



Look at the resource below, which shares examples of businesses trying to make their products inclusive.

Fenty Beauty

In 2017, Fenty Beauty was created by Rihanna. It offered 40 shades of foundation, which has since expanded. Its website states, 'Fenty Beauty's makeup, skincare, and fragrance products for all skin tones and types.'



Source: Fenty Beauty @fentybeauty X page.

Microsoft



Source: Microsoft Surface @surface Instagram page.

Microsoft has increased its focus on inclusive technology. Accessories such as keyboards and mice can be customised by users. Microsoft Accessibility Blog says, 'The new Microsoft adaptive accessories provide a highly adaptable, easy-to-use system. Each piece is designed in partnership with the disability community to empower people who may have difficulty using a traditional mouse and keyboard to create their ideal setup, increase productivity, and use their favourite apps more effectively.'

Mattel

Mattel, the company that makes Barbie, states it is the most diverse doll line adding, 'Barbie recognises the importance of representation and is committed to doing the work to inspire the next generation.'

Barbie 🌈 @Barbie · Jun 1, 2022
Celebrate Pride with #Barbie! In commitment to inclusion & acceptance, we're partnering with @GLSEN, an org working to ensure LGBTQ+ students can learn & grow in schools free from bullying & harassment. Together, we can create a world where people feel empowered to be themselves.



Source: Barbie @Barbie X page.

**Do you think these businesses have succeeded in being more inclusive?
Do you think there is anything more they could do? If so, what?**