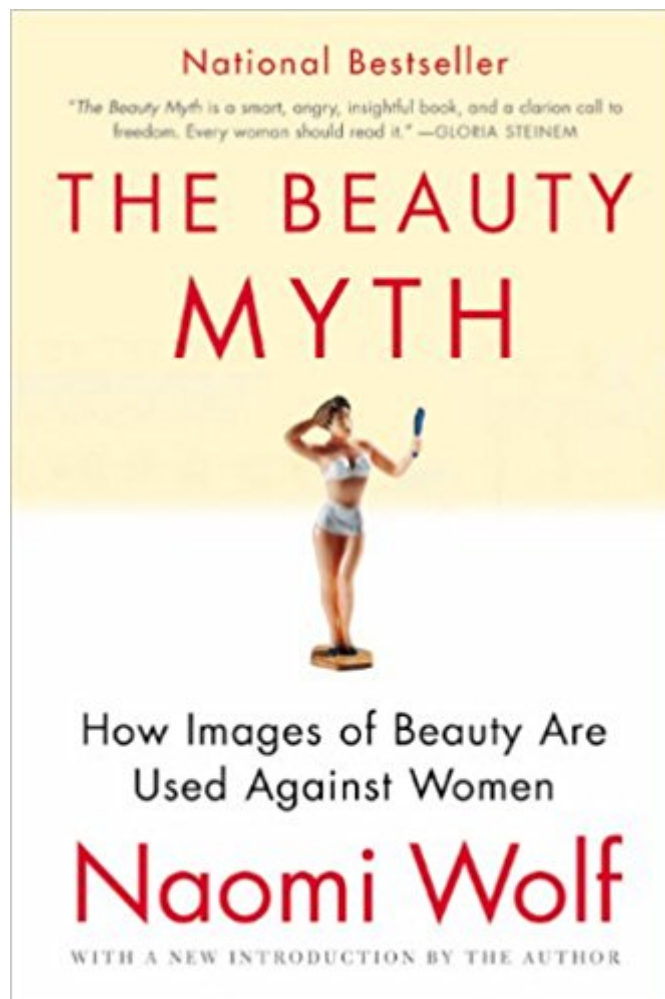




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# **The Beauty Myth: How Images Of Beauty Are Used Against Women**



## Synopsis

The bestselling classic that redefined our view of the relationship between beauty and female identity. In today's world, women have more power, legal recognition, and professional success than ever before. Alongside the evident progress of the women's movement, however, writer and journalist Naomi Wolf is troubled by a different kind of social control, which, she argues, may prove just as restrictive as the traditional image of homemaker and wife. It's the beauty myth, an obsession with physical perfection that traps the modern woman in an endless spiral of hope, self-consciousness, and self-hatred as she tries to fulfill society's impossible definition of "the flawless beauty."

## Book Information

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## Customer Reviews

In a country where the average woman is 5-foot-4 and weighs 140 pounds, movies, advertisements, and MTV saturate our lives with unrealistic images of beauty. The tall, nearly emaciated mannequins that push the latest miracle cosmetic make even the most confident woman question her appearance. Feminist Naomi Wolf argues that women's insecurities are heightened by these images, then exploited by the diet, cosmetic, and plastic surgery industries. Every day new products are introduced to "correct" inherently female "flaws," drawing women into an obsessive and hopeless cycle built around the attempt to reach an impossible standard of beauty. Wolf rejects the standard and embraces the naturally distinct beauty of all women. --This text refers to an out of print or unavailable edition of this title.

Wolf's valuable study, documenting societal pressures on women to conform to a standard of beauty, hit PW 's hardcover bestseller list for one week. Copyright 1992 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

Naomi Wolf uses this book to slap all of society in the face. This smart and angry book testifies that women are confined by the single idea of "beauty" on the grounds of work, culture, religion, sex, hunger and violence. Wolf promises to enlighten readers with feminist ideas and enlighten readers about how enslaving the ideal "beauty" image truly is for women. The Beauty Myth expands on the statement that "beauty" is a way to keep women as inferiors. Women fought for their rights and earned them, so society had to find a new way to suppress them. This book portrays a unique inequality beyond one of monetary value that women face between them and men; women are bound by impossible standards of appearance alongside working day in and day out to achieve status, while men simply must work hard to be successful. "What women look like is considered important because what we say is not," Wolf tells us, illustrating this profound point in a such a simple way, showing readers that the facts would all be this simple if they were not purposefully hidden from us. This book serves to expose the unfairness of the images of beauty. This seems so simple, but Wolf manages to separate her arguments into six main chapters, each filled with anecdotes and authorization through supported research. Reading through her novel as a woman, I felt that she was speaking to me personally. With each statistic, any woman reading this is faced with a simple fact that she is part of these numbers. While the book may emotionally appeal to women, I feel it would also be a great read for men. Men are often oblivious to the fact that the images of women around them are designed to put normal women's appearances to shame, and could use this book to learn to not fall prey to ignoring a woman's intelligence because of the way she looks. The only weakness I see in Wolf's writing is her absence of a counter-argument. There are parts of the novel where skeptical readers may be left with their doubts since she never addresses the opposing side of the argument. The Beauty Myth promises to leave both male and female readers haunted by Naomi Wolf's passionate fury towards the feminism movement.

Some really interesting points are brought out in this book. There's all kinds of beauty both from within and out. Understanding how beauty works is important. There's the beheld and the beholder.

some good info in the book.

Eye opening.

I wanted to love this book. It makes a lot of great points but the writing style tends to ramble a bit and the font that is was printed in is a bit difficult to read.

I wish I had read the updated version of this. The first edition felt crammed with stats, some that seemed to be reaching for her point. Overall, a fantastic book to make you realise the truths behind just about every door that impacts of 'beauty' on women...and men.

Great novel for everyone one to read on the standards brought onto women in society. Wolf definitely made me want to howl (:

With the statistics in this book coming from before the 90's, one would hope this excellent exposure of the beauty industry's insidious political and social role in maintaining the misogynist status quo would be merely historical. Sadly, this is not the case. Wolf's systematic, brilliant, and addictively readable analysis is an amazing antidote to the low female self-esteem artificially created by this industry, the propaganda of which is, today, also increasingly aimed at men. Tracing long ago and recent history, this book covers why the beauty myth is misogynistic, how it serves those in power, how it contributes to financial injustice for women, and what those top-down controllers of the world's wealth would have to give up if women stopped being distracted by beauty's no-win games and started organizing. I learned that skin creams don't work, aging in women doesn't have to be ugly, and dieting is just another political technique to take the steam out of the women's movement. After all, the starving are notoriously easy to control! This book opened my eyes and made me see myself, other women, and society differently. This book is for anyone of any gender who wants to truly love what they look like and who they are. It gives readers a powerful scope to see through the beauty myth propaganda machine to who we really are, which is more magnificent than we can imagine.

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