

Rivalry among ladies provoked by the beauty industry

[Science](#), [Social Science](#)



Beauty Competition among Women pressurized by the Beauty Industry

Introduction:

Beauty of a woman in the modern times has become more of an element of competition rather than an inborn present to be valued. The beauty industry has all the more encouraged women to force them to take part in the race to win over each other and present their artificial beauty contributed by several products available by the industry. This report focuses on how the beauty industry promotes competition among women and pressurizes them to measure up to the impossible standards of beauty.

Beauty Competition forcing Women to Race with each other:

The beauty contests prevalent across the world endorse the beauty held by women. However, this opportunity to present one's beauty is not achieved by all women and only a few get the prospect which in turn tends to create pressure over others to accept it. This in turn results in such a competition that may force women to undertake dieting measures leading to eating disorders, or apply cosmetic changes over their skins and competitively start using the beauty products and apparels available in the market without realizing any consequences that might occur in the future (Blake, 118). This scenario reflects how the beauty competition among women enforce women to race with each other to present themselves in front of the world that inhumanly accepts the white more than the black.

Color of Women and the Industry Biasness:

If the fashion and beauty industry is considered even in the modern times, it would be observed that white women have greater preference than women who are black. However, what has changed over time is the level of use of

the beauty products and apparels by the black women. Yet black models are less visible when it comes to fashion shows and presentations. Their preferences are always found to be at the last in the list. This has been recorded by TargetMarketNews. com as well (Trebay). The biasness in the industry for the white women reflect greater competition among the women and more and more black women are pressurized to compete and make them more beautiful to get preferences in the industry.

Role of Race and Ethnicity:

Ivan Bart who is the senior vice president of IMG Models, had stated that they represent several ethnic girls in their shows. Even if authorities of modeling companies may talk of races and ethnicity and present themselves to be in support of women models from different races and ethnic cultures, it would be observed that very less black women would be visible in their shows (Trebay). The preference has always been and is still for the white women.

Conclusion:

The study clearly reflects that the society's demand and the fashion and beauty industry in the modern times have initiated uncontrolled competition among women to adapt beauty measures that may be harmful to their lives as well.

References

- 1) Blake, Mervyn. More Than Words Secondary 4, Singapore: PanPac Education Pte Ltd, 2007
- 2) Trebay, Guy, Ignoring Diversity, Runways Fade to White, The New York

Times, October 6, 2011 from: <http://www.nytimes.com/2007/10/14/fashion/shows/14race.html?pagewanted=all>