BEAUTY INDUSTRY AND CULTURAL IMPERIALISM

Outline

A- Introduction

Thesis Statement : "Beauty industry has immortalized the cultural imperialism by imposing beauty standards around the globe."

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B- Impacts of Cultural Imperialism on Beauty Industry :

a) The colonization of west *of the west* impacting the cultural beauty

standards of the Colonized nations

- South-Asian nations and Gora Complex.

b) Rise of body shaming through western set skinny and slim body standards.

c) Globalization fading away the cultural beauty standards and imposing western standards Through internet and social media
- Euro-centric western culture

d) Hollywood setting standard of beauty Through Their films and shows.
- Wonder Woman

e) Unrealistic beauty Standards

and struggle to achieve them."
- Recent Korean glass skin trend.

g) Financial constraints in the way of getting along with the trending beauty standards
- Expensive beauty products.

h) Beauty industries using peoples complexes to generate their revenue
- Fair and lovely
- Loreal Paris
- Maybelline .

i) Impacts on mental and Psychological health when one is unable to meet the standards.

j) Beauty industries fueling racism and discrimination
- Body shaming, colour shaming.

C. CONCLUSION :-

Fair and lovely. "Guaranteed Fairness. Guaranteed Fame." This is the tagline of the beauty product which ensures you that, if you are fair enough, only then can you get fame. From where did this concept or standard of beauty come? Who are the people propagating these beauty standards? To answer these questions one would not be wrong saying cultural imperialism has imposed these standards and beauty industries are at the fore front in propagating them. Beauty industry is a global economic sector which deals with production, distribution and consumption of beauty products such as cosmetic products, skin care, hair care, nail care, toiletries and many other. Cultural imperialism is the imposition of the cultural values, norms and traditions of a dominant culture over a less dominant culture. As has

Imperialism dominated every other sector like economic, Political and social, it has not been behind in dominating different cultures. Historically, the colonization of west has left deep rooted impacts on the cultures of it's colonies, especially in terms of beauty standard. For instance, Gora Complex in South-Asian nations. Moreover, Cultural imperialism has given boost to racism, discrimination, body shaming and colour shaming. Furthermore, these imperialistic beauty standards have been further dessiminated by the rapid globalization. Hollywood emerged as icing on the calce to stamp those beauty standards, and increase inferiority complexes among cultures. Beauty industries are using peoples complexes to generate revenues, while people are struggling financially, mentally and physically to meet those standards.

Henceforth, we can put that beauty industry has immortalized the cultural imperialism imposing beauty standards around the globe.

~~If we dive into history~~, it is eminant that how western colonization has impacted the cultural values of it's colonies. For instance, ~~if we look into~~ The South-Asian societies and Gora complex, it is clearly visible how these people are struggling to meet those standards. Western culture has set white colour as the standard of beauty and the brown Asian's try hard to become fair and white as Europeans which is impossible. Female gender especially struggles the most to achieve such utopian standards and put on layers and layers of white paint in the names of cosmetics, skincare and what not. These standards have been so

history reveals this

do not write in first person i my me we our us please

much engraved into these societies -that, people are being judged on these standards,. Specially female. They are judged on the basis of their colour and body, be it for a marriage proposal or a job interview. Thus, the cultural imperialism ~~has badly~~ has negatively impacted ~~impacted~~ the colonized societies historically.

Furthermore, these westernized beauty standards have immensely increased body shaming across different cultures. The Euro-centric standard of slim and skinny body has put people into depths of complex regarding their bodies. People are struggling to achieve the standard body size and shape. To achieve these standards, people are going to lengths of getting artificial procedures. Different regions around the world have their own distinct features and body types

which are genetic and can not be changed naturally. But, the western set standards have made people to go these lengths. Hence, the western imperialistic standards of beauty have given rise to body shaming across different cultures.

Icing on the cake has been done by globalization. Globalization is fading away the cultural beauty standards and replacing them with the western beauty standards through different means such as social media and internet. Before the Globalization, cultural beauty standards were still intact to some extent like people used to use natural and organic stuff as cosmetic or skin care eg fruit and vegetable extracts etc. Now, the trends have turned towards the chemical products produced by beauty industries

and circulated across the world through advertisement and import export and globalization has been a blessing in this regard. Thus, we can put that globalization has proved to be a helping hand in denominating the western imperialistic beauty standards overthrowing the cultural beauty standards.

If we talk about beauty standard and not talk about the Hollywood, it would be firing bullets blindly. Hollywood is the major industry setting and denominating these beauty standards through their films and shows. Hollywood is the western film industry which has hegemony over other film industries around the world like Bollywood which further propagates the Hollywood standards. Through their

movies like Wonder Women they set standards for a perfect women. She can be wonder women if she has This specific slim and fit body Type with certain standard height and even their example of wonder woman is white, giving the idea That women of colour can not fit into these standards. Nonetheless, Hollywood is another puppet of beauty industries dessiminating Their standard of beauty through its movies and shows.

Furthermore, another curse these beauty industries have put on people of different cultures is inferiority complex. The rising standards of beauty around the world have made people become maniacs. For instance, Stigmatizing people on the basis of their feature and bad naming Them like toad face, punched

try to dive deep into society and try to relate it with real examples

nose, Thin lips, flat body and what not. These stigmas have led people to get those standard body shapes, Thick lips, slim straight nose, curvy bodies through artificial means and those who can not afford such luxuries have become Psycho maniacs because of complexes. So, we can say that standardization of beauty has put people into inferiority complex.

In addition to it the unrealistic beauty standards and struggle to achieve them has been a tussle in different cultures, for instance, the recent trend of Korean glass skin has made people maniac. These trends make people blind of the fact that each culture or region has their own set of particular genes which shape their

bodies, skin and colour. For example
Africans have tall and huge bodies
because of their genetics and a
Chinese can not become tall and huge
like that without the help of artificial
procedure. Similarly, people of different
colours have their own skin types and
one thing working for a specific might
not work for another. But, the cultural
imperialism has put blind fold in peoples
eyes that they just want to achieve
and meet that standard even if they
have to fake it.

    In addition to it, beauty industries
are using peoples complexes to generate
their revenues. These beauty industries
target peoples complexes and launch
their products every now and than
with catchy taglines. For instance, the

Tagline of Fair and Lovely a beauty cream says, "Gauranteed Fairness. Gauranteed Fame." giving away the idea that if you are not fair enough, you are not worthy enough. Similarly, Loreal Paris a very famous beauty brand's tagline says, "Because you're worth it." So, if you don't use their products means you are worthless. Maybelline another beauty brand is not far behind in propagating the same narrative about standard beauty by saying, "Maybe she's born with it. Maybe it's Maybelline." meaning if you're not born with God gifted beauty, you need to take help from these beauty industries. Hence, propagating the narrative of standard beauty, these beauty industries are just playing with people's minds and generating their revenue.

Additionally, these beauty standards are impacting on the mental and psychological health of people. When people are unable to meet those set standards of beauty because of any reason such as financial, They become Psychopaths. When people around Them are running in The race of standard beauty and few are unable to do so and they become psychic, sometimes leading to severe lengths such as suicides. A great example of This would be South-Asian Standard for perfect bride. When a girl does not meet those standards and keeps on getting rejected again and again, She becomes suicidal. Hence, These beauty standards are turning people into psychopaths.

To impulsify The fact, beauty

Industries are working as ignition to The fuel and giving rise to racism and discrimination. The already deep rooted racism and discrimination on the basis of body shapes and skin colours, the beauty industries have further fuel fueled the concept. Because of these standards people look down upon those who do not meet these standards. For example, The Eurocentric beauty standard of being white coloured makes them look down upon others such as Africans who are black and Asians being brown. Same is the case with body shapes. Those who have slim body shapes meeting the standards body shame others with different body shapes not meeting the standards. Thus, giving rise to racism and discrimination among different

cultures and people.

To put it together, we can say that the beauty industry has not just fueled but perpetuated the cultural imperialism by imposing the beauty standards across the world. Beauty industries with their never ending beauty lines like cosmetic products, skin care products, hair care products, nail care products and you name it, have been feeling to the imperialistic beauty standards over other less dominant cultures fading away the beauty of original cultural beauty standards. This has been done by colonization historically and is being done today through globalization. Furthermore, these ideas being dessiminated by film and fashion industries like

Hollywood and Bollywood. People are going maniac behind these unrealistic and unachievable beauty standards, sometimes because of their genetic make-up or because of financial constraints getting in the way. These are furthered by the racist advertisment of beauty industries to generate their revenues by playing with peoples mind.

Altogether, we can reitterate that cultural imperialism has been further prevailed by the standardization of beauty industries and their agenda.