



Beauty

By Alexa Cerda

Turn on THE TINTS

benefit SAN FRANCISCO

WOW BROWS!

GIMME BROW

#1 multi-benefit MASCARA in t

Yuck... what?

POOF! POW! BROW!

100% 94% 94%

Go Vertical!

Pump Up THE VOLUME BAD gal lash

high beam sun beam sun beam

HIGHLIGHTERS

ADGAL

feelin' DANDY

CHEEKS & LIPS

WORLD FAMOUS NEUTRALS

EYES

Rockateur

CHEEKS & LIPS

STAY

BRONZE

CHAMPION

Beauty





THE NEW NEUTRALS
AN UNEXPECTED TAKE ON EVERYDAY COLOR
\$10.50

THE NEW NEUTRALS
AN UNEXPECTED TAKE ON EVERYDAY COLOR
\$10.50



THE NEW CLASSICS
AND BRILLIANT TWIST ON CLASSIC COLOR
\$10.50

THE NEW CLASSICS
A BOLD AND BRILLIANT TWIST ON CLASSIC COLOR
\$10.50



Color

EXIT

Make over

BEAUTY STUDIO



Society





Beauty



Make-up

LASHES GO
BIGGER.
BOLDER.
PUMPED UP!

SIMULATION OF PRODUCT
RESULTS ON EYELASHES
ENHANCED WITH LASH INSERTS.

MAYBELLINE

MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE.
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UP TO 16X BOLDER VOLUME!

NEW
PUMPED UP!
COLOSSAL MASCARA

THE GAME CHANGER:
OUR **BIGGEST** BRUSH WITH THE
DOUBLE CURVED STEM DELIVERS
A DOUBLE SHOT OF MASCARA.



OUR SMOOTHER FORMULA WITH
DOUBLE THE COLLAGEN
PUMPS WITHOUT CLUMPS.

MAYBEL

Advertisements



Form



Brand



Scent

Frake



SEPHORA
SKINCARE
iQ

HIGH-TECH SKINCARE ADVICE
STARTS HERE

TOUCH TO BEGIN



SEPHORA

VIBRI

High-Tech Skin Care and Personalized Advice

Product details and navigation elements are visible on the screen.

FIND SKIN SOLUTIONS CUSTOM-FILTERED FOR YOU

TAKE

SCAN



Beauty. According to Webster's Dictionary the definition of beauty is: A combination of qualities such as shape, color, and form, that pleases the senses especially sight. Is that really what true beauty is? You would be surprised about how many people think that's what beauty means. Women and teenage girls are overly obsessed with outer beauty. They care more about outer beauty than inner beauty.

Firstly, magazines and websites talk so much about outer beauty, which makes girls self-conscious. In an issue of *Allure* magazine 23/24 of the articles were about beauty, most including beauty tips and methods. Some of the articles are about weight-loss solutions, including an article about a weight loss shot that was praised. What do you think will happen when a teenage girl reads an article about a weight loss shot? Well, they probably would not just skip over the article. They would probably feel more and more self-conscious as they keep reading. One feature in www.marieclaire.com is a virtual hair and makeup makeover. In this "salon" you can get a virtual face-lift. I think that speaks for itself, virtual face-lift? And we wonder why girls are self-conscious.

Second of all, girls wear too much makeup. One day my teenage sister brought home 9 friends. When I stepped in to the room what I saw was not pleasant. I saw that every teenager was wearing a lot of makeup. I heard them and the majority of what they were talking about was beauty. Their favorite makeup brand, how they look bad in a picture, wondering out loud how people get skinny. I felt overwhelmed and surprised by the scene that I saw. To me it seemed like being self-conscious comes so naturally to them. According to Judi Flynn, a 41 year old from Texas, who participated in this survey, in Texas it is normal for girls that are 10 or 11 to wear full out makeup. According to www.ywca.com one year of tuition for school and fees is \$6,185, when five years of beauty products is \$6,423. That says a lot. First of all, it shows how much people spend on beauty products/cosmetics. Second of all, it shows how if you don't spend all your money on looking perfect you would be able to spend your money on more important things such as tuition and fees. When I was on the train I observed all the women on the train and counted that 18\23 women on the train were wearing a visible amount of make-up.

Lastly, society makes girls feel self-conscious about themselves. In a beauty magazine there was an advertisement for *Covergirl* that says "your flawless look." When teenagers read that they will think my face isn't flawless. Society pressure not only comes from peers but can also from magazines, advertisements, and websites. For example, when there is a picture of a super skinny model it would put automatic pressure on teenagers and women to be like that. *Allure* surveyed 2,000 people- both men and women and here is what some of the results were. 85% women wanted narrower hips. 97% of the women wanted to weigh less. Do you now see what pressure our society can put on people? One time I went to Dylan's Candy Bar. They were doing a photo shoot for *Vogue*; I got to see the action happen. Basically a model came out with enough makeup to look like she stayed in the makeup room for days. That makeup covered- teased hair person is what the world will see in a popular teenage magazine. When teenagers see this they will feel like she just rolled out of bed and got her picture taken when really it's all fake!

I wrote about this topic because it always interests me as to why people obsess over beauty. I wanted to share that even if they deny it women and girls care way too much about outer beauty instead of inner beauty. Instead of taking one hour to get ready in the morning because of putting make-up on why not get ready quickly and then read a book? It's not something you can automatically change from worrying so much about beauty to not caring at all. But, why not try?