

Perversion Watch: CoverGirl Marketing Makeup to Teenage Boys

In true gender-bending fashion, “easy breezy beautiful” CoverGirl is now playing up its first “CoverBoy” model.

Completely with eyebrows thicker than Brooke Shield’s hallmark, freckles across the nose and upper cheeks, bright red lips, lots of mascara and a baseball cap, the YouTube sensation is ready to cash in on his femininity.

James Charles, a 17-year-old high school student, is the first poster boy for the female cosmetics line. For 60 years, the company has catered to teens and women but apparently sees a new market as transgenderism rises in America and beyond.

It may not be all that much of a stretch in the grand scheme of things. When I was a teenager, British bands like Duran Duran wore plenty of makeup. But this is different in that it’s pushing an identity-blurring agenda.

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Let’s not forget Ellen DeGeneres and Sofia Vergara appeared in a CoverGirl & Olay foundation commercial as far back as 2012 as part of the brand’s efforts to send an inclusion message.

The Lady Gaga-looking Charles will make his CoverBoy debut by advertising the “So Lashy! by BlastPro” line of mascara later this month.

Backlash is abundant from those who point out the obvious: Charles is not a female and shouldn’t be wearing more makeup than the average prom girl. But Katy Perry, among others, is on the fingernail-painted teen’s side.

Apparently, gone are the days when Christie Brinkley types will rep the brand.

“All of our CoverGirls are role models and boundary-breakers, fearlessly expressing themselves, standing up for what they believe, and redefining what it means to be beautiful,” CoverGirl said in a statement. “James Charles is no exception.”

Can you see where this is going? Miley Cyrus just announced she’s pansexual and now makeup companies are marketing to boys. God help us. Let’s pray against this tsunami of perversion rising for the sake of the next generation.