**FILTERED BEAUTY**

**FLAWS MATTER**

Imagine the whole world in a filter. Everything is perfect. There is nothing in sight with any kind of flaw. This is how magazines are. Flawless and immune to imperfections. The representation of beauty in media is hurting young women. In an article about magazine photoshopping being linked to eating disorders it was stated that “When images are often “doctorized” by editors with the precision of surgeons, the most powerful medical organization (American Medical Association) in America weighs in to say that rampant photoshopping sends an unhealthy message to Americas youth”. The pressing issue of photoshopping and the retouching of photos in magazines and beauty ads is a growing problem that needs attention. What magazines feature is not the reality we live in. Magazines and beauty ads are teaching young girls at a young age that they must have the ideal body, perfect hair and skin to be beautiful. Young girls begin to diet and develop eating disorders and lose all their self-esteem. We must act now to save the lives of girls and young women. Let us fill magazines with undoctored images and strut flaws that matter.

**POOF AWAY IMPERFETIONS**

With a few clicks here and a few clicks there, poof all imperfections are gone. It is very common to see pictures in the media photoshopped. So common that even the American Medical Association “took a stand against the manipulation in advertising, stating that alterations made through processes like photoshop can contribute to unrealistic body image expectations, eating disorders and other emotional problems”. These filtered images reveal what society considers beautiful and are plastered all over media outlets. The problem we face today with photoshopping in media is that it is damaging. When young women look at magazines they see the celebrities they admire and popular models as perfect beings.

The National Report on self-esteem reported that 98% of girls feel there is an immense pressure from external sources to look a certain way”. On top of that, they notice the people featured in magazines look nothing like them and this leads to women wanting change. Young women will do anything to look like these women. Any of the ways they go about reaching the goal of becoming perfect will physically, mentally, and emotionally harm them. Scholars have even proposed that “eating disorders such as anorexia nervosa and bulimia are due, in part, to an extreme commitment to attaining the cultural body ideal as portrayed in media”.

 At this point, freckles, acne and natural features you have no control over are not accepted. The American Medical Association has even urged sources that produce damaging images to “put boundaries into place” when it comes to photoshopping in the media. Over the years many sources have been criticized about the images they put out for people to see. Back in 2009, a Ralph Lauren ad upset many people who demanded there be change. A spokesman for the brand responded “For over 42 years we have built a brand based on quality and integrity. After further investigation, we have learned that we are responsible for the poor imaging and retouching that resulted in a very distorted image of a womens body.” This is not the right way to influence girls and young women and we must put a stop to it.

**NO MORE PHOTOSHOPPING! NO MORE PHOTOSHOPPING!**

The solution of ridding photoshopping and the output of unrealistic beauty standards needs to start now. We must put an end to girls and young women questioning if they are beautiful. The growing rate of eating disorders, diets, manipulating of the body and cosmetic surgery needs to be halted. Studies show that “the total number of people with an eating disorder in the United States is massive 8,000,000”. The Cosmetic Surgery National Data Bank Statistics, reports women from ages “19-34 make up 17.6% of annual aesthetic cosmetic procedures”. We must take a stand to show young women of all ages that they don’t have to be 100% free of imperfections to be considered beautiful. *Glamour Magazine* I want you to use your popularity as a pedestal to begin the change we need to see. Your magazine needs to pledge to eliminate the use of photoshopping and begin showcasing women with unretouched photos. We need to make it acceptable to have beauty in all kind of forms.

 **THE GIRL PROJECT AND OTHER VENTRUES**

Currently, your magazine is a part of “The Girl Project”, a program put into place to help young girls that face challenges in everyday life get their education. On your website you present “The Girl Project as a philanthropic initiative of Glamour that aims to unleash the vast economic and social power of girls through education. We are dedicated to ensuring that girls everywhere have access to the quality secondary education they deserve. Alongside our partners, we take on the big issues that keep girls out of school-poverty, child marriage, civil unrest, bullying, teenage pregnancy, homelessness, and gender-based violence”.

In 2009, your magazine featured an ad with model Lizzie Miller her photo was published with zero alterations. This ad sent waves through media and sparked up the conversation regarding the vast problem of editing photos in the media. So why stop now! Make my solution apart of the ways you build up the integrity and confidence of women. Your past ventures and The Girl Project are amazing examples of why you need to invest your time and efforts into this issue.

 **MAKE REALITY REAL AGAIN**

In conclusion, you are the best option to start this much needed movement. You can start the domino effect we need to see change. Young girls and women everywhere need to be influenced positively and your notable efforts are just the beginning. You can apply so many ways to help the young women affected by the negative effects of photoshopping. Our mission should be to heal and repair the physical, mental, and emotional damage photoshopping and retouching of photos has done to society. By putting this plan into action, we can help lower the number of girls with eating disorder. We can give back the confidence young women need. The possibilities are endless. Let’s make reality real again.

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