

Warning:

Exposure to media beauty standards can be hazardous to your physical and mental health!



**Sex,
Stereotypes
and
Beauty:**

**The ABCs and Ds of
Commercial Images
of Women**

a presentation by



[A] Advertising

www.loveyourbody.nowfoundation.org

Advertisers promote a beauty standard that doesn't come naturally (or cheap) to most women.



**The beauty industry
promises that...**



MESS THINGS UP
ON PURPOSE

PANTENE
PRO-V

ALL DAY
LIFT & HOLD

The Texturize! Collection
Twist things to your advantage with
layer defining all day lift and hold.
www.pantene.com

PANTENE
PRO-V
shine

©2007 P&G

Long, shiny hair

Smooth, glowing skin



glow younger every day



Go with the glow that naturally fights the signs of aging.
Introducing Healthy Brilliance™ Renew & Glow. With an age-defying complex of green tea and anti-oxidants, Healthy Brilliance goes beyond just a sun-touched glow to reveal younger, healthier looking skin. Get glowing. Feel gorgeous with younger looking skin. Guaranteed in just 7 days or your next glow is on us. | To find out more, go to www.healthybrilliance.com

St. Ives
Visibly Healthy. Naturally Swiss.

© St. Ives Laboratories, Inc. 2007

W H I T E T R A Y S

How would you rather whiten your teeth?

New Aquafresh White Trays have been designed by cosmetic dentists for whitening that fits you. They're easy to apply, flexible, disposable, pre-filled trays for a custom fit. For teeth that are visibly whiter in as little as 3 days, with full results in just 7. More information and money-saving offers at AquafreshWhiteTrays.com

decide



Whitening that fits you

Pearly
white
teeth

Plump, full lips

un resultado
de color más real.
un impacto de color
más duradero.

HIP

high intensity pigments™

Una Nueva Línea de Cosméticos de L'Oréal Paris.

**Presume del color
que destaca.**

¿La Revolución?

Más pigmentos agregados
a cada tono.

¿El Resultado?

Un color más intenso,
para que siempre resulte real.
¡Y no se vaya!

Eso sí que es todo un impacto.

¿no lo vales?



L'ORÉAL
PARIS

Lisalla lleva pigmentos de sombra n.º 534 y n.º 124,
brillo de labios n.º 578, rubor n.º 699 y rímel n.º 844.
Para obtener más consejos sobre color, visita
www.hipcolor.com. © 2006 L'Oréal USA, Inc.

**are all within
your reach.**

**There's not a body part
that can't be improved...**

**...or so say advertisers
with products to sell.**

Beautify your feet



Finally, **JUST FEET.**
Footcare has never been so irresistible.

Serious care for beautiful, touchable feet.
Targeted formulas handle major footwork with luxurious ingredients like Shea Butter, French Lavender and Tea Tree Oil. Fixing your feet has never felt so good.
Model is wearing Sally Hansen Diamond Strength Nail Color in Fuchsia Bling Bling.



Sally Hansen
beauty that works

www.sallyhansen.com
Results Guaranteed or Money Back 1-800-933-5080
©2007 Del Laboratories, Inc.



Change your eye color

WHEN YOU SPEAK
WITH YOUR EYES
TELL MORE THAN
JUST ONE STORY.



FRESHLOOK® COLOR CONTACT LENSES
come in shades ranging from Pacific Blue
to Pure Hazel to Gray. They all blend beautifully
with your natural eye color. And you can wear
them even if your vision is perfect. Find your
FreshLook color at freshlookcontacts.com

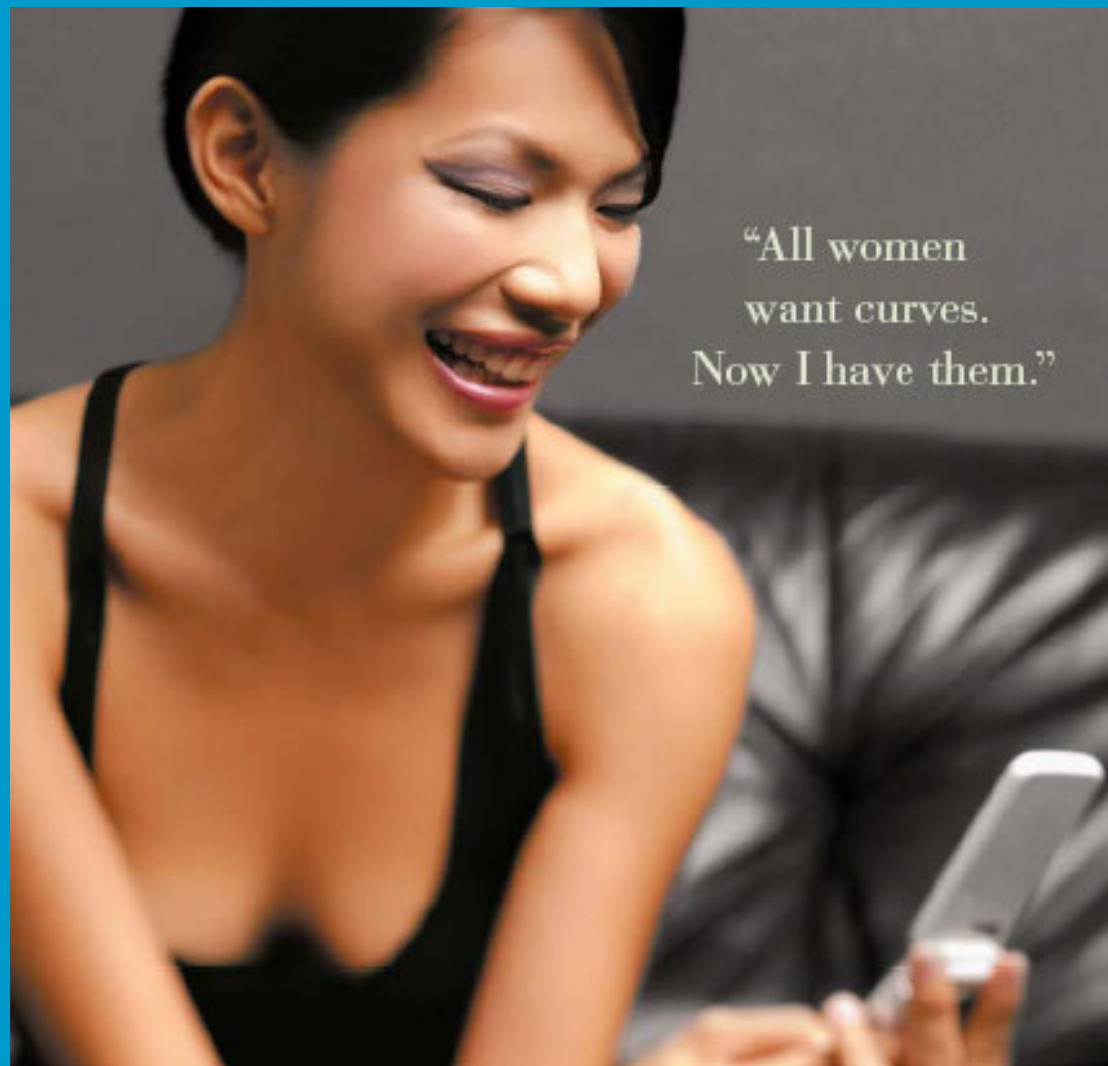
FRESHLOOK®
COLOR CONTACT LENSES



the color of you.™

Sofia is wearing FreshLook Blue

Contact lenses, even if worn for cosmetic purposes, are medical devices that should be worn under the direction and supervision of an eye care professional. Contact eye health practices independent of sharing contact lenses. Visit www.freshlook.com for more information.



**Enlarge
your
breasts**

Even
"rejuvenate"
your vagina!



Is it possible to buy
the "perfect" face? the "perfect" body?



COVERGIRL
easy breezy beautiful COVERGIRL

makeup you'll love at first try? oh my! **new TruBlend**

EASILY MATCHES 97% OF ALL SKIN TONES

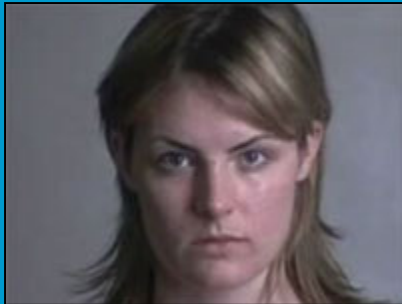
Visit covergirl.com today for a free 10-minute gift while supplies last.

First-try perfect coverage. First-try perfect for you shades. You can't miss! Here's why: Advanced skin-matching technology covers imperfections by working with your own natural skin tones. You're perfect. And perfectly you. **WE GUARANTEE IT.** 15 shades. Find yours and we guarantee results at covergirl.com. TruBlend is a Covergirl Molly Sims is wearing TruBlend in Buff Beige.



Earl Jean

**Even models aren't perfect.
Make-up, lighting and airbrushing
create the fantasies we admire,
as shown in a revealing video from Dove.**



Before



After

View the full video at www.campaignforrealbeauty.com

Because the mainstream beauty
standard is so pervasive
yet so unnatural,
advertisers know their products
will never be obsolete.

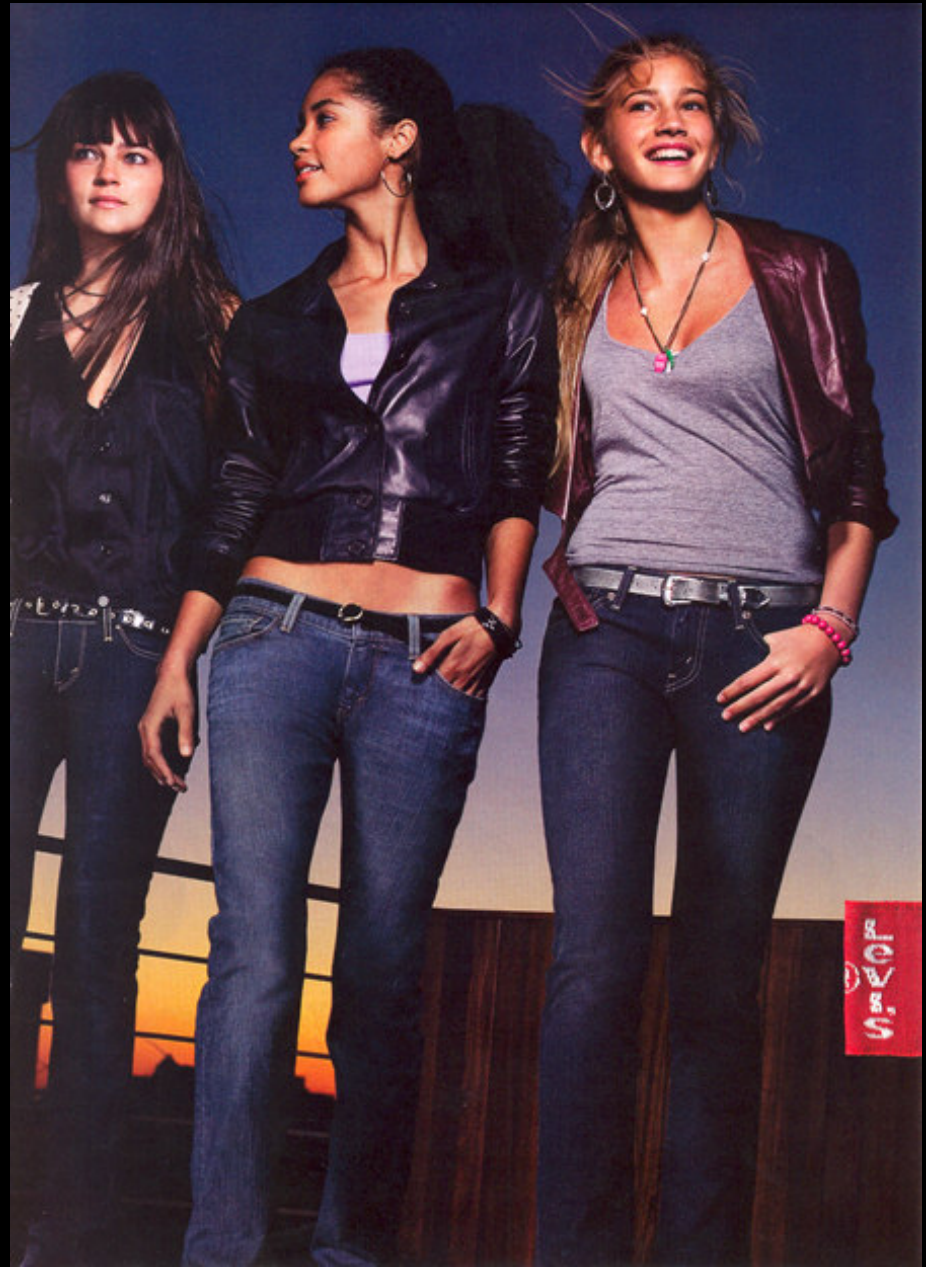
**And women
will always
feel inadequate.**

"Thin is in" has
been the official
fashion mantra for
decades now.

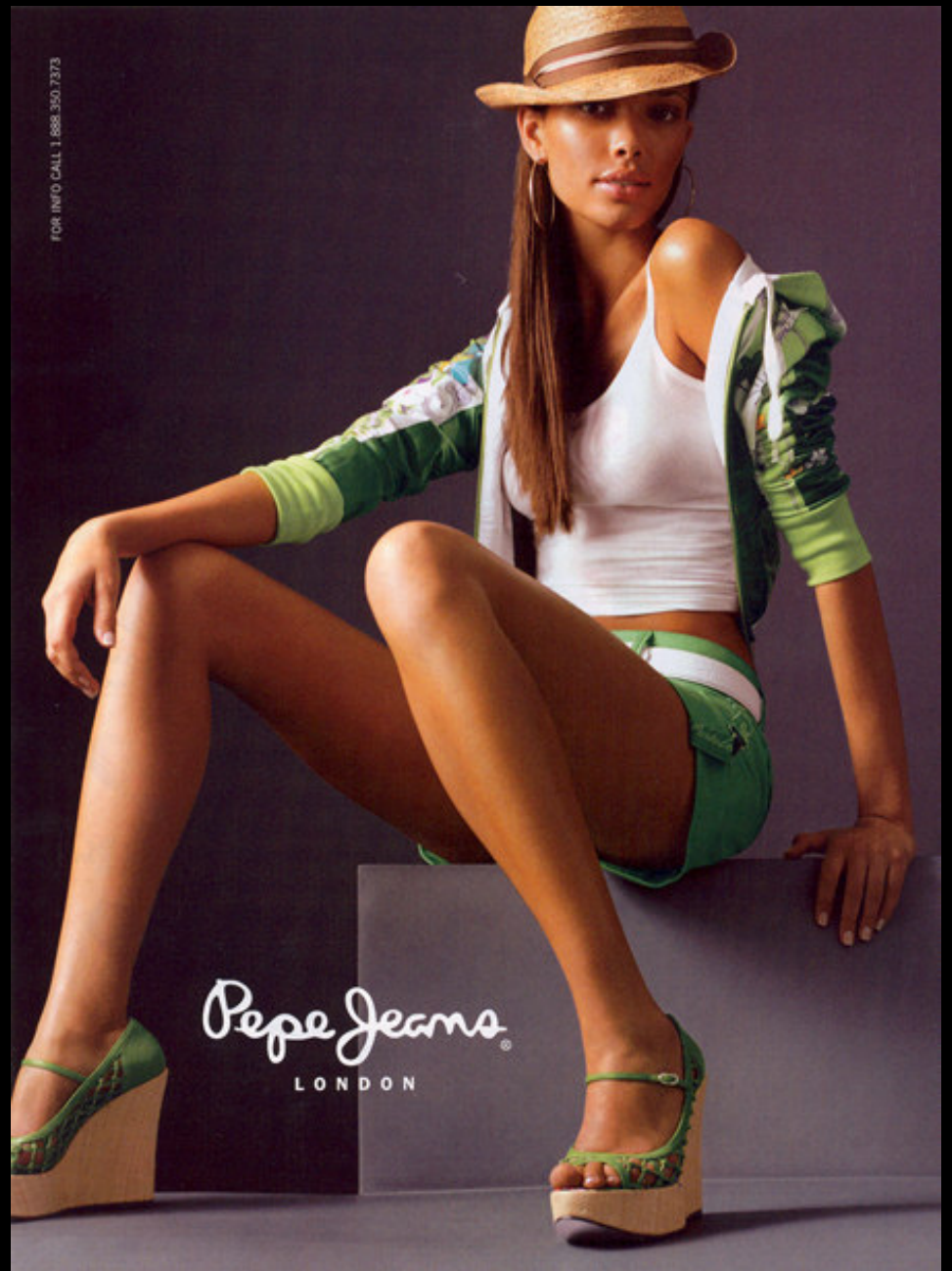


We are
bombarded
with images of
incredibly tall
models

With flat
stomachs,
visible hip
bones



And
long,
slender
legs





Calvin Klein
collection

For some
advertisers,
women can
never be
too skinny

How can the
average woman
live up to this ideal
without risky dieting,
extreme exercise or
liposuction?

Advertisers often present women as sexual exhibitionists, performing for the benefit of the male gaze.

Through images like these, women come to think of themselves as always on display



shot of tequila • bourbon & water • single malt • whatever she's having go to your happy place.

Borgata
HOTEL CASINO & SPA
ATLANTIC CITY

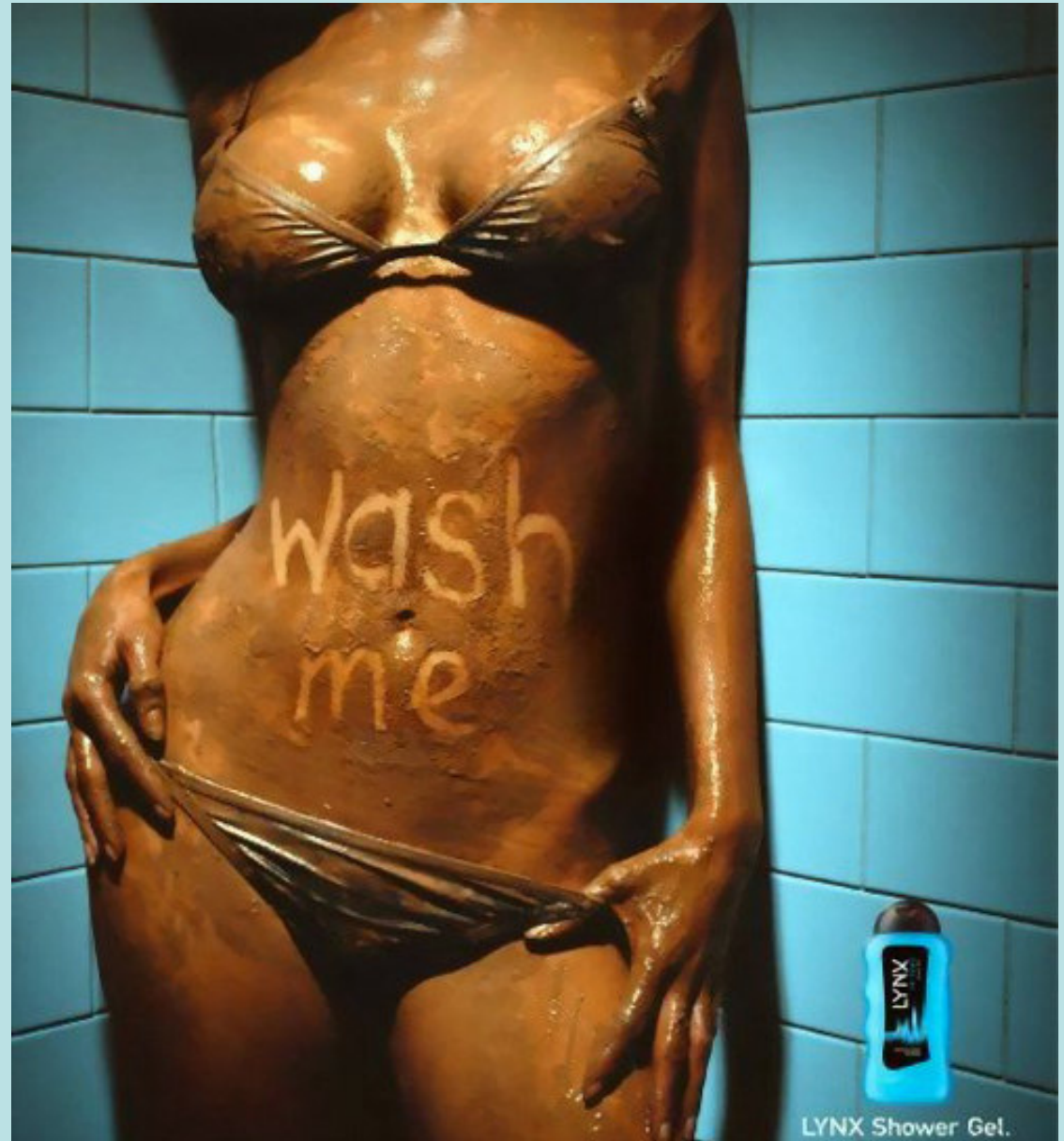
You're in luck. Because what she's having is fun. Fresh from the tap at B Bar, Box Bar, Gypsy Bar and MIXX. But pace yourself, because one look at her might just be intoxicating enough.

For reservations call 1.866.MY BORGATA theborgata.com



GUESS

**Women's
bodies and
sexuality are
used to sell
countless
products
to men**



A night out
at the club
is marketed
using visual
"come-ons" from
sexy models



*Foreplay
Fridays*

join us as we kick off
our friday night party
like no other venue!

music by:
DJ TARUN

**11 VIP tables in
the lounge. 2 VIP
decks in the club.**

bottle service available.
please call ahead for all
VIP bookings. 203.854.9116
NO COVER BEFORE 10 PM!!!

**celebrity live
entertainment**

LUSH ULTRA LOUNGE
18 SOUTH MAIN STREET, NORWALK, CT 06854
WWW.LUSHULTRALOUGE.COM

Advertisers rely on naked women to add allure to all kinds of products

UNADULTERATED PLEASURE.
PLATINUM BY MONTECRISTO.



THREE CIGAR TRIAL SAMPLER \$9.95*
(shipping & handling)
Habana #2 (52 X 6 1/2) Toro (50 X 6) Robusto (50 X 5) A \$25 value

To receive your Three Cigar Sampler, go to www.montecristoplatinumoffer.com, call (800) 426-2627 or send \$9.95 plus your name and address and a copy of your driver's license to: Tobacco Products Fulfillment, P.O. Box 427666/GC2007 Ft. Lauderdale, FL 33340-7666

One per household. Must be 21 to participate. Available while quantities last. Offer expires November 30, 2007. IL addresses only. Allow 6 - 8 weeks for delivery.

SURGEON GENERAL WARNING:
Tobacco Use Increases The Risk Of
Infertility, Stillbirth and Low Birth Weight.

MONTECRISTO is a registered trademark of Altadis U.S.A. or one of its subsidiaries.

DIABLO 20.22 4.5" LP **DIABLO WHEELS**



DIABLOWHEELS.COM | 626.813.2500

WHEEL NAME	SIZE
DELTA FORCE	18, 19, 20, 22, 24
TEARDROP	18, 20
VICTORY	18, 20, 22
WEB	18, 20
FATBOY	20, 22

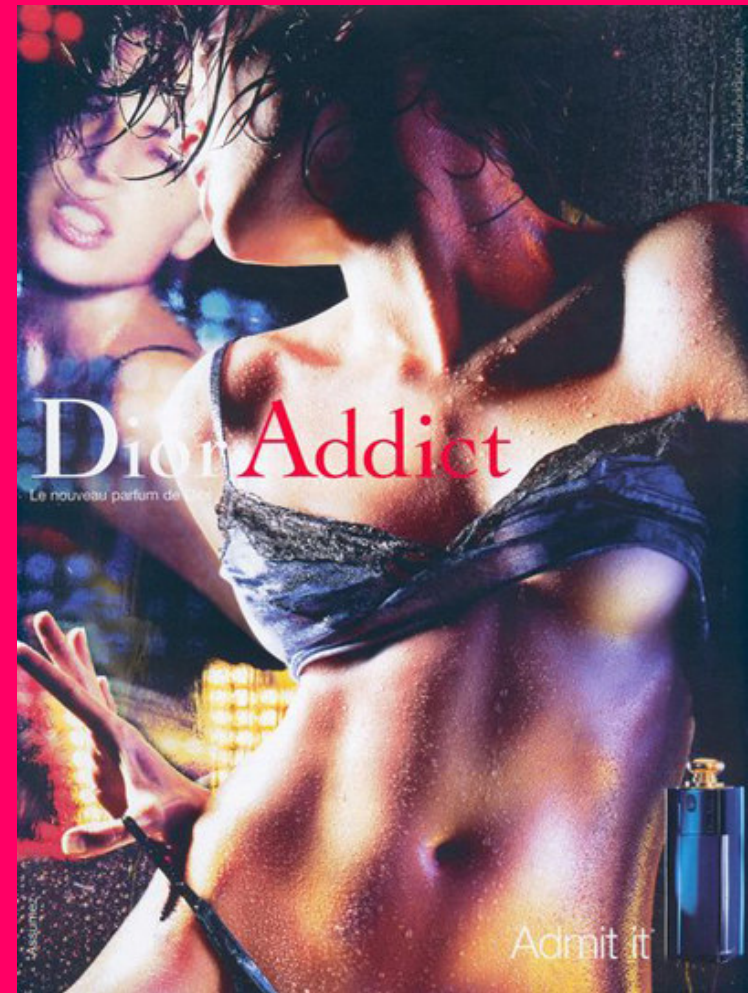
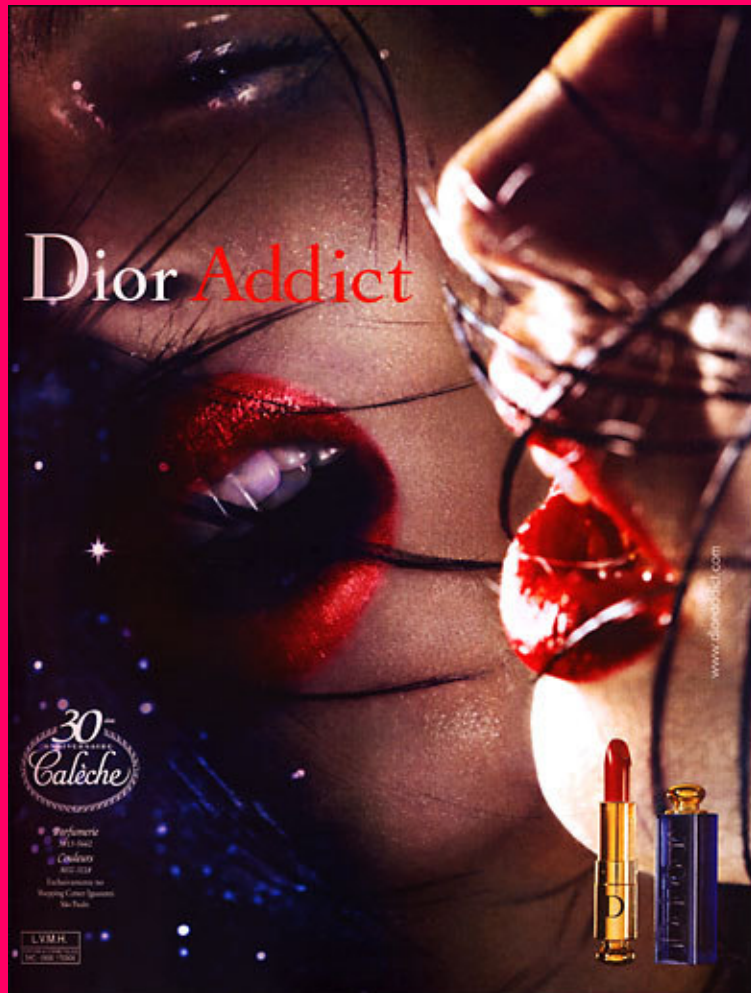
Q:

Did you catch the phallic symbols
in the last two ads?

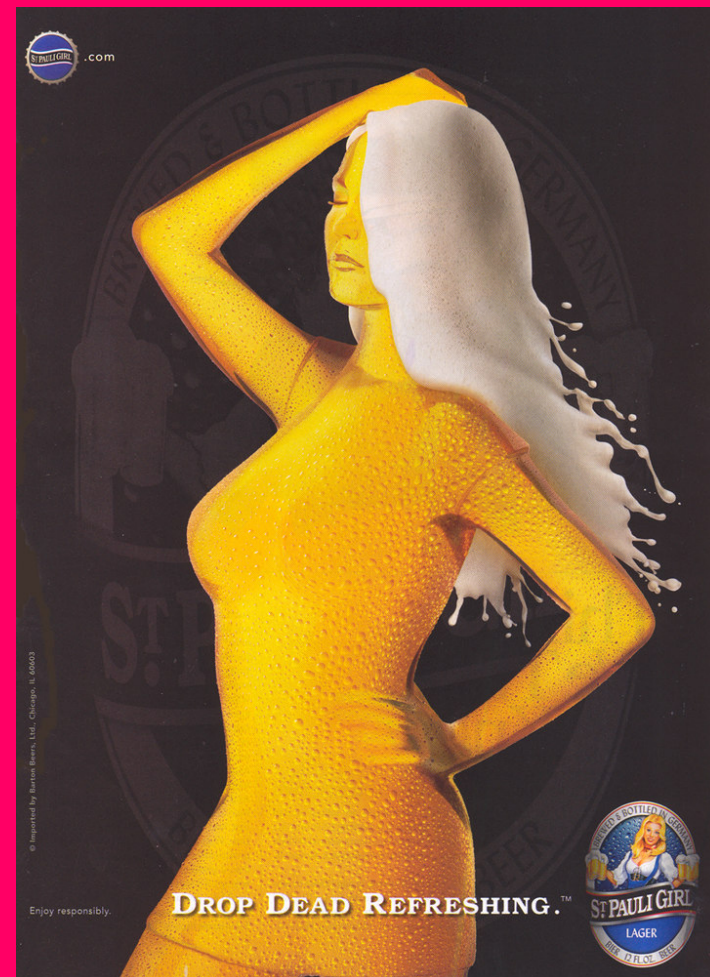
A:

They were a cigar and a sword.

The beauty and fashion industries love to push "edgy" themes, like drug abuse



Women are objectified when they're turned into the product itself, just another "thing" to be bought and consumed



Warning:

**The next two images are
from mainstream publications,
but border on pornographic**

Women are dehumanized when offered up as isolated body parts, oiled up and ready for male consumption



Note the implied phallic symbol on the left and the woman's blow-up doll mouth on the right

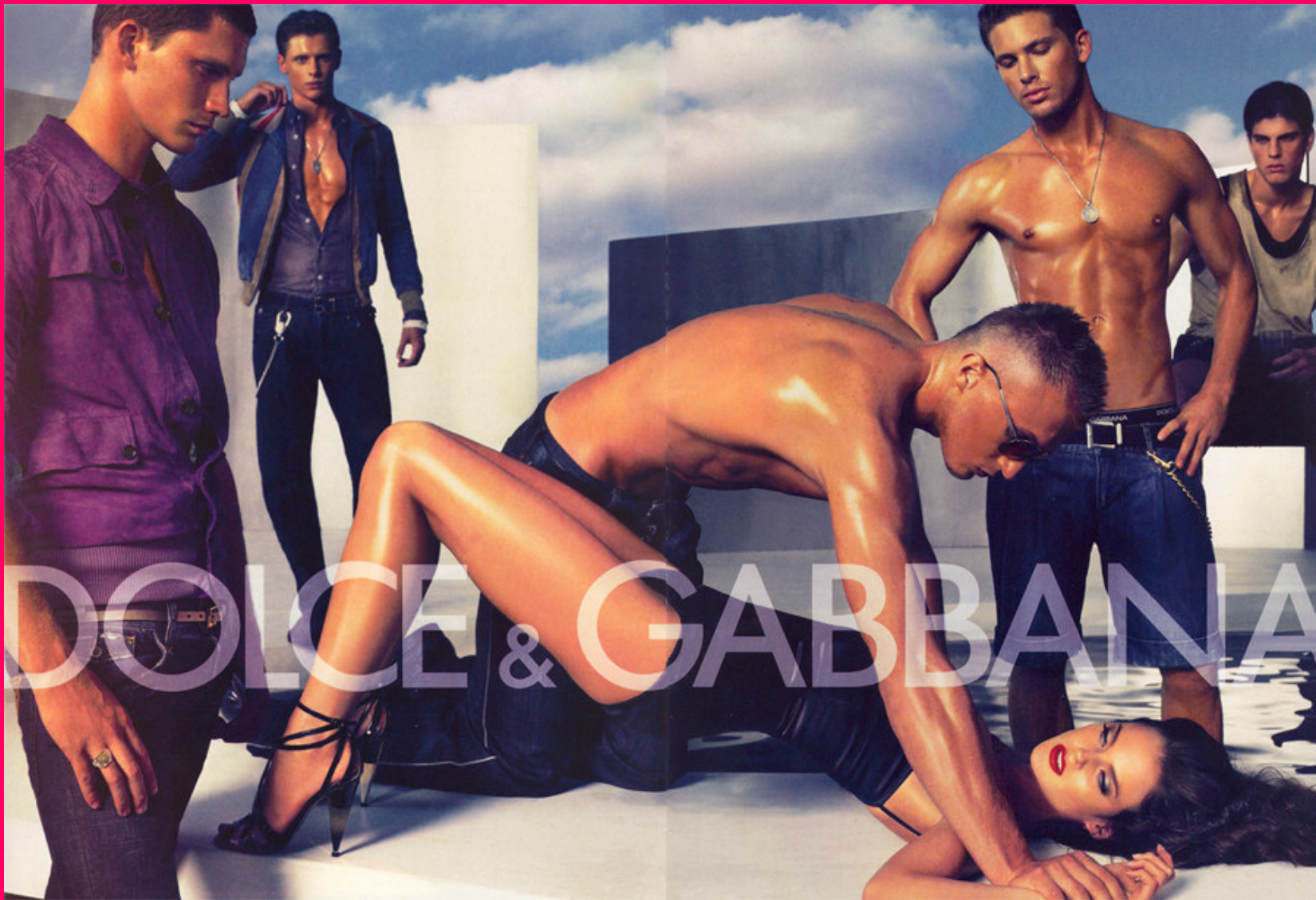
**Women who
appear to be in
danger or
distress are a
common subject
in fashion ads**



Violence is glamorized when victimized women are presented as gorgeous and sexy



This ad, which suggests a gang rape about to occur, was removed from the market by D&G after public outcry

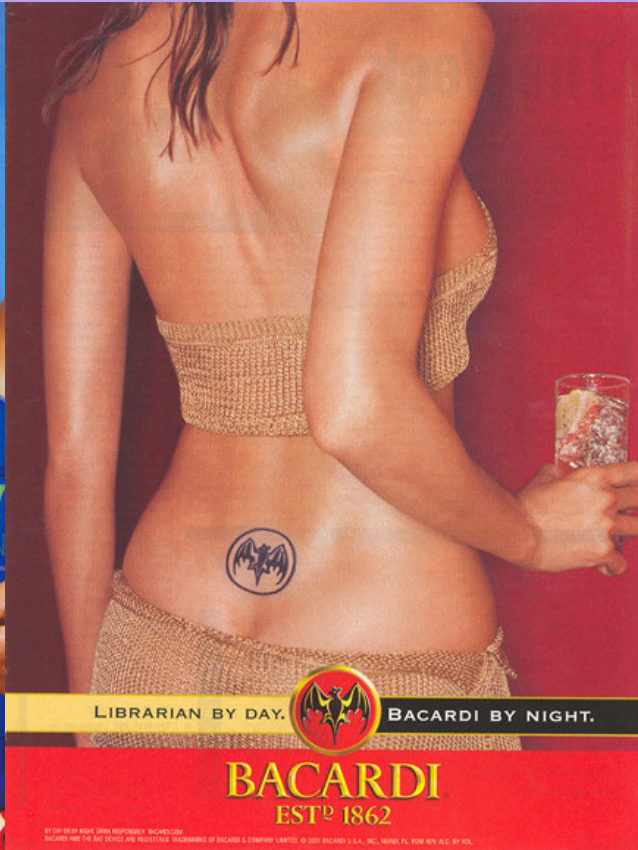


[B] Boys to Men

www.loveyourbody.nowfoundation.org

**How do boys and men
learn to see women?**

As a series of body parts?



As a reward, a symbol of success and luxury?





**It's not unusual
to see ads
featuring women
in positions that
are submissive
to men...**

**...women
portrayed
as accessories,
as passive
possessions
of men...**



©2000 Lucky Brand Cosmetics, Inc.

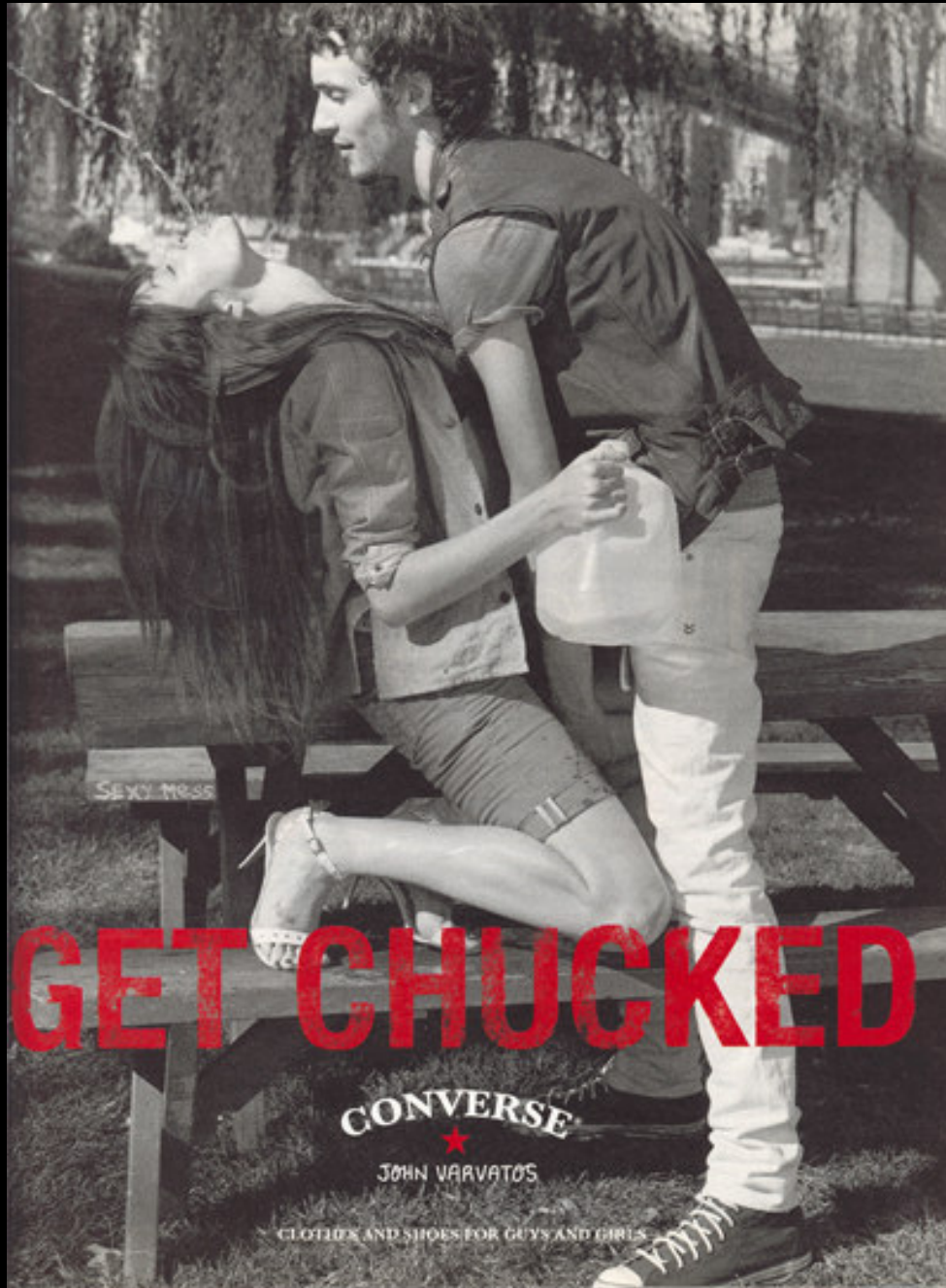
*Get Lucky!
XXX000*

Lucky You
LUCKY BRAND

NEW FRAGRANCES FOR MEN AND FOR WOMEN

THE BON MARCHÉ • BURDINES • MACY'S • RICH'S • LAZARUS • GOLDSMITH'S • STERN'S

...or women as
men's saucy
servers.



Women and men
are frequently
portrayed in
sexually suggestive
situations, where
the woman
appears ready and
willing to please.

The male fantasy of multiple women is played out in many ads.



WARNING

AFTER APPLICATION OF NEW TAG ALL-NIGHTER, YOU'LL BE REQUIRED TO ENTERTAIN ALL MANNER OF BOUNCING BABE-A-LOIDS. FAILURE TO STAY UP MAY RESULT IN SERIOUS LOSS OF ACTION.

IN STORES NOW

Featuring the new single "Thanks to the Moon"
Visit www.falloutboyrock.com for details.
On tour through June 11th, www.hotelactvicknow.com

fye.
for your entertainment

TAG
ALL-NIGHTER
FOR MEN

Check out Fall Out Boy pulling an All-Nighter exclusively at **SleepLess-ScoreMore.com**

CONSIDER YOURSELF
WARNED



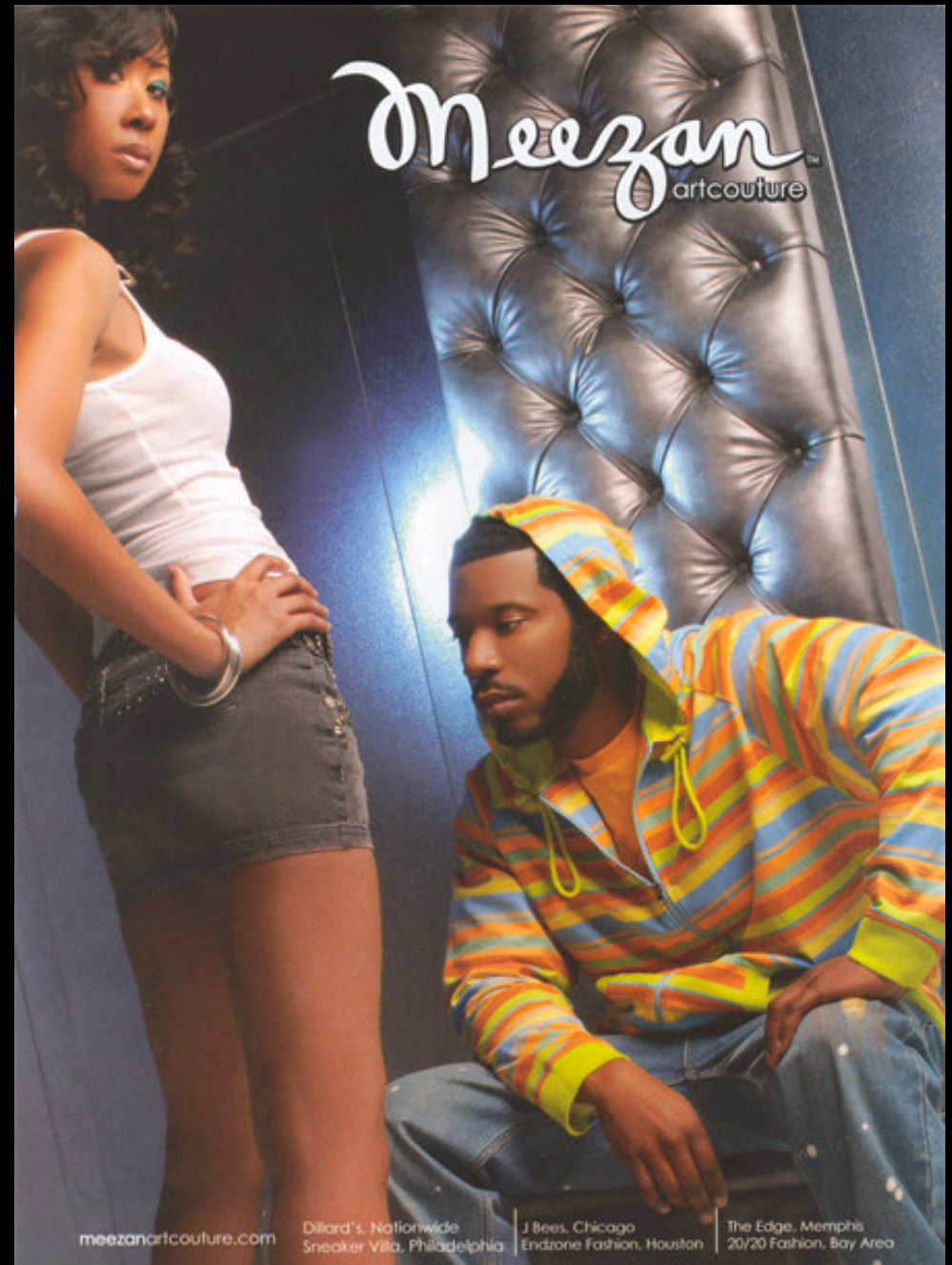
"LIFE WITHOUT PASSION IS UNFORGIVABLE"

Sean John

UNFORGIVABLE
THE FRAGRANCE FOR MEN FROM SEAN JOHN


AVAILABLE AT SEANJOHNFRAGRANCES.COM

Male objectification
of women is
accepted, even
expected. A
woman's value is
measured by her
ability to **attract**
male attention.



"YOUR BOURBON HAS A
GREAT BODY
AND FINE CHARACTER.
I WISH
THE SAME COULD
BE SAID FOR MY
GIRLFRIEND."

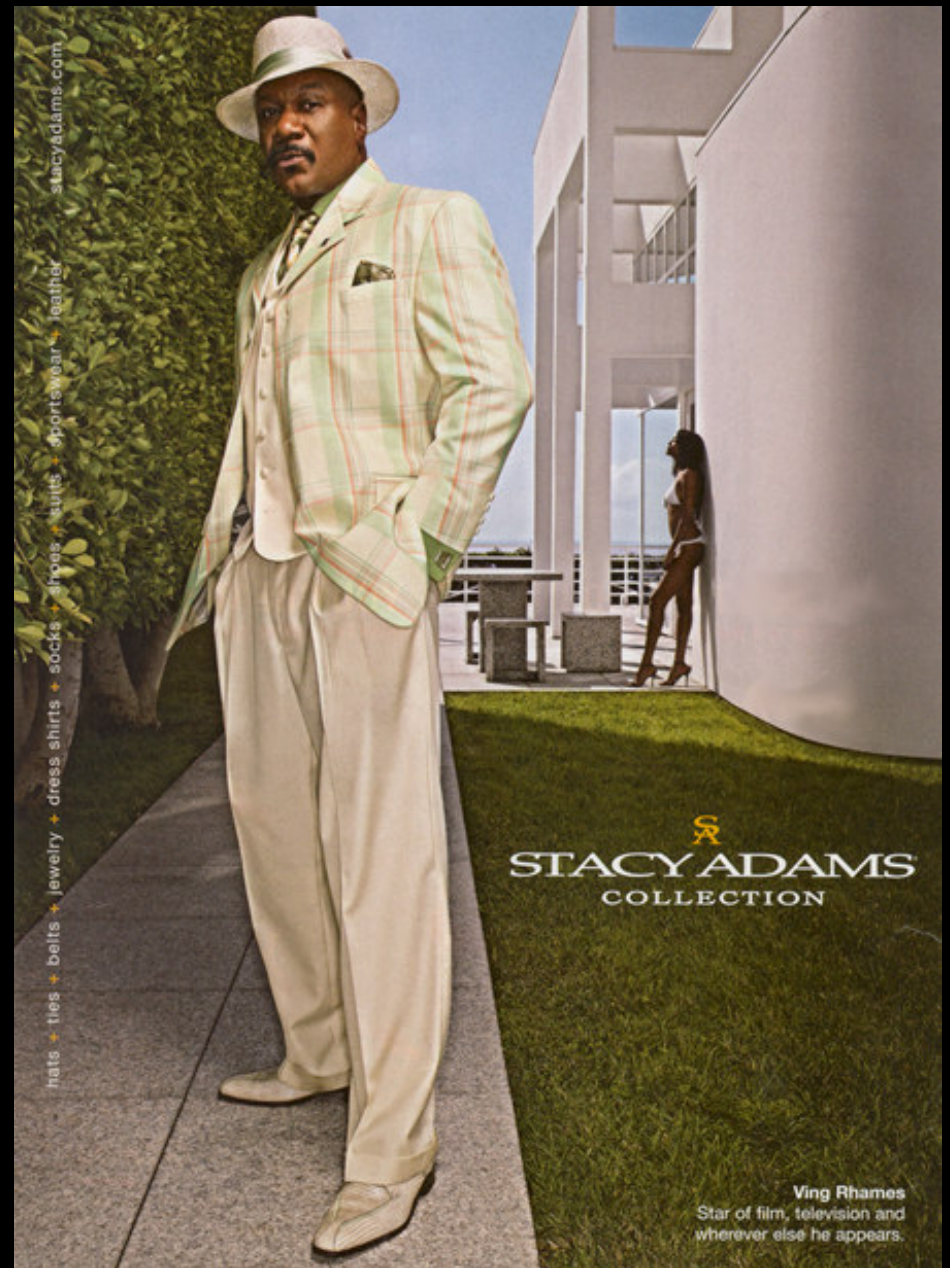
D.J., Birmingham, AL.



Thanks for the story, D.J. If anyone else out there has a Maker's story they'd like to share, please visit www.makersmark.com.

Male bonding
through the
practice of
belittling women
is often put to
use in ads
aimed at men.

The stylish and accomplished man is entitled to a sexy, bikini-clad woman waiting at home for him.





Even the nerdy
guy can get
some action if
he knows what
to do — **supply**
alcohol (or mojito
gum, in this case).

**What images
do men see
of themselves?**

**Look through men's fashion
magazines and you'll find symbols
not just of physical beauty
but also of strength, dignity,
individuality, and other admirable
traits not often linked to women.**

Men and boys
are typically
presented as
proud, in
control, and—
fully clothed!



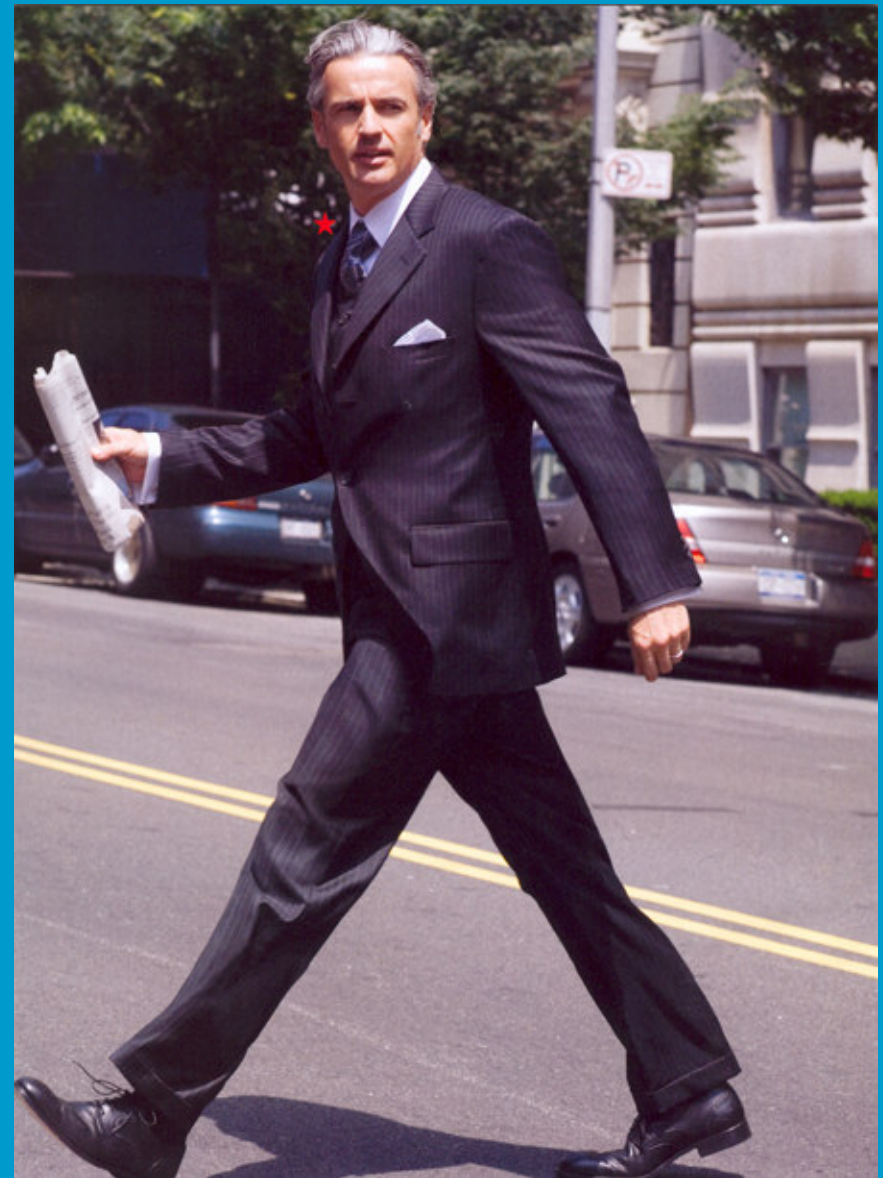
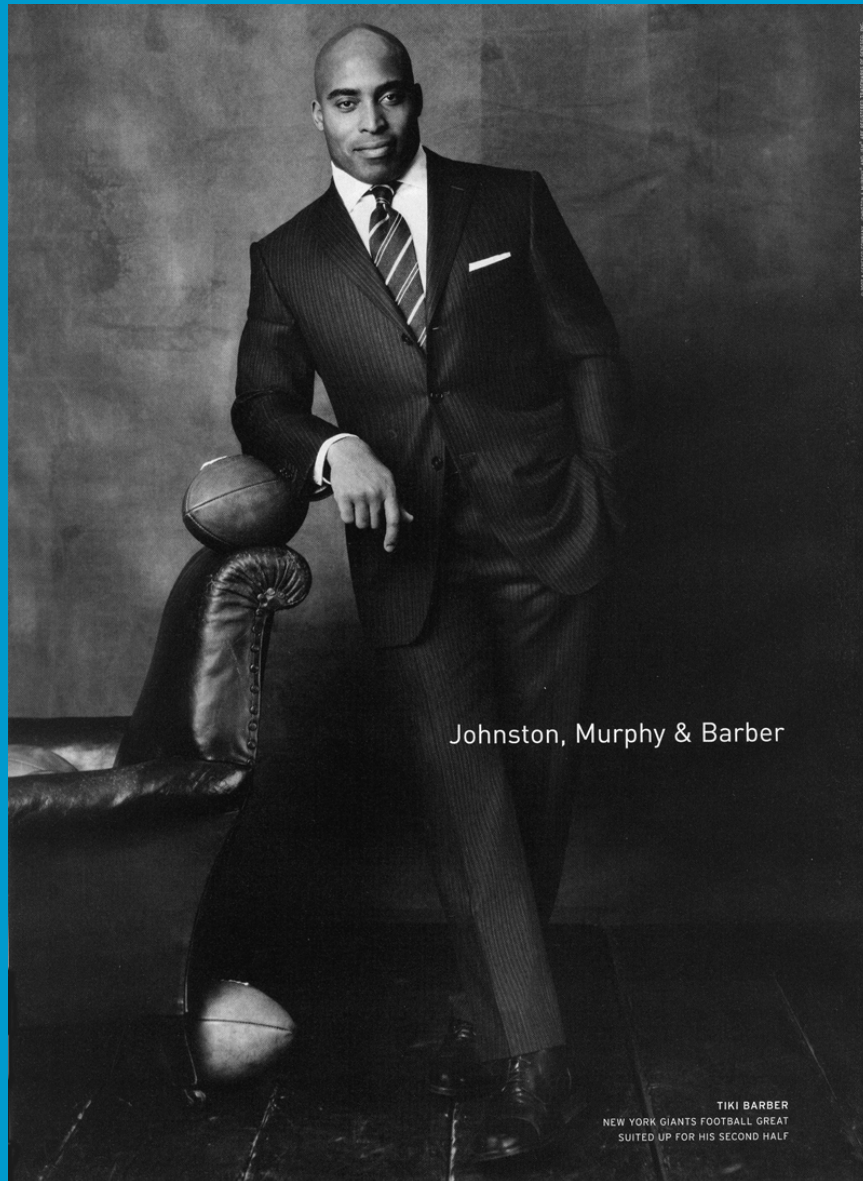


Images of
men depict
them as bold,
adventurous,
in motion.

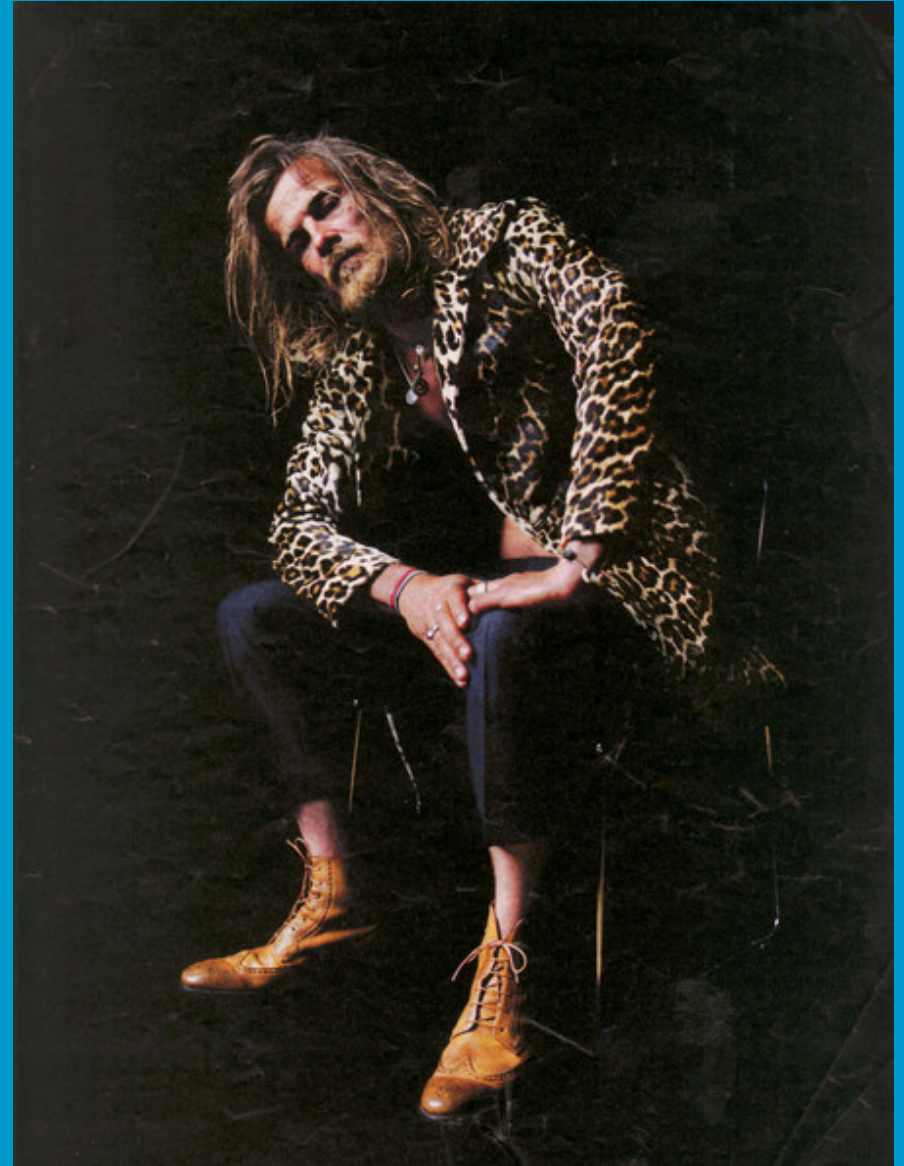
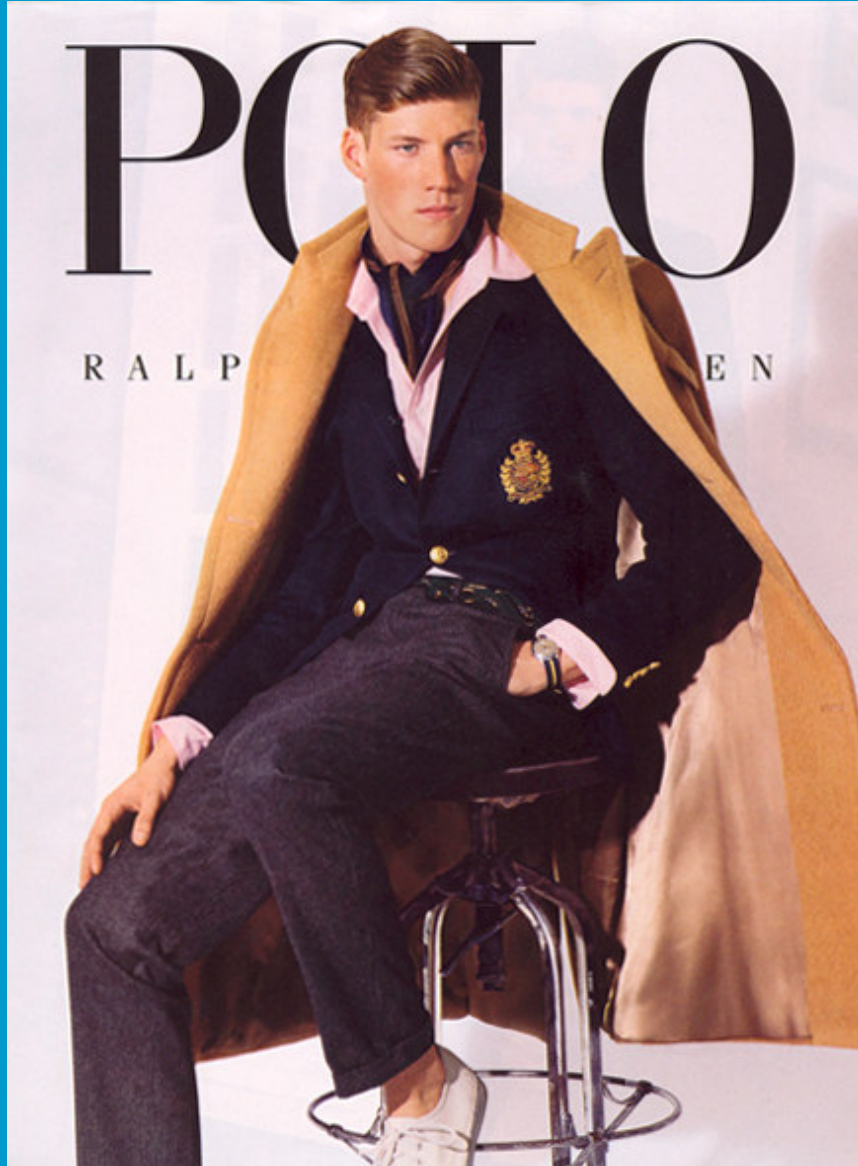
**Men are styled
and framed to
imply power
and status.**



Athletic prowess and age convey authority.



There's room for polished and scruffy in a man's world.



[C] Celebrity Obsession

www.loveyourbody.nowfoundation.org

**The media's obsession with
female celebrities' looks and
personal lives sends a message
to all women...**

**...a woman's life is public
property, especially her
sexuality and reproductive
status.**

Who's too skinny? Who's too fat?
Who's had plastic surgery? Who looks pregnant?



Celebrity magazines are littered with ads for diet products, often hawked by stars themselves.

NEW

Carmen Electra's Secret Is Out

NV™ - the hot new Weight-Loss Beauty Pill™ with Hoodia and Green Tea

NV is the world's first Weight-Loss Beauty Pill. With a unique blend of ingredients NV helps take and keep the weight off.* It's clinically proven to increase calorie burning by 3.5 times.† NV also contains beauty-enhancing ingredients including Biotin, Collagen and Coenzyme Q10 to help your hair, skin and nails look stunning. But it's not only Carmen's beauty secret, it's Angeline's too. She used NV, diet and exercise and lost 35 pounds! Feel beautiful for you.

Try NV for yourself

ANGELINE BEFORE NV ANGELINE AFTER NV

35 pounds lost

Now 200% Stronger!
Key Ingredients Clinically Proven to Accelerate Weight Loss*

Purchase your NV by calling 1-800-975-NVME (6863) or visiting us at be-desired.com

GNC LiveWell | SUPER-CENTERS | Vitamin World | Telephones | CVS Pharmacy | Kmart | Super Target | TARGET meijer

*With continuous use of NV, diet and exercise. †Based on an acute dose of NV compared to placebo on changes in resting and maximum energy expenditure after one hour. †Based on ECG content. Individuals have been retested. Carefully read the entire label before use. ©2007 NV All rights reserved.

Whoopi lost 30 pounds! You can too!

"I lost 30 pounds on this program. It's so easy and you see the results fast. I lost 5 lbs. in the first 7 days and I'm on my way to losing more!"
Whoopi Goldberg

- Lose up to 7 pounds in just 7 days*
- Quick and Easy
- Eat YOUR favorite foods
- Personalized visits
- Results start immediately

Jennifer Lost 81 lbs.*

Beatriz Lost 61 lbs.*

Krista Lost 56 lbs.*

Whoopi Lost 30 lbs.*

SPECIAL OFFER
6 Weeks FREE Does not include the cost of setup and L.A. Lites**
Offer expires 4/30/2007

Call for a free consultation
888-LANOW-70
www.laweightloss.com

Lose 20, 30, even 100 pounds!*

*Results not typical. Achieving and maintaining weight loss, and achieving a specific amount of weight loss, depends on numerous individualized factors. Your results will differ based on your overweight status. **Based on enrollment in a full-service program (52-week minimum). Set-up, supplements and products essential to the program will cost extra. Cannot be combined with any other offer. Hours vary by location. Void where prohibited by law. Valid at Participating Centers. ©2007 L.A. Weight Loss Franchise Company

LA WEIGHT LOSS CENTERS

Stars like Tyra Banks, known for their looks and swimsuit bodies, are pressured by the media to stay slim. They can't let the paparazzi catch them looking like they eat!



Breast obsession: Us Magazine devoted a four-page spread to celebrity cleavage.

Breast Intentions

MEN VS. WOMEN

IS IT SEXY?

SPECIAL CLEAVAGE EDITION!

Attack of the racks! Us asked 200 men and women in NYC whether this new trend is a must or bust
BY JESSICA MEHALIC

In-Your-Face Cleavage

40%
MEN SAID YES

19%
WOMEN SAID YES

Nice, um, dress, Jessica Simpson at a May 9 photo shoot in NYC.

Simpson, 26, put her double-D's on display at the Metropolitan Museum of Art's Costume Institute Benefit Gala in NYC on May 7.



SIDE-VIEW CLEAVAGE

Lindsay Lohan

60%
MEN SAID YES

Natalie Portman

7%
WOMEN SAID YES



UNDER-CLEAVAGE

41%
MEN SAID YES

7%
WOMEN SAID YES

Pamela Anderson



Are Implants Sexier?

BEFORE

AFTER

56%
MEN SAID YES

31%
WOMEN SAID YES

Hilary Montag



WHICH LOW-CUT NECKLINE IS SEXIEST?

Eva Mendes

3%
MEN

59%
WOMEN

LOW

Stacy Keibler

74%
MEN

11%
WOMEN

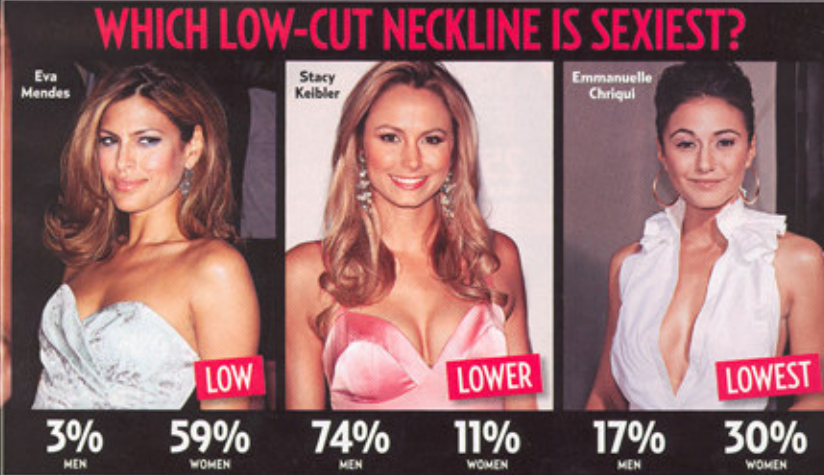
LOWER

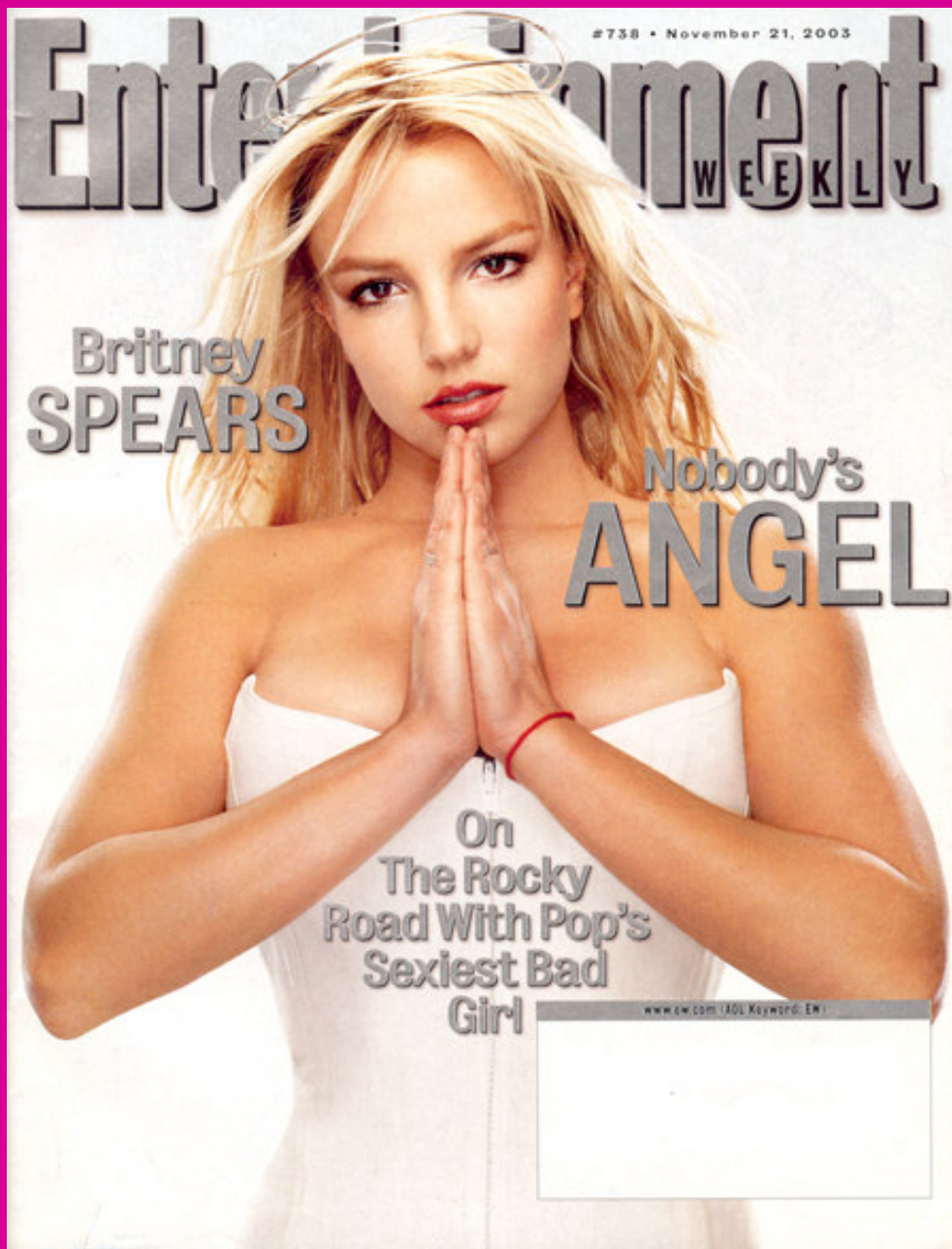
Emmanuelle Chriqui

17%
MEN

30%
WOMEN

LOWEST



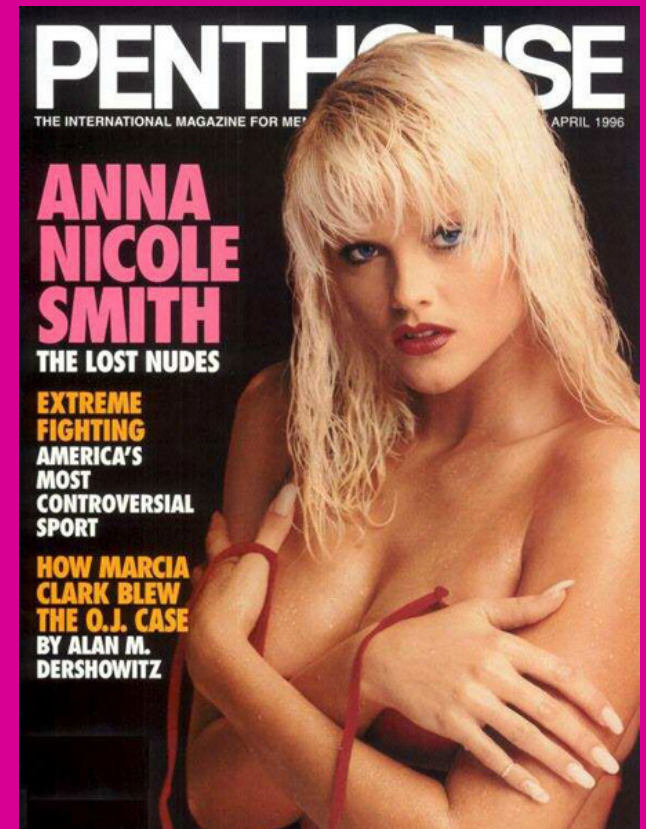
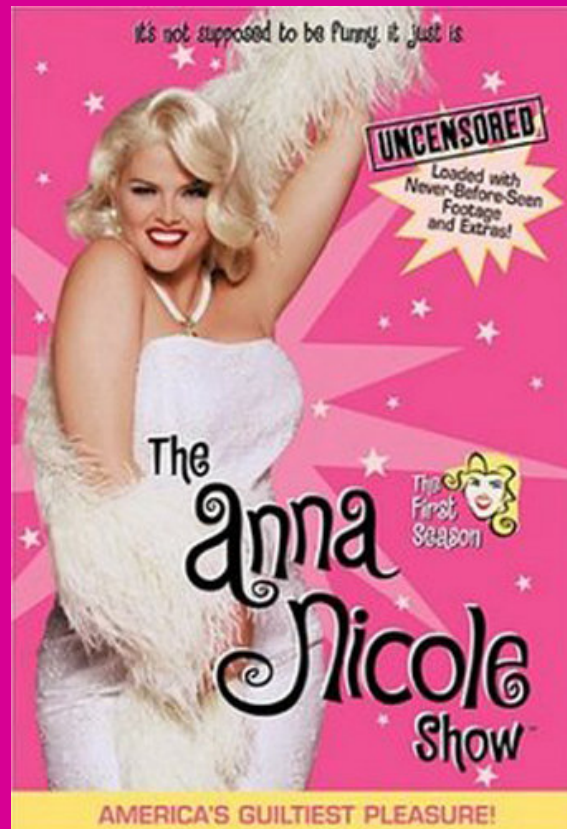
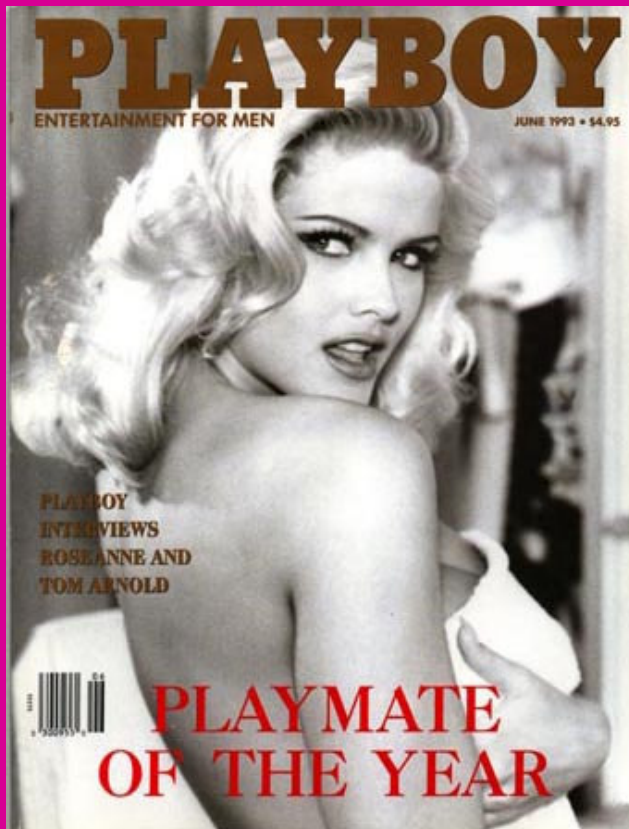


Female pop stars are now routinely marketed as **sexual commodities**, starting at ages barely past puberty. Monitoring their subsequent **scandals and downfalls** is part of the process.

What do the average woman and Paris Hilton have in common?
Women are supposed to be sexy, but if they flaunt their sexuality or have too much fun, they're labeled sluts.



Anna Nicole Smith spent her life trying to fulfill our society's elusive beauty standards and sexual ideals, dying young like her idol, Marilyn Monroe.



**Are male and female actors
portrayed differently?**

One magazine. Two actors. Spot the difference.



Robert Downey Jr. is portrayed as active, even threatening, while Christina Ricci is passive, vulnerable.



[D] Dangers

www.loveyourbody.nowfoundation.org

Media messages and images can contribute to:

Low self-esteem

Body image issues

Eating disorders

Compulsive exercise

Cosmetic surgery risks

Accusations of being a slut or a tease

Blame for being targeted with sexual assault

Dehumanization of women and girls

Many women rarely see themselves reflected in our popular culture. We need to see more:

- Women of color and different ethnicities
- Women of different sizes, shapes and ages
- Women with disabilities
- Active, strong women and girls
- Smart, successful, in control women
- Anyone who does not fit the “ideal” description of what a girl/woman should be
- Men in non-traditional roles

Some advertisers are
incorporating diverse, positive,
refreshing images into their
campaigns:

Advertising's concept of beauty is expanding



Successful women are portrayed more often

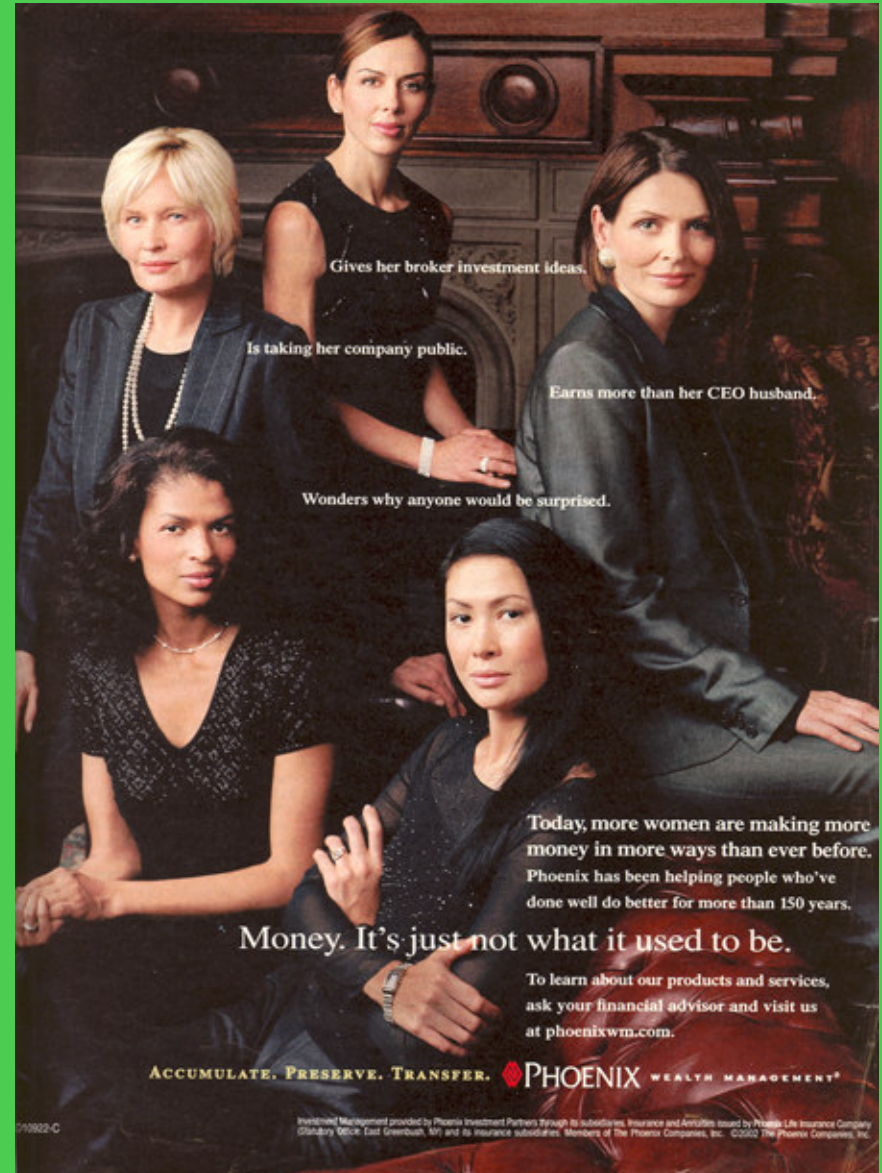


When others got a raise
You became an associate
When others became associates
You became a partner
When others became partners
You bought the firm
Now
Has your homeowners insurance
kept pace with your lifestyle?



©2006 Phoenix Fund Insurance Co., Natick, MA

PRESTIGE® HOMEOWNERS INSURANCE. DESIGNED FOR ACHIEVERS.
For more information, contact an independent insurance agent representing Fireman's Fund.
<http://www.the-fund.com>



Gives her broker investment ideas.
Is taking her company public.
Earns more than her CEO husband.
Wonders why anyone would be surprised.

Today, more women are making more money in more ways than ever before. Phoenix has been helping people who've done well do better for more than 150 years.

Money. It's just not what it used to be.

To learn about our products and services, ask your financial advisor and visit us at phoenixwm.com.


ACCUMULATE. PRESERVE. TRANSFER. PHOENIX WEALTH MANAGEMENT®

Investment Management provided by Phoenix Investment Partners through its subsidiaries. Insurance and Annuities issued by Phoenix Life Insurance Company (Statutory Office: East Greenwich, NJ) and its insurance subsidiaries. Members of The Phoenix Companies, Inc. ©2006 The Phoenix Companies, Inc.

The sexes are being presented in nontraditional roles:

Women as adventurous

Men as nurturing

A woman with blonde hair, wearing a red tank top, is rock climbing a steep, craggy rock face. She is smiling and looking towards the camera. The background shows a lush green valley with rolling hills and a blue sky.

Allergies keeping you down? Get focused. Get Claritin Clear.™


Claritin® works hard to give you 24 hours of non-drowsy allergy relief.

Only Claritin® is proven to make you alert and focused.* And Claritin provides continuous relief from your worst allergy symptoms. Get Claritin Clear and get back to feeling normal again.

✓ Itchy, watery eyes ✓ Runny nose ✓ Sneezing

Live Claritin Clear.™

©2007 P&G

A man with dark skin and short hair is lying in bed, holding a sleeping baby. He is wearing a yellow shirt and looking down at the baby with a gentle expression. The baby is wearing a white onesie.

Nothing but peace of mind.

No dyes.
No perfumes.
No worries.

Dermatologist tested.

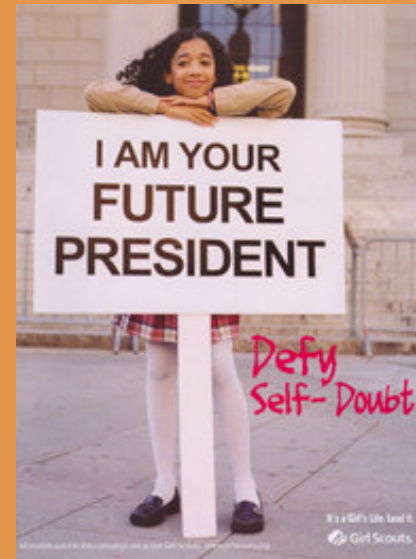
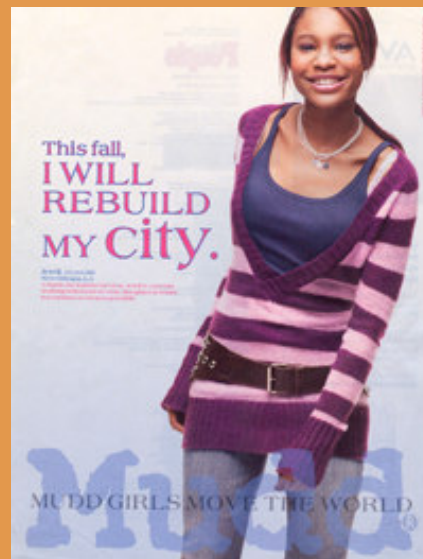
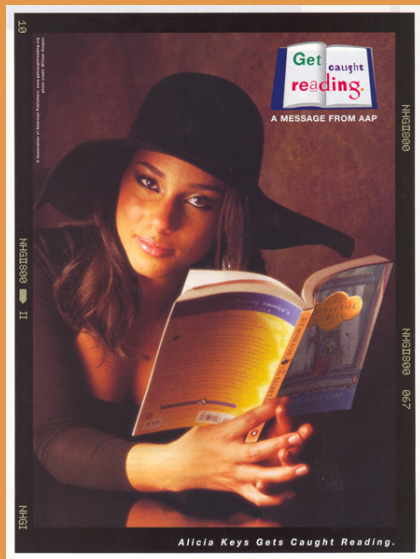
©2007 P&G

**But it's still
NOT enough!**

**Ending the tyranny of
beauty standards and
sex stereotypes would
change women's lives...**

Freedom from beauty standards can mean:

- > Confidence, pride, celebration of all kinds of shapes, sizes, skin tones, ages...
- > Less stress; jumping off the beauty treadmill can be relaxing
- > Less money spent on beauty products, diet gimmicks, spray tans, surgery...
- > More time to focus on school, work, hobbies, athletics, politics, community, personal fulfillment, spirituality...
- > More time to build for the future, develop skills that will last



What we all need to do:

- > Talk back to advertisers that objectify girls/women
- > Talk back to media executives
- > Talk back to retail outlets
- > Stand up for ourselves and other women



- > Share this message with other women/girls AND men/boys
- > Participate in NOW Foundation's Love Your Body campaign

**Sex, Stereotypes and Beauty:
The ABCs and Ds of
Commercial Images
of Women**

**A presentation of the NOW Foundation's
Love Your Body campaign**

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