

I. Into

A. Thesis Statement: Beauty standards can cause a great deal and risk to people in society, and are a ridicule of every woman in America; instead of letting beauty standards be socially acceptable, people should be aware of the harm that they can cause and that they are, ultimately, unrealistic.

II. Background Info

A. According to Jackie Dunnett's video, Media's Effects On Teen Girl's Body Image and Self Esteem, there are common beauty standards that should be met.

- 1. Tall similar to Taylor Swift**
- 2. Thin similar to Angelina Jolie**
- 3. Tan similar to Jennifer Aniston**
- 4. Busty similar to Sofia Vergara**
- 5. Blemish free similar to Beyoncé**

B. Beauty Standards can vary depending on locations, and this brings up the fact that beauty standards can play a double standard, involving race.

1. Skin Color In different countries

a. Even in other countries, skin color matters. In Women Tests Beauty Standards With Bold Photoshopping Experiment, a woman has her faced photo shopped in different countries based on their beauty standards. Among the pictures, her skin color was either made lighter or darker, or left the same. The shows that skin color plays a role in beauty. Women of darker skin color are discriminated against.

III. How does the media's display off beauty standards affect the consumer industry?

A. According to Grammy winner Colbie Caillat, women spend tones of money and devote so much time to acquire beauty.

1. Women do this to be accepted by society, however, they are only losing time and money to end up not being happy with themselves. So, why try so hard?

B. According to Jackie Dunnett's video, the common beauty standard of being skinny, only makes money for the diet industry.

1. The idea of needing to be skinny, inspires the idea of diets. Diet companies make a lot of money by playing on this longing to be physically acceptable.

a. Diets do not work, you have to change your style of living to truly get results and keep them.

IV. How have beauty standards changed over time?

A. According to Edward Lovett, today's beauty standards have changed quite a bit. Today's beauty standards for models alone, are severe.

1. Most runway models today, meet the criteria for anorexia. This evidence alone shows that our idea of beauty is twisted. Being anorexic is not something that we consider to be a good thing, yet, that is what we expect of the women in our society.

2. Also. the standards for being a plus sized model have slimmed down as well. A woman is considered plus size between the sizes of 6 and 14, when a decade ago, that range was 12 -18.

a. Half of women wear size 14 or larger. Most stores sell clothes sizes 14 or smaller. Does that mean that half of women are too big, or the standards are too small?

V. How do beauty standards affect women and teenager girls? How do they affect children?

A. Beauty standards cause low self - esteem and poor body image in teenage girls. They are not happy with their appearance. So, they buy beauty products to build themselves.

B. Almost half of children in America between 1st and 3rd grades want to be thinner, and percentage of girls at the age of 10, are afraid of being fat

C. Photo-shopping in magazines and ads create a distortion of beauty that leads to women and girls to becoming anorexic.

VI. Is the "beauty" we see in everyday ads real?

A. According to Charlotte Triggs, sometimes everything we see is not really what it is.

1. Plus sized models. or all models for that matter, are, or can be photo-shopped. Sometimes, it is even done without consent

B. Beauty standards are not attainable. The fact that they need to be photo-shopped shows that beauty is a created figment of someone's imagination. It can't be real, even models themselves can completely live up to these expectations themselves.

VII. Conclusion

A. Perfection is physically impossible

1. This is the first thing people need to understand.

B. People should care because it affect mores people then we care to realize, all the way down to life and death disorders. If we're not careful, it can only go down hill from here.

C. we need to realize that none of these standards will change until the media changes.