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NATIONAL COLLEGE OF ART AND DESIGN
FACULTY OF FINE ART, PAINTING

“APPEARANCES”

BY OLIVIA MC GOWAN

SUBMITTED TO THE FACULTY OF HISTORY OF ART
AND DESIGN AND COMPLEMENTARY STUDIES IN
CANDIDACY FOR THE DEGREE OF
“BACHELOR OF FINE ARTS”

1999

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FACULTY OF FINE ART PAINTING

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Introduction

Introduction

One need not go too far in contemporary society to see the scantily clad women of advertisements, showing a bit of leg to sell the cigarettes they pretend to smoke, most are thin sleek and elegant, their breasts firm and perfectly shaped, their eyes bright and alluring and their teeth white and perfectly shaped, as advertising would have us believe. In a cunning way the media has invited women to believe that the aesthetically pleasing image is the only option and has lured them to experiment with the various methods on offer to them to experiment with the various methods on offer to them. In particular to overcome their gifts of fat, unwanted hair, acne prone skin, dry skin, dull hair, stained teeth, you name it.

Turn on the television, open a magazine and we are bound to be inundated with products and procedures to do away with all the unnecessary appendages of our sex, which comprise of our insecurities. Examples of these range from the vibrating thigh master (shape your thighs without over working yourself) to the abdominal shaper, from lose weight shakes for breakfast, lunch and dinner to banish spot creams and tooth whitening chewing gum. It doesn't take a genius to see where millions of people are pumping their hard-earned cash. In America alone the diet industry has ballooned to an annual sum of over thirty-three million dollars and over three hundred million dollars a year is spent on plastic or cosmetic surgery alone (Mowen, 1998, pg. 1)

Unfortunately in today's society we are becoming more and more obsessed by image, and we are increasingly made aware, through the media of the accessibility of obtaining a particular image by using the technological means and methods necessary. Typically much of this imagery is projected

upon women. So what is it about women in particular that makes us want to spend time and money to achieve what is perceived as the perfect look of beauty. In Part I, I will discuss how the issue of what is beautiful is a universal and age old one. It is difficult to talk about aesthetics without first updating on what has gone on in previous centuries and cultures before discussing what is happening in today's society in particular Western Society. Also how diverse the situations between what we know as civilised culture and that of more primitive cultures differ. In what we see as perhaps barbaric and in other cultures is seen as beauty, I shall also consider stereotyping, dealing with class differences i.e. how your means affects your appearance, taking Wendy Geller's experiment in 1982 with the 48 Hour Beauty Blitz based on a relaxing weekend to achieve the wanton look.

In Part II, I will look at the booming beauty trade in particular the offer of cosmetic surgery and what is available. The techniques and the risks involved, the idea of shopping how it can be an addiction, also with the use of computer aided imagery you can buy a whole new set of teeth. I will also discuss the rise of food fads and it's effects on people who are not part of the normal society, taking into consideration the near death of Norma Lynch in 1988 as a result of having her stomach stapled to lose weight. Also Orlan and her quest to have the most perfect of features by collaborating an array of beautiful women through the use of cosmetic surgery while lavishly dressed in Paco Rabanne designer clothes.

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PART I

PART I

“Soon after we can see we are aware we can be seen and are aware of what we like” (Friday, Nancy, 1997, pg. 3).

One must confess appearances matter, to some more than others do and realise how critical the minutest of detail can be and how it may affect how well we will do in life. We may end up feeling insecure if we do not measure up to what society expects of us. Our early memories of parents and loved ones can sometimes influence our mature adult preferences. Experiences within a family may sometimes condition us to prefer people who by physical appearance remind us of family. Since we inevitably possess some family characteristics it is fair to say that we are instinctively attracted to people who physically in some respects are like ourselves.

The question of what looks good or rather what are good looks, is a unanimous one throughout the world. How do we define good looks? What makes a beautiful woman or a handsome man? What makes an attractive person appealing or an unattractive person unappealing? These questions need to be looked at. Beauty or attractiveness can take on many faces, which can vary in many different ways, inevitably depending on where in the world and within whatever culture you happened to be involved in. Evidence gathered in the form of photographic images, television documentaries, through to travelling all over the world leaves us in no doubt about the diversity of the ideal beauty differing from one country to another.

Long before there was any form of photographic evidence or any printed form for that matter, men and women were already going to great lengths to beautify themselves to play the game of finding a mate, or to gain tribal prestige or protect themselves from evil spirits according to Julian Robinson

How often we can see the same people in the same way of thinking

the ABC of Human Nature, 1907, pg. 27

One of the most common appearances is that in some men, and others do and realize how critical the minutest of details can be and how it may affect how well we will do in life. We may end up feeling insecure if we do not measure up to what society expects of us. Our early memories of parents and loved ones can sometimes influence our natural adult preferences. Typing us within a family may sometimes condition us to prefer people who by physical appearance remind us of family. Since we inevitably possess some family characteristics it is fair to say that we are instinctively attracted to people who physically in some respects are like ourselves.

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“ over the past five thousand years no feature of the human body has been spared attempts at modification, enhancement and beautification and scant regard has been paid to the time, the cost, or the suffering involved. Individuals and sometimes-whole communities have altered the shape, colour, texture and size of almost every feature in order to achieve a sociably desirable and sensual, appealing appearance”. (Robinson, 1998, Pg. 19).

Examples of modifying procedures occurred as far back as Egyptian times are those of Queen Nefertiti (fig .1) and the young Egyptian King Tutankhamen (fig .2) both as children would have had their head bound, in order to elongate them artificially to give their head the correct aesthetic shape, distinguishing them from ordinary people whom weren't associated with Royalty.



Fig. 1.

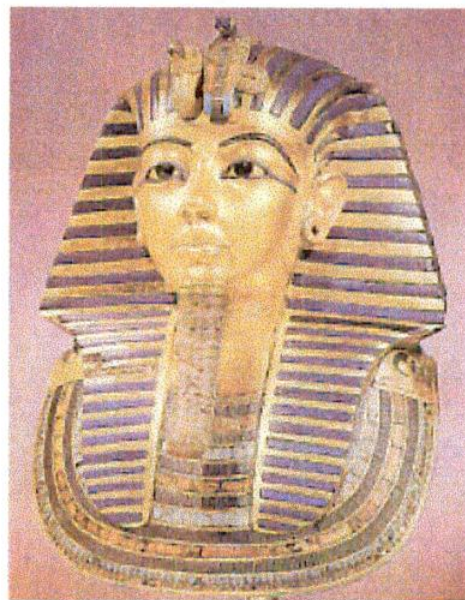


Fig. 2.

Over the past few decades the history of the human body has been
 spent largely in the struggle to understand and differentiate the
 region that has been found to be the seat of the suffering in
 individuals and communities. The community has shared the
 color, texture and size of almost every tissue in order to achieve
 socially desirable and socially approved appearance. It should be

Pg 191

Examples of modifying or reducing color in the body at different times
 are those of (1) skin disease (the skin), and the same region (the
 skin) in (2) birth as children would have had their feet brown, in
 order to reduce their visibility to give the feet the same color as
 the skin of the rest of the body. From ordinary people, from whom I am related

with 1902

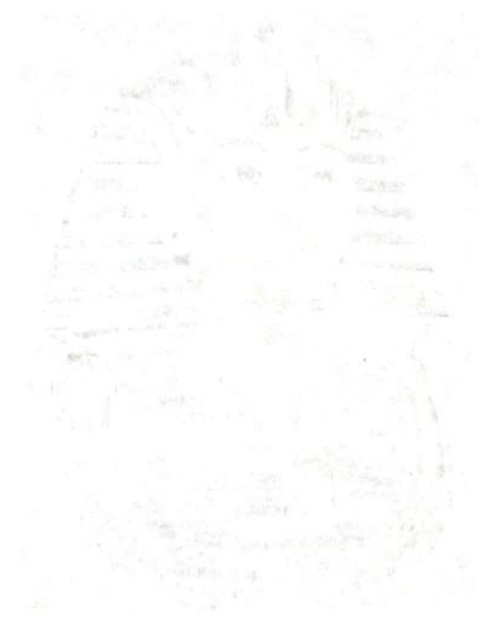


Fig 1



Fig 2

The Chinese also were and still are in some remote parts of China, noted for the binding of women's feet (fig.3).

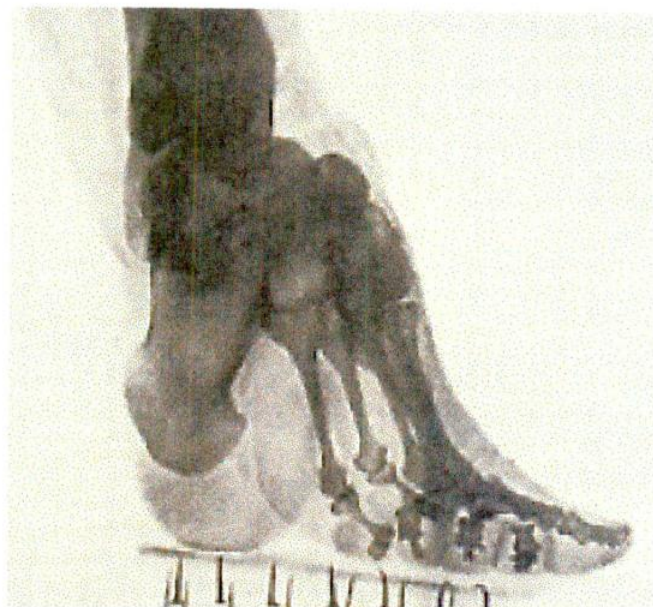


Fig. 3.

According to some anthropologists foot binding is believed to have originated in areas bordering Chinese war-like neighbours, the Tartars. The feet of young Chinese females particularly those of wealthy families, who did little or no manual work, were bound in order to make them less appealing to the Tartars. This system of foot-binding was probably already in use among the aristocracy as a means of displaying wealth and privilege. This was extended, spreading throughout all the classes of China, becoming one of their 'marks'. Young Chinese women would be less likely to face a kidnapping, as they were incapable of performing manual duties and seen as not of much value to Chinas' enemies. In response to this the Tartar women tended to emphasise the length of their feet by wearing long curved shoes.

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one of their standards. Young Chinese women would be less likely to face a
kidnaping as they were incapable of performing manual duties and seen as
not of much value to Chinese enemies. In response to this the Tartar women
found to emphasize the length of their feet by wearing long pointed shoes.

In contrast the Maories of New Zealand used a traditional dark-blue form of tattooing.

“Simple patterns were first applied to indicate sexual maturity; additional patterns were added when a young male became a warrior, was wounded, or made a killing, or in the case of females, upon marriage, the birth of their first child, and so on. Upon contact with white explorers, Maorie Chiefs signing deeds of land sales, frequently drew their face patterns on the documents transfer as a form of signature, thus legitimising such cultural marks as legal symbols”.(Robinson, 1998,pg 83).

The Maorie woman claimed that if she neglected to tattoo her lips and gums she would resemble a dog with her white teeth and her red mouth. An untattooed face was regarded as unattractive.

Within various cultures of Africa and South America, lip plugs were evolved as a device to ward off evil spirits.

“The tribal groups who originally wore these lip plugs are thought to have slightly more protrubent lips than their neighbours and began to emphasise it, eventually adopting the habit of wearing smaller lip plugs, which would make them more attractive to members of the opposite sex within their own communities”. (Robinson, 1998, pg).

In such areas as Chad, in West Africa it is now the size of the lip plug not the facial or physical features which are perceived as being the true mark of beauty. Initially small cuts are made in the upper or lower lip, as the wound heals, larger and larger lip plugs are inserted. The increasing size of the plug gives added status to the wearer. (fig.4).

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Following
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documented mostly as a form of signature, but frequently such cultural
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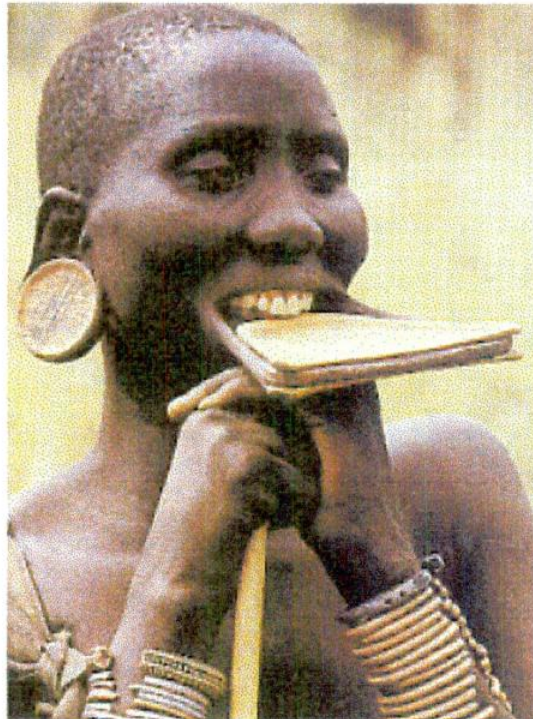


Fig. 4.

The prime function of the body it appears is to identify the individuals status in society, portraying in visible terms the individuals progression from infancy through to puberty to adulthood. In Western society to mark these transitions through the church from baptism, confirmation, marriage to death is a seemingly less barbaric way of identifying an individual. Westerners use different modes fashion and make-up for the females and acquiring the keys to the house, the car and having financial status for the males.

In the nineteenth century the scientific theorist Charles Darwin concluded after surveying the standards of various tribes in the world that:

“It was certainly not true that there is in the mind of many any universal standard of beauty with respect to the human body” (Hatfield, 1986, pg 4).



Fig. 4

The prime function of the body, it appears, is to identify the individual's status in society, portraying in visible terms the individual's progression from infancy through to puberty to adulthood. In Western society, to which these functions through the child have perhaps contained an average to look is a relatively less haphazard way of identifying an individual. Westerners use different modes fashion and make-up for the sexes and regarding the less to the nose, the ear and having facial status for the males.

In the nineteenth century, the scientific theories of Charles Darwin concerned after surveying the standards of various tribes in the world that

"It was certainly not true that there is in the mind of some dog, which is standard of ... with respect to the human body." (Huxford, 1980, pg. 1)

This can only mean that the standards of beauty towards which we strive must to a certain extent, be trained into us by the society in which we continue to live our lives, by the family, mentioned earlier, the media and the visual landscape be it natural or produced, with which we surround ourselves.

Within Western Society in particular a clue to our ever-changing standards is within the art world. We need only look as far as the paintings of Rubens and Manet to view our changing consensus. Rubens painting 'The 3 Graces' he celebrates the beauty of the full-bodied femininity. There was a preferred plumpness and opulence in the female form and at a later stage a leaner shape and less ornate style as in Manet's 'Olympia'. Today a preference for youthful figures now makes these nudes seem bulky and too mature; they are women rather than girls. Standards have changed so radically that even a sex symbol as recent as Marilyn Monroe now seem too fleshy. It is not too often if ever a mature candidate is seen advertising face creams. From a historic perspective our ancestors needs and notion of beauty were really no different than those that exist today but simply matters of symbolism and tradition and as we know symbols and traditions change as society changes. It appears so that the choice of which parts of the body a particular society chooses to modify or mutilate is never random. In all societies in particular today all areas of the body will be altered by one mean or another. Each group or culture appears to mark its members as different from its neighbours. Emphasising physical attributes, which were already noticeably different. Every conceivable source from the past is still used in the present and most likely to be used in the future, to make life easier, to make a profit or a living, disregarding the consequences to ourselves and our planet. The standards set through television advertisements which tell us to buy, buy,

This can only mean that the standards of beauty today - which we refer to as a certain extent of nature - are by the way, in which we continue to live our lives in the family, national, social, the means and the visual landscape, be it natural or produced, with which we surround ourselves.

With *Western society* it is rather a clue to our ever-changing standards of beauty in the world. We need not look as far as the paintings of Rubens and Manet to view our changing concepts of beauty. There was a standard in existence the beauty of the full-bodied femininity. There was a standard of femininity and elegance in the female form and in a hair style that was simple and elegant style as in Manet's *Olympia*. Today's fashion and the doubtful fancies now makes these models seem bulky and too natural, they are women rather than girls. Standards have changed so radically that even a

boy would be seen as Manly. Models now seem too heavy. It is not a matter of over a certain candidate is seen advertising. There is a historical perspective on ancestors' needs and notions of beauty, which are different than those that exist today, but simply matters of style and fashion and as we know, symbols and traditions change as society changes.

It appears as if the choice of which parts of the body a particular society chooses to modify or enhance is not so random. In all societies in past and today, at least, the body will be shaped by our means of life. The group or culture appears to mark its members as different from the neighborhood. Emphasizing physical attributes, which were already marked in different. Every conceivable source from the past is still used in the present and most likely will be used in the future to make life easier to make a profit or a living, disregarding the consequences to ourselves and our planet. Standards set through television advertisements, which tell us to buy, buy,

and buy, to fashion pages on our daily newspaper and fashion magazines and books, which expose contemporary ideals of beauty, dressing and accessorising. Somehow, we convince ourselves that these images are applicable to ourselves if only we had the courage to experiment, in the name of beauty, social acceptance and our own advancement.

The invention of cinema has had a huge impact on the way we portray ourselves outwardly, how we present the package. After World War 1, women began working in hospitals and factories; the fact they were earning money enabled them to experiment with makeup and various styles of clothing.

“By 1912 cinema goers grew to many millions every week, and film had the power to change peoples ideas and dreams overnight, especially, with regards influencing clothes, accessories and styles of beauty”. (Robinson, 1998, pg132).

Due to a shortage of eligible men, mainly due to the War, American and European women soon learned to better her appearance, the more likely she would be to find the right marriage partner. With the influence of cinema and magazines females on both sides of the Atlantic Ocean were convinced that their appearances could be worked on to outdo their competition, females of their own age group. Millions of women were told of the newest cosmetics which would do wonders for their skin, reveal the hidden beauty deep within and make them avidly sought after by the opposite sex.

During the depression of the 1930's and World War 2 influentially Hollywood remained one of the main contenders. Journalists created a gossip column, an outside view as to what goes on in Hollywood, the stars

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clothing.

"By 1917 cinema goes on to want million every week, and film is the
power to change people about our chronic overweight, especially, and
regard it as a 'weight-loss' message and style of beauty." (Robinson,
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cosmetics which would do wonders for their skin, reveal the hidden beauty
deep within and make them widely sought after by the opposite sex.

During the depression of the 1930's and World War 2, Hollywood
Hollywood remained one of the main contenders. Journalists created a
gossip column, an article view as to what goes on in Hollywood, the stars

beauty secrets from Marlene Dietrich's plucked eyebrows (fig. 5) to Greta Garbo's flawless skin and gave detailed explanations as how the average plain Jane could transform herself into a wanton beauty by using the right kind of cosmetic.



Fig. 5.

Thus creating a dream come true type scenario for females who yearned for the glamour possessed by the Hollywood Film stars.

With improved facilities in the printing and photographic world during the 1920's photographers could put together a creation of beauty. They were able to impose lighting to exaggerate potential features of the face of a model or actress and were able to edit the unsightly bits like the blemishes or moles into a totally believable image, with the power to persuade, much the same thing happens today, technology is more advanced however and with the introduction of an airbrush complete eye colour change can be achieved to perfect a wanton look.

For many women, there is still the determined drive to achieve a look of aesthetic perfection. On one hand we may feel that beauty should not be important, but we almost always feel uneasy about the imbalance of beauty

beauty comes from various British plastic surgeons (fig. 2) as well as
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 For many women there is still the determined drive to achieve a look of
 aesthetic perfection. On one hand we may feel that beauty should not be
 important, but we almost always feel uneasy about the imbalance of beauty

equals good, ugly equals evil. Ideals of beauty have become entwined with differentiating marks in our thoughts and culture. The concept of good looks being equated with being good has become an important symbol of society in particular Western society. According to top fashion photographer David Bailey;

“Beauty for some reason is equated with goodness if you can’t be good be clever, if you can’t be clever be good, best of all be born beautiful, a perfection of feature is equated with a perfection of soul and a good body so often goes with a good face and isn’t it funny that a perfect complexion goes with both”. (Bailey, ’95, pg.63).

For example could we imagine English supermodel Naomi Campbell being a success with a dress size 14? It doesn’t work that way.

Skilled photographers have long known how to fabricate a beautiful effect with a soft focus lens, leaving maximum conversion to the eye and the mind of the beholder or in reference to today’s society airbrush as afore mentioned and the use of computer, skin tones can be altered, shape of the nose altered or remove unsightly pores which may be associated with unhygienic skin routines, in a highly hygiene related society can be erased. Photographers cannot be solely responsible; they are after all giving the public what they want something to aspire to, like the glamorous stars of film, music and television. It has not indeed changed much since the 1920’s, the methods of the media are becoming more foolproof, an example being the use of science when advertising beauty products. The media uses science as means to baffle women, by using scientific terms to promote their products, women take it for granted it is the word of God as science is always right, isn’t it?

opals good, ugly opals evil. Ideals of beauty have become entwined with differentiating values in our thoughts and actions. The concept of good looks being equated with being good has become an important symbol of society in particular Western society. According to top fashion photographer David Bailey:

"Bailey: 'I've never in contact with goodness if you can't be good but I think you can't be clever but I think you can't be born beautiful, a perfection of form and a perfection of soul and a good body, so you go with a good face and hair, I think that a perfect complexion goes with hair.' (Bailey, 2003, p. 10)

For example, could we imagine fashion supermodel Naomi Campbell being a success with a dress size 14? It doesn't work that way. Standard photographers have long known how to fabricate a beautiful effect with a soft-focus lens, leaving an obvious conversion to the eye and the mind of the beholder in its reference to today's society, which as it is mentioned and the use of contour, skin tones can be altered, signs of the nose altered or removed altogether, eyes which may be associated with intelligent skin tones, in a highly physical related society can be erased. Photographers cannot be subtle regarding this, but after all giving the public what they want, sometimes to aspire to, like the glamorous stars of film, music and television. It has not indeed changed much since the 1930's, the methods of the media are becoming more futuristic, an example being the use of science when advertising beauty products. The media uses science as means to battle against the aging scientific terms to promote their products. Women take it for granted it is the word of God as science is always right, isn't it?

Everyday we are given examples of beauty to strive towards. Whether it is another group of 'Supermodels' the new recruits of Eastern Europe are slowly pushing aside the old, i.e. Christy Turlington, Naomi Campbell, Claudia Schiffer and Cindy Crawford and the new 'kids' as they are mostly under the age of eighteen and are becoming more and more unrealistic by being freakishly thin in relation to Western norms. Fashion moguls are to blame for trying to come up with a different look every season, is there really any need to keep changing the models along with every new collection, there is enough pressure in society to be wearing the right labels without the need to look like the stick insects who bring us these new images.

There is the risk however, of society becoming bored with the stereotype, the monotonous models fashion houses tend to employ, which puts a great deal of pressure on the media for a regular change. An example of change is the new wave street fashions. Similar to tribal groups of non-western society, they try to create a mixture of fashions according to what group you belong to. Currently a mixer of ravers, grunge, funky, hip-hop, techno, cyber punks and skaters sport different trends dividing our culture. Each group has it's own style of dress code depending on what type of music you prefer. Most of these terms derive from names of music style. This society has come to struggle against and differentiate itself from what has become the norm, the beautiful mask like faces and the fat-free bodies.

Appearances are particularly important for those of us who live in urban communities where the look of dress, the Gucci watch, Hermes tie, Nike Trainers, Prada or Louis Vuitton shoulder bag, Burlington coat or whatever happens to be in fashion at the time plays a much greater role than the practical use. This is what society has been reduced to, a battle for the best

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labels, haircut or figure all in aid of making it to the top. But for what price? Women do take pleasure in attracting attention. It's a type of craving and for this they are willing to suffer and ensure the pleasure of attention. Efforts have gone as far as to induce pain by the use of leg waxing stripping the body of unwanted hair using hot-wax and cloth to practically rip the hair from the root.

What doesn't appear as physical pain, more like mental torture for women, confronts us on an everyday basis. We only have to open the pages of so-called Glamour magazine or Cosmopolitan magazine, to be confronted by a D.I.Y (do it yourself) manual on how to prepare yourself for the ultimate fulfilment in femininity. One such volunteer was Canadian artist Wendy Geller, a student at the Nova Scotia College of art and design.

In 1982 she produced a videotape called 48 hour Beauty Blitz, the title and the contents were directly from a D.I.Y article from Glamour magazine.

"Instructing the reader through a weekend self-renewal programme and beauty make-over, which contained instructions for diet, exercise, skin and hair treatments, as well as mental rest and relaxation". (Wark, '97, pg41).

At her time in college, Geller was very much preoccupied with the glossy magazines that confronted her everyday she went shopping.

"I couldn't escape their impact on me and I realised I had to confront this. I set out to do all the things I was told to do, to follow all the instructions carefully. I really wanted to see what would happen". (Wark, '97,pg 42).

The video piece starts on a close up shot of the magazine in question (fig. 6).

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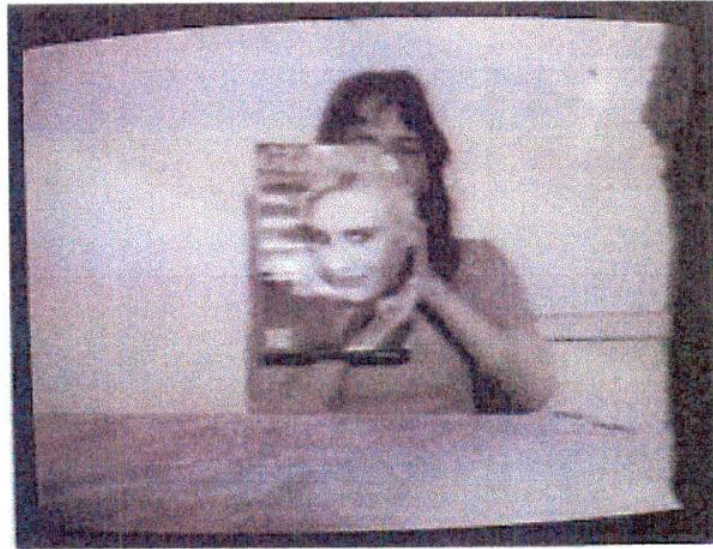


Fig. 6.

"We sense immediately from her plain appearance that Geller is no fashion victim, Familiar with the high styles of personal grooming". (Wark, '97, pg 42).

Geller arrived home on the Friday evening, with her bags of requirements for the weekend;

"She reads aloud the list of supplies from the article, (fig.7) briefly holding up each item to them camera before dumping it unceremoniously on the kitchen table. She then reads aloud the amounts of her grocery and drugstore shopping bills, an act that coldly strips glamour and consumption of their Allure". (Wark, '97, pg 42).



Fig. 6

"It's very interesting from her plain appearance that she is in fact a
woman, for this is the high style of present evening." (Wark, 197, pg.
43.)

Other articles found on the Friday evening with her bags of requirements
for the weekend.

"The work about the first of April from the article (Fig. 7) under holiday
work is a very good example before changing it into an article on the
holiday work. She then reads about the amount of her grocery and
the amount of her work. It is not that cold, it is glass and conversation
(Wark, 197, pg. 43.)



fig. 7.

Living in a room fit only for student accommodation, which usually means the basic necessities, possibly the cheapest accommodation, certainly not glamorous in accordance with Glamour magazine standards(fig. 8) She sets out to prepare the vegetables she has purchased for the weekend.



Fig. 8.

Apparently she is supposed to be treating herself but the ritual itself restricts her calorie intake to 900. On average we are told today not to exceed more than 1000 calories. Using miss-matched delph, where the finest china dishes are recommended, she "*practises eating and drinking slowly*" (Wark, '97, pg.42) and, "*at presisely 9:20 pm she has to retire in her prettiest night-gown between, fresh crisp sheets*" (Wark, '97, pg.43) a bit different to the bundle of blankets and cot that serve as her bed.

After getting up at 6:20am for the recommended brisk walk on Saturday morning in the cold and damp, she returns for a breakfast of banana and yoghurt shake. Proceeding this she is expected to carry out a facial, however sharing a bathroom with four other students, which is being occupied at the time she must make do with her kitchen table and sink.

Repeatedly slathering lotion on her face and wiping it off with a towel soaked in water, she then applies a mask of egg-white which drips down her face, when dried she attempts to read the instructions on how to remove it but with the tightness of the mask restricts her lip movement. The rest of the day is a continuation of exercise, manicure, pedicure, lunch and a two hour rest and relaxation period followed by more exercise, scalp treatment and the removal of body hair. On into the evening she has dinner and begins experimenting with make-up, which brings her to bed drinking herbal tea.

Sunday morning much the same as Saturday begins with a shake for breakfast, more exercise, massaging and lunch. Another rest and relaxation period again followed by more exercise, hair conditioning, dinner is followed by Geller experimenting with hairstyles, and finally to bed so she will be fresh for Monday morning.

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“The tape ends with her lying in bed, looking tense, bedraggled, and indeed worse for wear than when she started, staring blankly at the camera” (wark, '97, pg 42).

It is not many women that would bother to carry out such a regime. This is partially due to today's society where working women lead more stressful lives obtaining status in the working world, earn money and can afford to have someone else give them a manicure, pedicure, a stylist to deal with their problem hair, beauticians to wax their unwanted hair, Laboratories to create advanced skin creams to avoid mess and cater for a working woman's lifestyle, delhi's and shops to produce convenient ready made, low fat meals which can be popped into the microwave to be ready in minutes avoiding the time consuming pain of cooking. Articles like these are there to remind woman that the competition is still out there and they must continue to keep up appearances if they yearn to strive ahead in their lifetime.

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PART II

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In adolescence, most of us think of ourselves as ugly ducklings that could evolve into beautiful swans. If only we could acquire the right hairstyle, had our teeth straightened, drastically reshaped our noses etc. When we feel discouraged, it is very easy for society to pin the problem on looks 'if only' I had a perfect face, perfect body, then I'd be happy. It is not easy to escape from the availability of treatments concerned with changing appearances. There has been a recent trend in make-over programmes from daytime t.v. chat shows which are mainly targeting the house wife to Ricki Lake, where audience guests or even those who may write to the show are given a make-overs. A before- and -after shot appears on screen just to emphasise how important it is to keep a good appearance.

These programmes are run due to a demand in society, from the emerging obsession to re-model a less than perfect life. It is a great joy to the fashion follower to experiment with new looks of every season, the eternal hope for the perfect little black dress that will make us irresistible and eliminate our difficulties. According to psychologist Michael Argyle:

"people present a somewhat improved, idealised and censored version of themselves for public inspection and may come to believe it themselves". (Bradberry, 1999, pg 73).

He also notes that:

"The origin of self image and self esteem is in the reaction of others . There are real rewards for reinventing yourself". (Bradberry, 1999, pg 73).

Kylie Minogue is an example of someone whose image revamped has turned her from a wholesome girl next door as 'Charlene' in the Australian soap opera Neighbours to becoming a pop star , then diversified into a gay icon

In addition, most of us think of ourselves as rigid, but that's not true. We could evolve into beautiful swans. If only we could acquire the right posture. But our form straightened, drastically reshaped our nose, etc. When we feel discouraged, it is very easy for society to pin a problem on looks. "Only I had a perfect face, perfect body, then I'd be happy." It is not easy to escape from the availability of treatment combined with changing standards. There has been a recent trend in make-over programmes from daytime TV that shows which are mainly targeting the housewife to look like a more audience guests or even those who may write to the show and give a make-over. A before-and-after shot appears on screen just to emphasize how important it is to keep a good appearance.

These programmes are run due to a demand in society from the young generation to remodel a less than perfect face. It is a great fear in the fashion world to experiment with new looks of every season, the eternal hope for the perfect little black dress that will make us irresistible and eliminate our difficulties. According to psychologist Michael Argyle,

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Kylie Minogue is an example of someone whose image revamped has turned her from a mediocre girl next door as "Charlene" in the Australian soap opera *Neighbours* to becoming a pop star, then diversified into a gay icon.

and then a darling of the club scene. Cher is another example :An Oscar winning actress and cabaret star , Cher has been around the for years with more changes in her image than the weather. Her real fame is down to her bionic body. Somehow she has come to epitomise the carved , starved , remodelled and remade, cosmetic surgery superstar. Cher, so the story goes, has had the benefit of cheek implants, eye tucks, collagen lips bottom boost, breast enhancement and a pair of lower ribs removed to slim down her waist. She seems terrified to be thought only ordinary.

Celebrities have an enormous amount of opportunity in their lives to recreate themselves. However, the opportunities rarely exist for the rest of the population; we are expected to idealise these images as our own. What sells is hope. Why do women and men risk pain and possible physical deformity to enhance their appearance? What motivates consumers to purchase a particular brand of athletic shoe or eat in a specific restaurant? These are the kinds of questions consumer researchers must ask. The marketing process requires them to understand consumer needs and wants so that they may offer the consumer certain types of products. Cosmetic surgery is a lucrative business .The marketing process requires their researchers to understand consumer needs and wants, so that they can offer the consumer what they want, the types of surgery on offer for example, Liposuction, breast augmentation to hair implants. The down side to advertising is that they side track the issue of risks involved with cosmetic surgery.

Cosmetic surgery is fast becoming supermarket surgery. Once confined to the rich and famous, it is *"fast becoming as commonplace as lipstick"* according to Gayle Killilea of the Sunday Independent (Independent, 1998,pg.8).

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Cosmetic surgery is fast becoming supermarket surgery. Once confined to the rich and famous, it is fast becoming as commonplace as lipstick according to *Girls Killers of the Beauty Industry* (Independent

In the last few years the range of rejuvenating techniques has greatly increased. Although face lifts and other cosmetic surgery procedures are still in demand, many women are choosing to start younger with less invasive techniques, like laser resurfacing and chemical peels to brighten tired skin and reduce fine lines and wrinkles.

Techniques like skin peeling, dermabrasion and lazer resurfacing have revolutionised the treatment of facial blemishes, including , fine lines, poor skin texture , dark circles, acne scars, brown spots, moles and birthmarks. All are based, on removing some area of skin to reveal new skin ,which is very sensitive to U.V. (Ultra violet) light .The patient is required to keep out of the sun and to use a high factor sun screen, to help reduce the risk of skin cancer and skin ageing; but aren't we recommended to do this anyway? A chemical skin peel is used where deep cleansing is required or the softening of the skin (what happened to the age-old recipe of using a mix of honey and oatmeal as a facial scrub?). As the peels increase in strength, so too does the risk of scarring, irregular pigmentation and loss of pigmentation.

Dermabrasion involves a small drill – type, instrument with a pear –shaped head studded with diamond dust or a wire wheel head brush to ‘sand’ away the upper layers of the skin, to remove scars and create a smoother surface. Like chemical peels, it can cause enlarged pores, discoloration and bleeding. The skin reddens, swells and scabs form, which must fall off before the soft skin appears. Laser treatment, another method for the facial skin, involves rapid pulses of laser light to burn the top layer of skin to reduce wrinkles, smooth and tighten skin and remove age marks. However, one must be cautious; lasers can inflict serious damage, permanent pigment loss/change, post-operative bleeding, burns and lasting scars.

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It is not only skin that comes under attack from The surgeon; lips also have been tampered with in recent years:

"It is widely known that the lips of the female redden during sexual arousal, becoming engorged with blood and mimicking the changes taking place in the genitals". (Robinson, '98,pg50).

Is this then why women long for plumper 'bee-stung' lips to attract a mate? Thin lips may be a product of ageing or nature, but much can be done. Collagen injections are short-term and involve injecting the lips with bovine collagen, which incidentally is caught up with the problem of BSE, or mad cow disease. Your own fat of course is another option, it is often taken from the stomach and injected into the lips; hands may also be treated this way. Permanent solutions are silicone or surgical reshaping and Gore-Tex, the biologically compatible membrane used in the ski-ware industry. The risks in using Gore-Tex are that the lips may become hardened or the lips may in some cases reject the substance.

Eyes, too, cannot be ignored as they are usually the first area to show signs of ageing, e.g. Crows feet on the outer corners. Blephoroplasty, which is the term used for eye surgery, involves the removal of fatty tissue, extra skin or wrinkles, which build up around the eye area. Scars are positioned on the upper eyelid area, which involves stitching. Risks are also involved here are the lower eyelid being pulled down if too much skin is removed, also dry eye syndrome, which somehow manages to interrupt the processes of the tear duct and cause an uncomfortable griminess in the eye; the eyes may also become too watery. Cheeks, too, can get treatment through either collagen or, again, the clients own fat. The most recent treatment for cheek implants

It is not only skin that comes under attack from The King of Lip. The King of Lip also have been tampered with in recent years.

"It is widely known that the tips of the female redder during sexual arousal become engorged with blood and mimicking the changes taking place in the female," Richardson, 98, says.

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Eyes, too, cannot be ignored as they are, usually, the first area to show signs of aging, e.g. Crow's feet on the outer corners. Botox, which is the term used for eye surgery, involves the removal of fatty tissue, extra skin or wrinkles, which build up around the eye area. Scars are also involved here as upper eyelid area, which involves suturing. Risks are also involved here as the lower eyelid being pulled down, if too much skin is removed, also dry eye syndrome, which somehow manages to interrupt the process of the tear duct and cause an uncomfortable grittiness in the eye; the eye may also become too watery. Cheeks, too, can get treatment through either collagen or again, the client's own fat. The most recent treatment for cheek implants,

is a procedure known medically as Hydroxipitite, a mixture of a synthetic formula not unlike cartilage and the patients own blood to make a paste, which then may be adhered to the patients own cheekbone; the risk involved include, asymmetry and infection. Ears also come under the knife if they are in need of correction. Obtrusive ears may cause discomfort to some people's appearance so the patient may have them surgically pinned back- which involves cutting small incisions in the groove behind the ear so it causes less noticeable scarring; however, this may cause haemorrhaging, infection and skin necrosis. Rhinoplasty, the cosmetic term for the 'nose-job', can involve removing bumps, slimming down a broad nose or altering the tip. The nose may be built up using cartilage or bone, or narrowed down by removing excess bone and cartilage from within the nose to avoid noticeable scarring. Orlan a 48 year old Parisian dreamt up the "Reincarnation of Saint Orlan" 10 years ago. An ongoing Series of Cosmetic Surgery operations, the idea being, to achieve total self-transformation using mythical female figures as inspiration. Orlan wants to put what's inside of her, how she thinks on the subject of beauty, and put it on the outside. She uses female Icons of power, but at the same time she uses the multiple elements of beauty to enable her to deny that the 'ideal beauty exists' So far she has had the forehead and temples of the *Mona Lisa*, the chin of Botticelli's *Venus*, the mouth of Boucher's *Europa* and the eyes of Gerome's *Psyche* (fig. 9).



Fig. 9.

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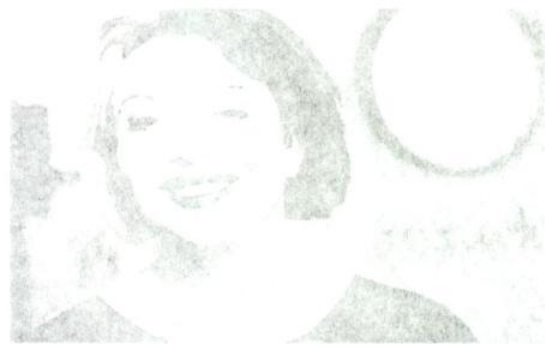


Fig. 01

Each operation is carried out using computer technology to endorse the images onto the face of Orlan. Each operation is done while the artist is fully conscious. According to Michael Hirschhorn :

"The culture we live in, and look up to, deploys surgery to acquire perfection but Orlan deploys it to change that perception". (Millard, 1996,pg. 52).

It's believed that Orlan's next operation will probably be the last of her transformations, and will involve her having her nose enlarged, the largest physically possible. Perhaps after years of cosmetic surgery she's done with the whole idea of female vanity and is trying to make herself less attractive. Surgical cosmetic procedures most common to all of us in western society include that of breast augmentation, Liposuction and abdominal reduction. Demand for breast augmentation was quite common until a scare in the early 90's erupted that silicone implants filled with silicone gel might lead to an increased risk of breast cancer or auto-immune disease if accidentally ruptured. Because of

"The massive lawsuits, charging that silicone breast implants have caused a very serious health problems, have led to many women avoiding breast augmentation surgery in favour of the less risky approaches to creating the desired look". (Mowen, 1998,pg.5).

This led to an increase in the sales of the Wonderbra (fig. 10), a product designed to enhance a woman's bustline without the risk of surgery. Although research then appeared to show these risks were no greater than

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normal, some patients developed other chronic problems, which may have been related to their implants.



Fig. 10.

Patients now have three choices: saline filled implants, silicone gel filled implants or triluent implants (these are filled with Soya bean oil); inevitably as with all surgery, the risks include haemorrhaging, infection, capsules contracting and asymmetry.

Liposuction involves the removal of body fat by suction, so many areas of the body can be contoured, including the face and neck, breasts, arms, waist, buttocks, inner and outer thighs and knees. It is more complicated than it seems and can cause problems if not performed by an expert. An example of one case is Norma Fraser's, from Belfast, Co.Down (fig. 11).



Fig. 11.

Her true-life story was published in an issue of Marie Claire Magazine in July 1998. At the age of 17 she weighed 19 stone but her weight didn't seem to bother her until one day, in November '98;

"We went shopping in Lisburn to buy Christmas presents. We were looking around this huge store, when a group of Chinese people started staring and pointing at Norma. One of them said 'look at the size of her' and soon everyone in the shop was looking at her laughing. Norma just handed me her purse and went back to the car; when we got home she went upstairs put on her night-dress and didn't get dressed for again for four years". (Lynch, '98,pg.97).

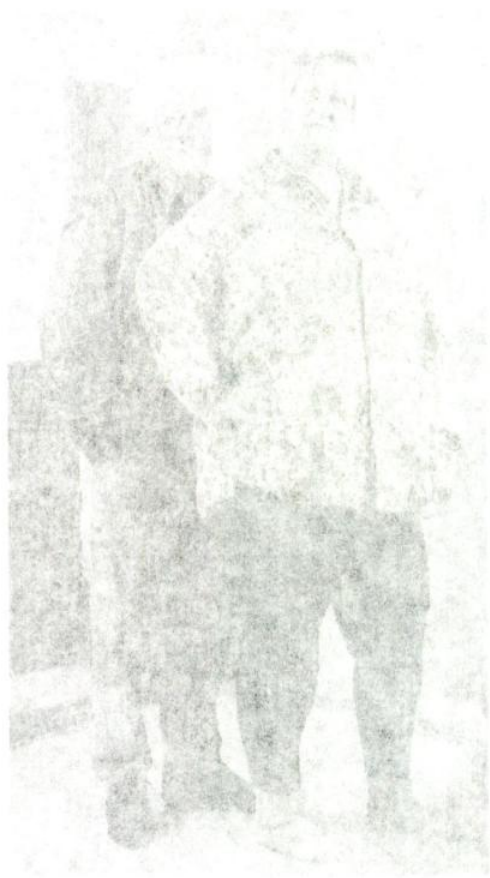


Fig. 11

The true-life story was published in an issue of Marie Claire Magazine in July 1982. At the age of 17 she weighed 19 stone but her weight didn't seem

to bother her until one day in November '88:

"It was stepping in I believe to buy Christmas presents. It's nice looking around the night shop when a group of Chinese people started staring and pointing at me. One of them said 'look at the size of her' and soon everyone in the shop was laughing. I tried not to mind but her gaze was so in my face to the car, when she got home she went upstairs and on her right hand that I got dressed for again for four years."

(French 1982, p. 172)

Terry would do the shopping, sometimes taking up to four hours while Norma sat in the car, waiting, and her weight just kept going up .Her back soon couldn't take the strain of her weight, by this stage 30 stone.

"One day I came home and Norma told me all about a television programme that she had been watching a woman who had, had an operation called Gastroplasty to remove excess weight". (Lynch,'98,pg.97).

This operation involves stapling the stomach so that the candidate may eat less. On the day of the operation she was admitted to intensive care and was hooked to a life support machine because after the surgery her heart had stopped beating and her lungs had collapsed .A week later she had a setback due to blood poisoning, she lost the use of the muscle in her legs and could hardly speak and was vomiting up to twenty times a day. It took about a year for her to walk again, she's back to her 25 stone but doesn't give a damn.

With Liposuction, if weight gain occurs again it may settle in odd areas leading to odd shapes. According to Gayle Killilea;

"By the year 2020, 96% of our body weight will be replaceable, Ethics permitting, the only original organ you'll be stuck with is your brain". (Killilea, 1998,Pg 8).

Cindy Jackson, founder of the London Cosmetic Surgery Network has had more than 20 operations and spent (\$55,000) fifty five thousand dollars to turn herself into a living Barbie doll. She's had chemical peels, tummy tucks, face lifts, eye lifts, breast augmentation and Liposuction. She's even had two nose jobs. Dr. Edward Latimer Sayer, an English plastic surgeon, says;

Faye would do the shopping, sometimes taking me to four hours while Norma sat in the car waiting, and her weight just kept going up. Her back soon couldn't take the strain of her weight, by this stage 30 stone.

"One day, I was home and Norma told me all about a television programme that she had been watching, a woman who had had an operation called Gastric bypass to remove excess weight." (J. Jackson, 1992, pg. 97)

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With this operation, if weight gain occurs again it may result in odd areas leading to odd shapes, according to Gayle Killip:
"After your 20th stone of our body weight will be replaceable. Some operations, the only original organ you'll be stuck with is your brain." (Killip, 1992, pg. 8)

Cindy Jackson, founder of the London Cosmetic Surgery Network has had more than 30 operations and spent (£25,000) fifty five thousand dollars to turn herself into a living Barbie doll. She's had chemical peels, tummy tuck, nose lift, eye lift, breast augmentation and lip suction. She's even had two nose jobs. Dr. Edward Lattimer, a German plastic surgeon says:

“The majority of my patients are housewives, nurses, hairdressers, secretaries, ordinary people. They don’t want to be out of the ordinary, but they just feel that one particular part lets them down. An attractive young woman with a big hooky nose, doesn’t feel normal”. (Lord, 1994,pg.249).

Nicola Gill, in a recent issue of Cosmopolitan, reports on women choosing celebrity breasts, noses, thighs, and tummies through cosmetic surgery. Consequently just as women once turned up at their hairdressers clutching pictures of Jennifer Aniston (‘Rachel’ in the hit American comedy series Friends) they are now after a more permanent change of style , they want the hottest celebrity body parts too. Clinical psychologist Dr. Ray Aldridge Morris says,

“Each generation has a different standard of beauty. In the 90’s there are several different looks ranging from the curves of Pamela Lee (nee Anderson) (fig.12) to the waif like supermodels, but these ideas change slowly”. (Gill, ’98,pg.29).



Fig. 12.

"The majority of my patients are housewives, nurses, bank clerks, secretaries, and other people. They don't want to be out of the crowd of the day but they don't want one particular part of it. They don't want the character of a woman with a big body, nose, doesn't feel normal." (Lloyd, 1904, pg. 25)

Nicola Gill, in a recent issue of *Cosmopolitan*, reports on women choosing cosmetic breast work, tights, and minnie through cosmetic surgery. Consequently, just as women once turned up at their husbands' clubs in pairs of jackets, *Archie*, in the hit American comedy series *Archie*, they are now after a more permanent change of style. They want the latest cosmetic body parts too. Clinical psychologist Dr. Ray Abtidge Morris says,

"Each generation has a different standard of beauty. In the 1920s there are several different fashions ranging from the curves of *Clara Bow* to the *flapper* (fig. 12) to the way the *supermodels* set their ideas of beauty." (Lloyd, 1904, pg. 25)



Fig. 12

According to Gill, the world's most wanted nose is that of English actress Elizabeth Hurley (Fig. 13).



Fig. 13.

In the 70's it used to be the Hollywood bob nose, a little ski slope with a button end, but this, once considered cute and girlie, is dated. The Nineties woman now wants a very regular, straight nose. It's narrow and lean, sometimes with a gentle slope. Breast enhancement also in the 70's was mostly restricted to flat-chested women so they could feel normal. In the 80's the trend was to go bigger; now women look for bigger and better shape- "*fullness without unnatural stiffness*" as long as Pamela Lee and Demi Moore keep in the limelight it is here to stay. More and more women are looking to the stars to get the right look: Claudia Schiffer's smooth and flat stomach and the demand for a fuller bottom without a hint of a sag with a toned pair of thighs to carry it like that of Cindy Crawford!

Aside from cosmetic surgery we are inundated with data that "*the first thing a man notices about a woman is her smile*". (Bausch,'98, pg.111).

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a new woman about a woman is her smile." (Fischer '98, pg 111)

This is of course according to Cosmopolitan magazine if you are fed up with
little result from tooth whitening toothpaste, ice - white chewing gum that

does as it suggests, whitens your teeth. The bizarre thing about this gum however is the fact that we chew with our molars not the front of our teeth. Julia Reed, a journalist for American Vogue, went to visit a cosmetic dentist by the name of Larry Rosenthal. Rosenthal has two ceramicists in-house which means there is no waiting for a faraway lab to send back your veneers. You don't have to go home and think about giving your teeth an overhaul, because he provides you with a computer image that shows exactly what you can look like afterwards. Unlike similarly transformative procedures-chemical peels, Liposuction, and the knife- Rosenthals' improvements don't incur any recovery time –“*People want to come in and look younger and sexier and improve their self esteem*”. He says, “*This is not painful and it lasts*”. (Reed. 1998. P.286.).

Many of his clientele have been sent by plastic surgeons, as a good cosmetic dentist can do some of their work for them :Long square teeth make a round face slimmer; built out veneers can smooth out upper- lip lines and create fuller lips.

What sells is hope and Maureen Johnson, global retail manager for Research International, has devoted time to analysing shopping. Her findings show that not only are women impulsive shoppers, but they are also compulsive shoppers. Much as they might see themselves as good cooks, or good flower arrangers, they also see themselves as good shoppers. Shopping or bargains rather are something to take to their peer groups. Department stores are havens for women, places they can escape from the house without a need for a chaperone. It's no exaggeration to say some women derive a sense of calm from shopping. If you feel low and are in need of a pick me up you can go to a shop that provides comfort.

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from shopping. If you feel low and are in need of a pick me up you can go to
a shop that provides comfort.

"Retailers are attempting to engender mood and atmosphere"! (Bradberry, 1998,pg.116).

Most use music to do this (there are companies whose sole purpose is to provide soundtracks for shops) but some are now using smells as well. It's a common occurrence that supermarkets spread the aroma of freshly baked bread to con the consumer into thinking they are hungry, it's also common to buy more than you need when feeling peckish! Besides comfort and control, shopping seems to offer women compensation for other disappointments and sources of unhappiness.

Corin Usher, consultant clinical psychologist at Amersham Hospital, has treated shopping addicts and sees shopping as part of women's desire for improvement; money is value, so spending lavishly boosts your own value and self esteem. Hence the kick women get out of buying something they cannot afford. We are always in search of the unobtainable, but we don't know what that something is, so lay all our desires into the quest for the perfect coat, the exclusive garment that we just can't find. Women no longer have one style but a series of styles to match particular moods. Mars retailing has followed a set of tried and tested rules. Window displays have to work at 25 yards –no more, no less. The first five paces in the store are known as the decompression zone, and are kept free of merchandise to allow the shopper to acclimatise. Benetton displays most of its clothes folded, because once a customer has picked something up, they are more likely to buy it. When we enter a store, we tend to move to the right, so shops put their strongest lines there. Not all shops conform to these rules; Voyage in London reserves the right of admission through a form of membership card. Presumably to play on the notion of exclusivity, though once through the

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Colin Fisher, consultant clinical psychologist at Westminster Hospital, has studied shopping addicts and sees shopping as part of women's desire for empowerment, a way to value spending. Fisher boosts your own value and self-esteem. Hence the kick women get out of buying something they cannot afford. *We are always in search of the unobtainable, but we don't know what that something is, so for all our desires, we have the quest for the perfect coat, the exclusive garment that we just can't find. Women no longer have one style, but a series of styles to match particular moods. Men's fashion has followed a set of tried and tested rules. Window displays have to work in 25 yards - no more, no less. The first five pieces in the store are known as the 'depression zone' and are kept free of merchandise to allow the shopper to acclimatise. Section displays most of its clothes folded. Because once a customer has picked something up, they are more likely to buy it. When we enter a store, we tend to move to the right, so shops put their strongest items there. Not all shops conform to these rules. / o'ne in London reserves the right of admission through a form of membership card. Presumably to give us the notion of exclusivity, though once through the*

door a keen effort is made on keeping you there with chairs, coffee etc. Chanel (the world famous design house) plays it both ways; there is a doorman to guide you in, and staff are under instruction to greet everyone with equal courtesy and never judge customers by their dress, after all look what happened to Julia Roberts on Rodeo Drive, Beverly Hills in the movie Pretty Woman, (1991) where she enters a shop and is refused service because of the way she looks.

It's not just clothing and accessorizing, women are worried about their diets too. Food, of course is fuel. That's the simple part; the complex is that it's also comfort, love, pleasure, social glue, and a way to stave off boredom. The one word nobody uses any more is Hunger. Hunger is not the reason why people eat any more. According to Sally Hampton of Vogue magazine

"A Hollywood actress was recently taken out to dinner at Le Caprice by a British film producer. When the waiter arrived to take their order, she produced a small cling wrapped parcel from her handbag .It contained a piece of fish .She told him to tell the kitchen to weigh precisely 4oz, steam it and re-wrap the remainder". (Brampton. 1998. P.217).

A lot of women's relationships with food are based on childhood patterns. Spoiling food is incredibly common. Before the realisation of how bad cigarettes truly are for the system and it wasn't incorrect to smoke, women could be seen stubbing out cigarettes in half eaten puddings. The current fashionable food spoiler is the fairy liquid method. (Covering food with detergent to stop themselves from eating the leftovers).

These days, if you are not on a diet, it's as if there is something wrong with you. Being good is having restraint, discipline and denial. The trouble is,

For a keen effort is made on keeping you there with chairs, coffee etc. I think the word famous design house plays a part; there is a woman to guide you in and staff are under instruction to greet everyone with equal courtesy and never judge customers by their dress. After all look what happened to Julia Roberts on Rodeo Drive, Beverly Hills in the movie *Pretty Woman* (1995) where she enters a shop and is refused service because of the way she looks.

It's not just clothing and accessories, women are worried about their diet too. Food, of course is food. That's the simple part; the complex is that it's also recreation, love, pleasure, social glue and a way to stave off boredom. The one word nobody uses any more is hunger. Hunger is not the reason why people eat any more. According to Sally Hingston of Vogue magazine:

"A Hollywood actress was recently taken out to dinner on 15th Street by a British film producer. When the waiter came to take their order, she produced a small thing wrapped paper from her handbag. It contained a piece of fat. She told him to tell the kitchen to bring it back. For a second and re-wrap the remainder." (Hingston, 1998: 217)

A lot of women's relationships with food are based on childhood patterns. Smoking food is incredibly common. Before the realization of how bad cigarettes were for the system and it wasn't accepted to smoke, women could be seen nibbling out cigarettes in half eaten puddings. The current fashionable food genre is the 'light' method. (Cooking food with delicate to start it comes from eating the following)

These days, if you are not on a diet, it's as if there is something wrong with you. Being good is having restraint, discipline and denial. The trouble is,

however, few of us are able to exist in a world of goodness, eating the required amount of fruit and vegetables and 8 pints of water a day because of hectic lifestyles. We insist on being an angel or a devil. There is a rash of insane diets doing the rounds in the United States .The most lunatic one being that you drink an entire bottle of Tabasco sauce so, as it will burn fat! Then there are the non-smokers who chew Nicorette gum believing that the nicotine actually speeds up their metabolic rate. In actual fact from our early 20's onwards our metabolic rate slows by about 2% every year. Which is why it is harder and harder to lose weight. This loss can be slowed by vigorous exercise. There are women who eat jellybeans or Lifesavers (fat-free)-but only jellybeans and lifesavers! In the end, they can't hold out because they go straight from starvation to bingeing as their confused bodies desperately try to replace missing nutrients. The other nasty trick the body plays is to store fat when it feels under threat of starvation slowing the metabolism and causing weight gain even on minimal amounts of food. That is why nutritionists maintain that no diet should ever drop below 1,000 calories a day. We are as well aware of this fact as we are also aware of the healthy guidelines for healthy eating 60% carbohydrates, 20% fat and 20% protein. It's this sort of well intentioned advice that drives women up the walls or to a plate of chops.

It is a constant battle for women without a doubt to look their best. What if your financial means don't match the cost of, eating healthily, joining a gym, having cosmetic surgery, having cosmetic treatments for your teeth, being able to follow fashion trends every new season. It's a rather tough life. However these women are not ignored: more affordable products are available if we can trust they do as the packaging says,

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“Being different is now becoming a symbol of not belonging, and being different from us now marks others as not belonging to our commercial religion and this is seen as a threat to our progress and profits. Money is now the ruling God of the aimed for homogenised global village and if these people of difference contribute nothing to the new religion then they, like the heathens of earlier times, do not deserve to survive. Or so it would seem from our current actions”. (Robinson, '98,pg.228)

"Being different is now becoming a symbol of not belonging, and being different from us now marks others as not belonging to our community. Religion and this is seen as a threat to our progress and profits. When in the past, and of the quest for homogenized global villages and if these people or cultures contribute nothing to the new religion then they like the heathens of earlier times, do not deserve to survive. Or so it would seem from our current actions." (Robinson, '98, pg 228)

Conclusion

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The main observation to be obtained from this thesis is that yes appearances do matter. In studying the various cultures, along with those of Western society, it is quite clear that there is no one universal beauty. Through talking about the various cultures, the Maories, the ancient Chinese and the various tribes of West Africa and the idea that what they have, as rituals are barbaric in comparison to Western methods of beautifying oneself is quite sufficient enough information that there are varying opinions world-wide.

The fact that food, shopping and cosmetics all strive towards the same thing, that is to achieve, to be the most aesthetically pleasing individual. I found that it is an image conscious society we live in and the media will keep coming up with new ideas and products to keep us enticed. After all it is in the media's interest to keep controversial issues in the foreground, seeing as controversy is what generates good copy and generates sales appeal for what the media has to sell. Journalists and news reporters know the public loves to hear about, read and look at controversial ways of dressing and adornment.

I found that the new strategy for selling is to make us discontent with what we already have in the looks department and no matter what new haircut or surgery you may decide on along comes another updated version. It seems to be a constant battle against time. As a culture, members of the industrialised world are addicted to change and novelties, within the constraints, so we orchestrate these changes into what we call fashion

The specialists are already at work to ensure that in the future we will all be seduced by new techniques in shopping psychology and manipulated by the latest sophisticated methods designed to part us from our money.

Because of the strive for perfection I found that cosmetic surgery as a feel good factor has become increasingly popular and not just available to the rich and famous. You can't turn to the back pages of a magazine without being inundated with advertisements for cosmetic surgery. Perfect advantage don't you think from a sales point of view. I feel that magazines are out there to enable one to pin point their imperfections, it doesn't help either that leading stars are regularly being done over by the cosmetic surgeons scalpel in order to keep in shape and to further boost their publicity ratings. And it is these stars that we look to for inspiration.

The fact is women enjoy being beautiful, attractive, alluring and desirable and will go to any length to achieve these attributes and for some it is reward enough, as they may only wish to use these qualities to improve their job prospects, to enjoy the glances of admiration from potential partners etc.

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Sex and sensuality within our modern technological world may be big business, and can be used to sell almost anything, but seen from that viewpoint at it's most basic level, it seems to me to be demeaning and demanding to women. Gone it seems is individuality and being different to the rest of society is seen as some sort of threat to progress. What progress I ask when we all end up looking the same sheep following the herd seems an appropriate enough term to use in this instance!

Sex and sensuality within our modern technological world may be big business, and can be used to sell almost anything, but even from that viewpoint at it's most basic level, it seems to me to be dehumanizing and demanding to women. Gone it seems is individuality and being different to the rest of society is seen as some sort of threat to progress. What progress I ask when we all end up looking the same sheep following the herd seems an appropriate enough term to use in this instance!

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