has transcended time and geographical distance to find resonance in this country

Halloween is turning into an Indian celebration. Indian tagging and exposure site, has recorded 326 Halloween gatherings occurring in seven significant urban areas before October 31. In Delhi, the scenes are heartily different, including the Playboy Club, the Raghuvansham School of Modern Art, and the Imperial Hotel. Individuals expounding on Indian culture have paid heed: in the course of the most recent five years, national distributions have run in any event 11 analyses on the rising prevalence of Halloween.

It might appear to be odd for the urban bourgeoisie of 21st-century South Asia to receive an antiquated Celtic collect custom. Halloween was brought to the United States by European workers who were associated with the starting points of the custom. It was brought to India as mass social gatherings with expensive party clothes and decorations.” (Hindustan Times, 2017)

1.5 Significance

It is totally a new perception of makeup. In prosthetics not only beauty is highlighted but even the ugliest one can rock the look. It's not only about the face sculpting it's about developing a particular character. Transformation and transition into a character is the most significant about the technique. The most handsome person can become the ugliest one. Pure makeup enhances only the physical beauty whereas prosthetics can differ to developing a character. The significance of the study is to see how the way of life of Halloween has changed from that point forward. How prior just basic materials were utilized to praise the celebrations, yet lately as a result of the changing patterns ,exceptional ensembles and broad prosthetic cosmetics is utilized. For E.g Heidi Klum a German model is known for her different talents. She is also known as the God of Halloween as she has been taking dramatic character get-ups since the year 2000. Her costume of 2019 was majorly made up of prosthetics.

1.6 Background

The following research paper is all about the hard work that goes behind a development of the character, especially with prosthetics. The background of the study is to understand the difference of how prosthetics industry has evolved. Earlier it was just in the films and was used by artists and experts. But now it is extensively used in the concept of Halloween. As the culture of Halloween is also developing, more and more of prosthetics is being used to develop self into a character. Also prosthetic products are now easily available in the market. Therefor it was a study

to see how people have started to portray their identity to the world and how the products are being helpful to the people to create their own show.

1.7 Objective

The objective of the study is to understand the changing concepts in the culture of Halloween. It is to analyze the extensive use of prosthetic products in character makeup. It is to understand how this culture did come in and why it is celebrated widely. To analyze and understand the rise of consumerism in the concept of celebration of “festival of dead”.

1.8 Problems Arising

After the festival and culture started to be celebrated in India, any of them disagreed on saying it's not in our Hindu Culture. Why do we have to westernize our culture too?

Do we really need to question celebrating Halloween in India? It's a festival, let's just enjoy it!

Over the past few years, Halloween has really taken off in our country. As a festival though, it seems to be more for the elite, than the masses - so far!

Do we truly need to observe and celebrate Western culture like Halloween? That is an inquiry that has been consuming the minds of a significant number recently. The counter proposed is this: In a nation like India, one that is populated by bunch individuals, dialects, societies and celebrations, it's odd that Indians wish to receive extra celebrations, especially those that socially aren't our own. Taking this contention a step further, fundamentalists contend that receiving Western celebrations would prompt the disintegration of our legacy and indigenous celebrations. Theirs's is a contention I won't accept — in light of the fact that as Indians, we invest wholeheartedly in praising every one of our celebrations in their magnificence. Diwali just passed by and we investigated every possibility. Christmas is on its way and we're all anticipating

that. So, would it be advisable for it to be our anxiety if certain individuals decide to observe Halloween? Consider the possibility that celebrations like Halloween give us a feeling of idealism. Consider the possibility that they give us a stage to investigate our creative mind, permitting us to be any character that we love, regardless of whether it's for a day? Over the previous hardly any years, Halloween has truly taken off in our nation. A plenty of design magazines have constructed stories around it. One such distribution distributed an instructional exercise portraying "six fun" Halloween make-up procedures, Instagram saw the hashtag #badbeti wake up with ladies sharing suggestive 'zombie lady of the hour' photographs of themselves. The Indian film industry isn't excessively far behind either. A couple of years prior, it created a large number of movies, for example, Go Goa Gone, Rock the Shaadi and the Rise of the Zombie in a steady progression. These movies were made for an explanation some place the producers accepted these creations would oblige Indians' rich creative mind and offer the crowd a transitory break from the real world (Indian Express, 2016)

1.9 Hypothesis

Halloween is an Irish culture bought by Irish immigrants residing in America. As America started to celebrate the festival, Indians residing over there also started to follow the culture. And now it is widely celebrated in India amongst youngsters and their families.

Conclusion

In the first chapter of the research paper, on the basis of analysis, the outcome we get is that the Halloween was not an American culture; it was bought by Irish immigrants. Then later on this culture was bought by NRI's in India. This now has taken a different turn leaving the origin of this festival behind. It is also seen that how much people are spending for their different looks and costumes.

CHAPTER TWO

REVIEW OF LITERATURE

2.1 History of Halloween

The researcher Fat Co in his research paper states about the beginning of the Halloween culture stating that it is also known as Allhalloween or All Saints Eve. It is a celebration observed in a number of countries on 31 October, the eve of the Western Christian feast of All Hallows' Day. It begins the three-day observance of Allhallowtide, the time in the liturgical year dedicated to remembering the dead, including saints (hallows), martyrs, and all the faithful departed. He further states that it is believed that the culture began from celebration of ancient Celtic Harvest Festival particularly the Gaelic festival Samhain; that such festivals may have had pagan roots; and that Samhain itself was Christianized as Halloween by the early Church. Then he states about how it is celebrated by trick or treat, wearing Halloween costumes decorations of lanterns and enjoying the festival. But in present, how it has commercialized. He further stated that where in some places it is celebrated the way it should be, but in some places it is more commercial and secular celebration.

In my research paper I am looking for the statements that prove how the Halloween celebration has evolved in the years as earlier it the concept was to only celebrate the dead whereas now it has lead more towards parties taking places and costumes becoming popular.

Therefore this research paper has helped me in knowing the history and knowing the changes that have taken place till 21st Century

2.2 The perception of makeup for the elderly and the makeup behavior of new seniors

Kyoung J.Baek (2019) in his article states that with the continuous increase in world population and their tendency to focus on their appearances, the demand for cosmetics has increased. In this study the researcher has aimed at studying the perception and attitude towards the makeup of new seniors at pre- elderly stage. The studies showed that new comers had a prejudice against the makeup used by the elderly, as some tend to wear makeup to look younger than to look prettier. Also the elderly's today need training in how to apply makeup and use products that meet their needs and that it's easy to create such looks that stand out.

My main motive of the research includes how prosthetic makeup is been used in creating the looks for Halloween and to know the use of prosthetics cosmetics have increased. As earlier it was just glue , pots , hollow pumpkins, fake nails , hair extensions etc to create a Halloween look but now it is more towards usage of gelatin, latex silicone etc. As these prosthetics products are available online, so here rises a point of consumerism which supports this research articles that people tend to buy the products for their appearances.

2.3 Prosthetics Organs and Wearable Art

Laini Burton (2016) in her research paper talks about the characters like Henri Damon and Oscar Pistorius where she analyzes the use of prosthetics as wearable art in fashion and bio design industry. She further explains about the body image from cosmetic surgery and extreme body modification to the design of astro biological artefacts that help in improving the appearances of the people. She also investigates about the prosthetics and use of synthetic products to improve the looks while aging.

In this study, the researcher will be talking about Heidi Klum God of Halloween Costumes. She is known for her Halloween look since the year 2000. She takes it as a challenge to look best in her own Halloween party. She gets ready and hosts a red carpet welcome for herself and others which does look like a fashion show at times. All starts get into a character

using prosthetic makeup techniques and flaunt themselves. This point supports the research article as they use prosthetics as a wearable art and flaunt it in the best way possible.

2.4 Special Makeup Effects for Stage and Screen: Making and Applying Prosthetics

This book is about the artistry works of Todd who has worked as a professional makeup artist and a professional teacher in the field of prosthetics. This book is provided with exact information of the techniques used, materials used, the formulas that are to be worked on, the solutions needed for the flesh, the suppliers of the materials and the ways of how to and what to do is stated. If trying to become a prosthetic artist, then this book works like a bible in the industry. The author also covers the latest techniques and details of how to maintain your kit, how to take care of the actor's skin, how to airbrush for HD, and much more. With in-depth, step-by-step tutorials, learn how to sculpt and mold your own makeup prosthetics, focusing on human anatomy to create the most realistic effects.

This book is helpful to me in a way as the concept of celebrating Halloween is changed and it's more and more game of prosthetics. In the upcoming years kids themselves will be using products like silicone gelatin etc. the research shows that there are tutorials too, which teach application of prosthetics and turn yourself into a realistic character.

2.5 Color matching in facial prosthetics: A systematic review

This research article is about Maxillofacial Prosthesis. It is a method used to replace the missing facial or oral structures with prosthesis. The researchers in this research article have explained that color matching to the surrounding skin is extremely important in patients wearing maxillofacial prostheses. It is of utmost importance to know the different techniques of color matching and coloring in maxillofacial prostheses. They carried out surveys where the study was done to understand the best technique available for perfectly matching the color for the fabrication of maxillofacial prostheses. This research article does not support my research

but it is connected with the study of prosthetics. We see people with eyes transplant, nose transplant, denture transplants, but there are situations that they don't match the color of the face or skin. Many acid attack survivors are provided with mallixofacial prostheses.

2.6 Fine Lines: cosmetic advertising and the perception of ageing female beauty

The researcher in this article discusses the expanding of scarcely discernible differences and because of the equivalent the expansion of beauty care products in the market. The present social scene is investigated: this incorporates the universal idea of promoting just as the development of the skincare advertises. Furthermore, a portion of the items seem, by all accounts, to be being advertised as extravagance things, something to be purchased in light of the fact that possessing and utilizing it gives you delight and gives glory on the top . The article finishes up expressing that some skincare items bring different cosmetic procedures. This article underpins my examination such that individuals now a days are in consistent rush to look better from others, any new item, they will get it. They will conceal it utilizing cosmetics. When Heidi Klum utilizes prosthetics outfits cosmetics and so on to look best on her Halloween parties, there are other people who will copy her or look better than her or any other individual in the gathering. Consequently a ton of items are purchased and a lot of cash is spent. What's more, for this a great change is launch of new products

2.7 Hypersexualization and Sexualization in Advertisements for Halloween Costumes

The researcher states about sexualization of Halloween ensembles show up often in the lay press, however methodical examination of such outfits or the promotions in which they show up is generally uncommon. The researcher took a survey test of 1001 notices for youngster, teenager, and grown-up Halloween outfits for 13 unique markers of sexualization that we joined into in general scores for ensemble sexualization, model sexualization, and hypersexualization. Researcher found that appraisals of model qualities and outfit were fundamentally more sexualized when the model was grown-up and female. Noteworthy associations showed that

model qualities and outfits of male models were low in sexualization paying little heed to age, while model attributes and ensembles highlighting female models were evaluated more sexualized than those for male models, in any event, for kid models, and sexualization appraisals expanded with age. Further study states that a proportion of hypersexualization (joining ensemble and model trademark appraisals and including content sexualization) demonstrated that hypersexualization is most elevated in ads highlighting female and grown-up models while being low for male models over every one of the three age gatherings. Be that as it may, hypersexualization appraisals were not essentially extraordinary for high schooler and grown-up ladies, showing some pressure of sexualization into youthfulness.

2.8 Film and Television Makeup

The author gives a complete manual for learning the significant procedures of film and TV cosmetics. Starting with a segment on devices and materials, the creator proceeds to clarify essential cosmetics techniques. He further states how to accomplish explicit "looks", regardless of whether energetic or old-matured, and how to apply different sorts of wigs, facial hair, and latex face pieces. A segment on enhancements manages the making of wounds, tattoos, scars, and other misrepresented physical conditions. The book finishes up with a reference exhibition of cosmetics models, indicating paramount jobs of great entertainers like Laurence Olivier, Lon Chaney, Marlon Brando, Elizabeth Taylor and current stars.

CHAPTER THREE

METHODOLOGY

3.0 Methodology

A qualitative study will be the mode of the research where different types of content and texts will be analyzed to know the different types of research done on prosthetic makeup in Halloween culture. The difference between tradition and trend would be found out. The analysis on why there is a rise of commercialization would be done. To look for such important information, research journals, newspapers, magazines and books will be the medium of the study to find the reliable data that enhances the understanding of the study in the research paper.

3.1 Data Collection

In this qualitative method of survey, most of the review of literature is done from the research papers, but also the books written by prosthetic experts are taken into concern.

The study looks at different types of content and texts to analyze and to know the different types of research done on prosthetics in Halloween Culture .Halloween Parties have most celebrated person like Heidi Klum which have the extensive use of Prosthetics. Also study would be done to understand the rise of consumerism and how did the culture came in India. A case study would be taken into count and articles would be referred. The explanation of the same is present in my research paper from the articles of Hindu DNA and Indian Express. It is a qualitative study which will question “How Halloween was then and how it has changed now.” The literature review surveys are done from academia, Research gate, DOAJ and their introductions are explained.

3.2 Schedule

It took me around 2-3 weeks to find the correctly related research papers and all the research work got completed within 2 weeks.

CHAPTER FOUR

CONTENT ANALYSIS

Earlier we discussed that how the Halloween culture took a dive in America and how it came to India. Here we will discuss How Halloween in India is becoming popular? In the past years, Halloween has recently taken hold. Just few years ago there were many who did not know what and why this celebration is all about. There are still many who don't know. There are many who don't know what the belief and culture is, but they just celebrate it for fun. Still due to lot of exposure to American culture and films, most of us know the reason behind the celebration. This is one festival where religious context is kept aside and we bring out the best of creative artist in us. This particular day can be the one where kids challenge their parent and bring out the best of looks and characters, as they have to keep economical point of view in mind. Most schools these days organize Halloween carnivals, just to give children the feel of being extravagant. But here the question arises that "why is Halloween becoming popular amongst the kids and also adults, is it just another western influence that is being celebrated enthusiastically?"

There are many who still criticize the young for this. People ask "why do we have to make so much fuss about a western culture"? "What do we gain from that"?

But as it's true that Hindu culture has lot many festivals in a year, but none involves getting ready like ghosts and spooky creatures which is why kids, youngsters and even adults now like Halloween. As the Halloween trend is growing amongst countries, the buying and selling of products is also growing, due to which growth in consumer demands can be seen.

Dorms are decorated with vampires and fake blood all decorations are done with sweet and candies. Though it is scariest time of the year, it is also the scariest time for the wallets!

Halloween is a big deal in today's society; it is that time which is embraced by children and adults both. It can be seen in some or the other ways, people demonstrated their ability to turn a culturally rich celebration into a ray of monetary exchanges. A study showed that people are ready to spend lakhs and dollars on preparations for Halloween.

The Irish never knew that their sacred Samhain holiday would become just another money maker in the consumerist society.

Talking about consumerist society is that people tend to buy different products, costumes candies and sweets. Some throw Halloween parties and some attend these parties. Here what people fear is that my look or my getup should be better than everyone. So to portray themselves in that particular way, they buy expensive costumes which involve the use of plastics and prosthetics. Prosthetic make up is a technique where one can change his look completely and seem unrecognizable. Because of the high demands of consumers in the market, prosthetic products are also available in the market which can be expensive to buy. To have a prosthetics costume one needs a wallet full of cash. Here the point rises that why a belief , a festival has inclined more and more towards business?

Let us discuss taking an example, in Muslim community, there are only 2 main festivals Eid-UI-Atah and Eid-UI-Fitr where Eid means happiness and celebration. So they celebrate these two days but now Muharrum, Eid-e-milad are also celebrated. Now on these days a ritual is to be performed where celebration is a different term from the beliefs. Celebration is in different forms where people play music, dance, take out Tazia's which is totally prohibited to a

person who follows hardcore Islam. So here the question arises that why all this is becoming a big form of celebration?

The response to this can be that before some days of the festivals, there are stalls put up where custom made flags, lights and tazia's are available for the festival of Muharram. And there is a group of people in Islam where they ask other people to show their love for Mohammed or you have to show your love to Hazrat-Ali .So basically they are showing love by selling and buying of these products. That's the concept which is coming into Halloween too.

We can see that how a "tradition has become a trend" the culture has become more modernized. Earlier it was just about celebrating the festival of dead, showing them love by taking a ghost form, but now it is all about manifesting their love into a materialistic form, and to practice this concept a ritual is drifting towards a business. All of this together is declining towards commercialization. By taking the get-up of a particular character, people are denying their existence as their existential crisis is related with the identity they portray. Basically Halloween is celebrated to remember your dead, but now it has turned more into consumerism where people manifest this into a form like parties, developing self into a horror character. By which people are manifesting this festival into a tangible form and the prosthetics products available in the market help them to make it into a tangible form. So now people are looking it in a very different way as of now they celebrate with other concept in the mind. Therefore all these changes that are happening are coming up in a different way. It is more of a showman ship concept where a thing has to be sold. So for selling the particular thing a model would be brought in who will sell the products. Same change is happening into the concept of prosthetics that people themselves become the model of their own product while there is one concern always in between that "my look or get up should always be better than others "Because it is

directly related to the visual self not with the psychological self'. In the name of Halloween, business is growing. The better you take a get up, the better you pose, the better your identity becomes to the world. When people get appreciated for their appearance, they try to be more dramatic in future. To get the dramatic look lots of money is spent on prosthetic makeup and products that are easily available in the market which gives major rise to consumerism. Let us take the example of Kelvin and Hobes, who had a toy as a tiger which used to get alive when both were alone. So Kelvin goes like the way he is, like a normal human being into a Halloween party. So people object and ask why he hasn't changed the getup, where he says that "I have, I have become an existentialist". So basically he is taking his stand philosophically. Though Kelvin is a kid but he talks about highly philosophical topics. So he is creating an irony in the name of Halloween. Same is happening with us, in the name of Halloween, consumerism is developing. This becomes the part of your identity through the better pose, the better getup. That is the concern with the show business, that how people show themselves to the world and how the products are being helpful to them to create their own show.

Halloween has shifted to a celebration, giving a break from normal everyday routine. It is kind of an escape from reality for a day or so. For people it is like, that they put on the costumes and forget about work, the bad economy and other pressures as they take up a particular get up of a character where they forget the real self. In the past few years, the Halloween industry has grown. So the Halloween stores are also growing and retailers have expanded their business. Also nightclubs, restaurants and bars are earning up by hosting Halloween parties. Halloween now is known to be the second largest holiday with Christmas being the first. Every year, the expenditure is expected to be higher than previous years. There are specific retailers which open their shops to sell Halloween merchandise which typically starts from mid-September. It is seen that the major growth of the culture is amongst youngsters.

Tourism Industry also works on a different level. Cities and towns all over the country host Halloween parties and activities. Also travel agencies and attractions are taking plunge into Halloween activities. This also creates opportunities for seasonal laborers. Companies want additional helpers in producing Halloween objects and costumes. Also they help these workers by giving those wages and get them through their part of celebration for Christmas, Halloween and Thanks giving.

The objective of this research paper was to understand the sudden rise of the culture. It was done to develop an understanding towards what is the truth behind Halloween, why do people celebrate it so extravagantly? The objectives that have been achieved that on the basis of analysis of different articles it is seen, though there is a rise in consumerism, but the festival has kept its traditions and has enhanced the ways and ideas of people dressing up. However, as Indians, we take immense pride in celebrating our festivals with gaiety. Halloween gives us that space to imagine, think out of the box and adorn ourselves in characters that are otherwise unthinkable experiences. Or maybe, it's just so much fun and action that it attracts us with all its might.

CHAPTER 5

CONCLUSION

Dressing up as Pennywise, Vampire, Serpent, Goddess Kali , Jessica Rabbit or Princess Fiona, people have taken prosthetics to an another level. Big-Dollar or Low-Budget Costumes, the goal is the same: to thrill, to entertain and to be most liked by the audience

Halloween did not make its way to America until 19th century but with the Irish immigrants the large born fires were replaced by Jack-o-Lanterns and animal skins changed into costumes. Today Halloween is not only popular in America but all over the world.

The costumes people choose to wear are always changing, are influenced by current events, celebrities and popular culture. Earlier they were just paper or white cape costumes. But in 1950's it was the television that defined the culture, it drifted from radio to television. Costume option in 1960's got more expanded and became popular.

Later costumes took a gross turn. In late 1990's and 2000's prosthetics makeup came into existence of Halloween culture. Also the concerns about cultural appropriation came into being. Ultimately Halloween costume trends started to follow the footsteps of movie trends and popular culture trends.

One of the reasons that Halloween is so popular is the celebrity approach. Here the shoppers are actually willing to spend their money on costumes and looks that will make them feel superior from others.

It is found that in recent years, there is an increase in costume purchases from pets too, mostly among millennials. As the culture is growing and changing, a “Tradition is becoming a Trend” and a “Ritual is becoming a Business.” It has started to be known as most profitable holidays of the year as the day brings in millions of money while producing costumes, candies, movies, decorations and parties. These days, Halloween has gotten well known in the whole world, explicitly in United States of America. Halloween has built up itself as one of the most gainful celebrations of the year. The day creates billions of dollars consistently through selling of ensembles, designs, treats and even movies with subjects of Halloween.

The Halloween celebration has experienced different changes more than 2,000 years back. In spite of every one of these changes, the principal of the culture created by the Irish immigrants have been continued.

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