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# Beauty Beauty Beauty

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BEAUTY BEAUTY

BEAUTY

FRESH  
FACES

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# beauty

noun | beau·ty | 'byū-tē\

Beauty has been defined by images.

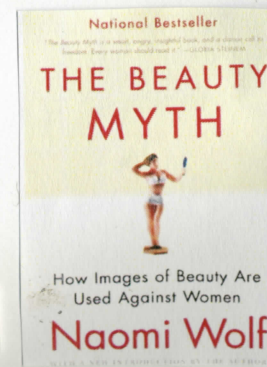
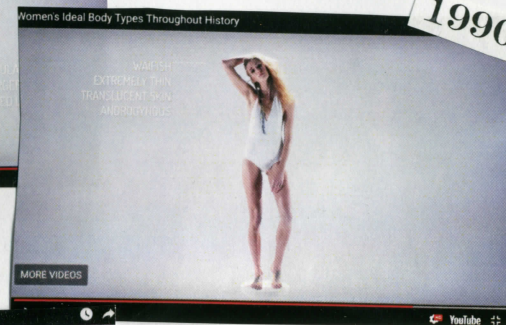
## Where do we see images of beauty?

We see images of beauty everywhere. From various forms of advertising to movies or television shows, we are deeply rooted in what it is to be beautiful. Whether we are aware of it or not, we internalize the images we see, which enforces standards about "beauty" in America.

## The Beauty Ideal

Although the form of beauty has changed throughout the years— from flappers to Twiggy to supermodels— beauty ideals most often reflect white, able-bodied, and middle-class standards, in addition to the physical attributes of being thin and having big breasts.

The video, "Women's Ideal Body Types Throughout History" illustrates these changing body ideals, from Ancient Egypt to today.



## The Beauty Myth

Historically, beauty has acted as a way to oppress women. Naomi Wolf's book, *The Beauty Myth*, focuses on the ways that beauty has acted as a distraction for women, keeping them consumed by their appearance as a way to distract them from being active and effective members of society.



# Beauty and Photoshop

What is Photoshop used for?

Airbrush darkness from under eyes, crow's feet, wrinkles, freckles, blemishes, removing body fat, elongating necks, enlarging eyes

68% of adults edit their selfies (2015 article on fstoppers.com)

9 different apps to edit photos:

1. Facetune
2. Pixtr
3. Perfect365
4. Photomakeover
5. ModiFace
6. Beauty Booth Pro
7. Visage Lab
8. Beauty Camera
9. PicBeauty



Project Harpoon- 2015 trend #ThinnerBeauty, took plus sized models without their permission and put them next to images of themselves photoshopped to look thinner.



# bod·y sham·ing

*noun*

1. the action or practice of humiliating someone by making mocking or critical comments about their body shape or size.

"she is not the only celebrity to speak up about body shaming"



## Why do we body shame?

- 1) Criticizing your own appearance, through a judgment or comparison to another person. (i.e.: "I'm so ugly compared to her." "Look at how broad my shoulders are.")
- 2) Criticizing another's appearance in front of them, (i.e.: "With those thighs, you're never going to find a date.")
- 3) Criticizing another's appearance without their knowledge. (i.e.: "Did you see what she's wearing today? Not flattering." "At least you don't look like her!").

No matter how this manifests, it often leads to comparison and shame, and perpetuates the idea that people should be judged mainly for their physical features.



# MAKEUP

New research reveals American women spend nearly a quarter of a million dollars on their appearance in their lifetime.

**THE TRUE COST OF BEAUTY**

Women who regularly spend money on their appearance spend **\$3,756 a year** (**\$313 a month**)

**\$225,360** in a lifetime

More than **1/4** of the total spend is on the face alone

**\$71** a month for women

MAKEUP	\$25
HAIRCUTS	\$34
HAIR PRODUCTS	\$15
HAIR REMOVAL	\$11
MOISTURIZING SKINCARE	\$73
ANTI-AGING	\$12

**30%** of women said they would consider cosmetic surgery to help maintain a youthful appearance



The women surveyed who said they routinely spend money on their appearance spend an average of \$3,756 a year (or \$313 a month), which adds up to \$225,360 throughout their entire lifetime (ages 18-78).

# COSMETICS

FLAWLESS AIRBRUSHED SKIN



How much the average person spends on beauty products

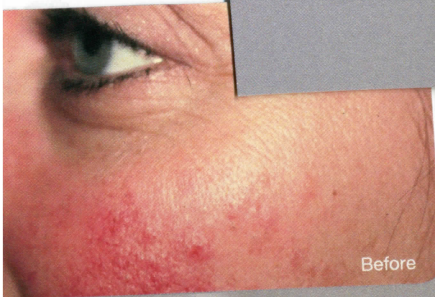
per adult lifetime (ages 18-78): **\$200,880**

How much the average person spends on their image...  
per month: **\$279**  
per year: **\$3,348**

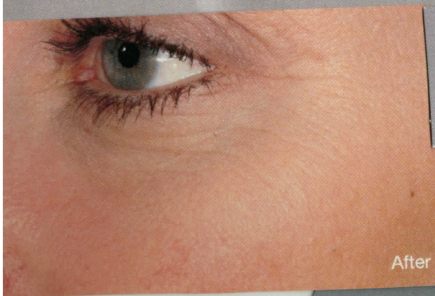


BEAUTY

# LASER GENESIS



Before



After

Unlock beauty's best kept secret.

## PROFESSIONAL PEELS

UNCOVER YOUR SKIN'S FULL POTENTIAL



BEFORE



AFTER 3 PEELS



### THE ULTHERAPY DIFFERENCE

The power of ultrasound goes to work deep below the skin's surface, reviving and creating new collagen.<sup>2,3</sup> **No surgery is required and no downtime is necessary.**

Initial results are visible immediately after treatment, but the real results appear over 2-3 months as new collagen builds, gradually lifting, tightening and improving treated areas.<sup>4-9</sup>



Take control over the way you age. Talk with your provider today!

64 years old

The literal price of Ultherapy, however, isn't so small. Treating a full face and neck in New York City averages from \$4,000 to around \$5,500. In some parts of the country, the price is closer to \$2,500. Treating a smaller region, like the brow, will set you back \$750 to \$1,000, depending on where you live. Oct 6, 2017

Pressure to stay young looking as we age



The sports industry attracts a male audience and to entice and engage this audience, cheerleaders have become an influential part of the experience. Originally, cheerleaders served as encouraging team spirit and today serve as an object of sex, minimizing their art into sexualized dancing, in nonexistent clothing. The depiction of female beauty is perpetuated through our sports casting, women with exposed boobs, butts and stomachs, extremely thin bodies, bronzed and long luscious hair. The NFL and other sports command our cultures attention and the institution promotes that these women depict what it means to be a women and what our "normal" view of beautiful is today.

just a shiny object



the ideal woman...





# minimized objectified

american  
beauty  
big boobs  
small  
waist



blond  
hair  
turn women  
into food

The food advertising industry has continuously objectified women. using femal bodies to market products in dehumanizing ways. women are turned into food products - solely there to excite and invite the male audience and encourage them to buy. sadly, these repetitive images of women have shaped our cultures view of female beauty. Through these images, advertisers have taught us this is a beautiful woman

# DEHUMANIZING

When it comes to beauty and what is defined as beautiful, women are often objectified.





# Celebrities

Celebrities are held to such a high beauty standard by the public, and they are often photoshopped and scrutinized on a daily basis about the way they look. Many celebrities will call out magazines and the public to try to fix these issues.

## Zendaya



Zendaya was surprised to find herself photoshopped in a magazine and posted the magazine image next to the real one and stated, "Had a new shoot come out today and was shocked when I found my 19 year old hips and torso quite manipulated. These are the things that make women self conscious, that create the unrealistic ideals of beauty that we have. Anyone who knows who I am knows I stand for honest and pure self love. So I took it upon myself to release the real pic (right side) and I love it!"

PHOTO SHOP  
CNN.COM/2015/10/22/living/zendaya-model-is-t

instagram.com/p/5BxbGnukK4/?utm\_source=ig\_embed

Demi Lovato has been very open about being bullied growing up and always being told she is the "fat one" on television shows. Although she has grown to love her body despite the hate, on her Instagram she always finds comments about her body, shaming her for the way she looks. In this photo, she had a beautiful caption about learning to love herself, and many of the comments said things like "still fat" or "you need to lose more weight."

## Demi Lovato



## Lady Gaga



After being photoshopped on a cover of a Glamour Magazine, Lady Gaga was quoted saying "I felt like my skin looked too perfect. I felt like my hair looked too soft. I do not look like this when I wake up in the morning.... What I want to see is the change on your covers. When the covers change, that's when our culture changes."

Cosmopolitan.com/entertainment/news/a56561/celebrities-respond-to-retouching-magazine-covers-criticism/



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All cover/back images cur from Marie Claire, Women's Health



**GET YOUR BROW ON.**



**FEEL *the* CLEAN.  
SEE *the* GLOW.**