

Modern Perception of Beauty: A Review

Khushi Sethiya^{1*}, Dr. Vaishali Choudhari²

ABSTRACT

Perception means the way we perceive things right. Beauty's definition has kept evolving over the centuries from features and characteristics to dressing and color. Unfortunately, it has always been gender-biased. A man is never called beautiful, there is altogether another word for them that is handsome. The beauty standards for men and women have been completely different over the years. A man is expected to be more masculine and manly whereas a woman is expected to be vulnerable and feminine. The process has been long to teach People that a person who has a balance of both energies is charismatic. For women, the beauty standards and endless expectations, even today have been a topic of debate. Some people try to justify these standards with history, culture, and values, whereas others totally oppose them and demand equality and freedom to live the way women want. In this study, we are going to see how beauty has been perceived over the decades backed by authentic research papers to help us know the changes/ improvements and various/ several perspectives of beauty.

Keywords: *Perception, Beauty, Mental Health, Men and Women, Beauty Standard*

BEAUTY it is a broader concept not only in India but throughout the world. Beauty is a combination of qualities, color, shape, size, skin complexion, etc... perception changes depending on the individual historical period, society, and culture.

In addition, previous studies have shown beauty and attractiveness such as shape and symmetry. Lately, women were expected to wear makeup in their daily lives, have curves in proper places and be young though the norms are the same, people now are becoming more about their physical and mental health. With mental health even people loving historical hairstyles and skincare.

Norms of beauty in India fair is beautiful: A legacy of colonialism and globalization. (June 22, 2020) By: Khesraw Majidi

Human beings have always craved beautiful objects, but lately, the desire and preference to look beautiful has hit a new high all over the world. In recent years, numerous studies have attempted to examine the various ratios of physical appearances such as waist to hip or waist

¹Student, MGM university

²Assistant Professor, MGM university

*Corresponding Author

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Modern Perception of Beauty: A Review

to chest. As Piess argues beauty is not only an aesthetic term that applies to faces and bodies, it helps to determine social status, gender, and class. in fact.” beauty standards are formed by social relations and cultural categories and practices which created opportunities and commercialization of fashion and beauty industry” (Piess 2000, p .490) The desire to be beautiful and pursue beauty has been throughout human history. However, the concept and perception of what makes someone beautiful have been evolving through centuries. There are various changes from the historical period and modern India.

Another article was written by a makeup artist Elton Fernandez which states: India has an increasingly global perspective on beauty – but the patriarchy still looms large.

As a makeup artist, I get to witness first-hand how powerful and liberating cosmetics can be. Whenever working on magazines covers fashion campaigns, runway shows, editorials, or weddings. I see every day how makeup allows people to control how they perceive before they have even said a word. Today India has an increasingly global perspective on beauty and what beauty choices stand for.

The modern perception of Beauty has a greater impact on females. Especially those who are working in the film industry. They are expected to wear short clothes, have a proper figure, and are bound by unrealistic standards. When the real health that matters is mental and physical, that may be crumbling from inside.

Today, we see both men and women proudly wearing makeup and skirts ditching the old stereotypes and taking India to a next level of fashion and beauty. There are many Influencers and creators of the internet who have broken the norms and taught Indian society that it’s okay to wear makeup and a skirt even for a man. It has positively influenced that wearing makeup is you aren’t good enough but rather it’s an art that can make you feel better internally and externally.

This modern perception is quite different from the traditional thoughts where men wearing makeup were considered less manly. For some it gives confidence, for some, it’s about creativity, for some, it is about breaking the stereotypes and, for some it is an art to express themselves. Here are a few creators who have helped us evolve to reach this modern perception.

There was a survey conducted which was stated by: Charvi Katwaria

A survey was conducted by Philips Global beauty index which is breaking stereotypes. According to the report, over 90% of Indian women feel that a positive mindset, physical fitness, and emotional balance form an intrinsic part of beauty. Indian women are definitely being how important their mental and physical health is they are accepting themselves the way they are. For 34% of women, their partners, families, or friends are the reason they feel pressurized to look beautiful. 52% are likely to get regular facials. 83% of women consider beauty to be something they define for themselves. This shows that Indian men and especially women are trying to look forward to their good mental health and physical health rather than focusing on their external beauty.

This is a blog written by Aditi Nahta Updated: Oct 26, 20215.): The loophole of beauty standards

Among the hundreds of beauty standards women are subjected to, the much-known one is “342836 is the most ideal figure for a woman” and here’s how I proved this beauty standard

Modern Perception of Beauty: A Review

doltish in just 2 minutes. If my height is 5 feet and I have this figure, people would still call me chubby because according to my height, this figure won't make me look Flattering. Similarly, if my height is 5'6 and if I have this figure, people would call me skinny. So now you see this figure is not at all ideal for all women and when something cannot be universally applied, how is it a Standard? As simple as that, don't let these vacuous beauty standards make you love yourself less, everybody is different and everybody needs to be nurtured and pampered.

There are various beauty standards around the globe. But we should not let our self-esteem down by comparing ourselves to those beauty standards. We should look forward to improving our skills and talent as those standards are not true for everybody.

Beauty standards trend in 2021 by Eden Noronha (April 30, 2021)

Natural makeup: blush to cheekbones with damp flesh on the nose is the new way to rock neutral makeup this year.

- **Skincare:** the number of skincare for makeup has taken a backseat once again. The skincare game is going strong. Getting fine lines, discoloration, and dark spots to improve the skin of your answer so that it works well without makeup is the current goal.
- **Inclusivity:** makeup is becoming more in closer this year as we see influences of cross-race Gender and sexual orientation social media platforms showcasing their love and skills for makeup the beauty has become more androgynous and accepting for all.
- **Hairstyles:** number hairstyles are back with the bank we no longer considered letting the hair down to be the only way to flaunt hairstyles like ponytails braids and ones are still in the shows this year number 5 alter makeup Instagram filter makeup and the extravagant hair and makeup look are popular as it just as a bit whimsy to the new normal.
- **Alter makeup:** Instagram filter makeup and other extravagant hair and makeup looks are popular as it just adds a bit of whimsy to the new normal.

Another article states– Inner and Outer beauty: care for your soul and your body will bloom. 29 Nov 2013 Some people consider beauty to be only “skin deep,” but recent studies have shown that beauty may actually emanate from within. To cultivate a true beauty, you wouldn't need to apply creams, potions and lotions, and makeup to your face, or be born with a perfectly balanced facial structure. Taking vitamins, probiotics, and essential fatty acid supplements, combined with a healthy lifestyle, can give you a host of health benefits. And the healthier you are, the more attractive you appear to others. A grown nutraceutical market attests to the fact that more people are starting to understand that a pleasing outward appearance, starts from within.

People are becoming aware of how inner beauty and outer beauty go hand in hand. How mental health is more important than cosmetic beauty. Both men and women are giving more importance to inner beauty, now they do not feel the need to do makeup or apply cosmetics on daily basis. People around the world are accepting of what they are and what they feel about themselves.

CONCLUSION

The above article states various modern perceptions of beauty. It shows how the historical perspective differs from a modern perspective. How men and women are changing their thoughts and ideas about external and internal beauty. How people are becoming aware of mental health and how beauty standards affect a person mentally as well as physically. This article also states how makeup and even some girly clothing in men are becoming normal day by day. The survey which was conducted also states how women are accepting themselves about how and what they really are. There are even old trends that are becoming new normal like buns and braids and a majority of people are focusing more on their internal beauty rather than external beauty.

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Conflict of Interest

The author declared no conflict of interest.

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