

Inner beauty: Is it enough?



Michelle Paulman/DN

Glamour industry sells all kinds of beauty

From plastic surgery to Naomi Campbell, images of perfection abound in America

By Jennifer Johnson
Senior Editor

Americans spend \$33 billion a year on cosmetics and \$300 million a year on cosmetic surgery — not happy statistics for those who believe in the value of “inner

beauty.”

One of Oprah Winfrey's more peaceful shows Monday featured Princess Stephanie of Monaco, who was listed as one of the ten most beautiful women in the world by Harper's Bazaar. When Oprah asked the princess if she agreed with this rank she said, “Well, yeah.” She also said the most beautiful women are those with inner beauty.

How many times has a Miss America contestant told Bob Barker that very same thing? What is inner beauty if only glamorous types ever talk about it in the media?

Inner beauty must be the substance that makes a person “real,” warm, approachable and good, but people with more inner beauty

than outer beauty are hardly ever portrayed as exciting.

Even Madonna got injections to plump up her lips. Apparently, the material girl still doesn't think she has reached her outer-beauty potential.

Women (and men!) see stellar figures such as Madonna and Sly Stallone in pursuit of the unrealistic bod and the perfectly sculpted nose. That's what they see as the path to inner beauty.

In the book “The Beauty Myth: How Images of Beauty Are Used Against Women,” Naomi Wolf wrote, “Somehow, somewhere, someone must have figured out that they (women) will buy more things if they are kept in the self-hating, ever-failing, hungry and sexually inse-

cure state of being aspiring ‘beauties.’”

Wolf said the “beauty myth” began only after the industrialization of America. Before that time, the family unit was the most important aspect of a woman's life. Wolf said women had little exposure to other women outside of the family or church, and it was just accepted that “ordinary women” could not be “beautiful.”

Then, women left the home to work and carried with them a new bible — the fashion magazine. Within these magazines are ads for products that Wolf said promise women a “religious feeling” hence, the link to inner

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