

Paracetamol

2019

Oil and acrylic on canvas

80cm x 70cm

A sister painting to Epp's 2018 *Drained*, *Paracetamol* depicts a despondent looking figure hunched over a single paracetamol pill. The viewer can just make out part of the character's black, Calvin Klein boxers in the bottom left corner of the painting. Again, Epp deprives his figure of eyes, mouths and ears, the only thing spared are the branded accessories, which embody the promise of individuality through Consumer Capitalism. Horizontal bands of emerald and leaf green make up an obscure background. A black charcoal face mask and two slices of cucumber cover the figure's hypertrophied head, as he glances down at the medication, in a forlorn and dejected manner. Most likely hungover and questioning his antics from the night before, the figure is taking part in what the millennial generation would call a Self Care Day. Time deliberately set aside to take care of our mental, emotional and physical health, through exotic detox macrobiotic diets, Himalayan charcoal facemarks and coffee enemas. Indulging in expensive skincare is just one way that Capitalism ties itself to modern-day self-care techniques currently perpetrating mainstream media, leading to even our most personal experiences being unable to escape their price tag.