

The

Pretty

By: luna Murillo
and Catalina
serrano

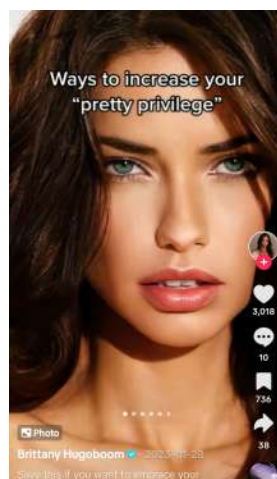
Privilege



Introduction

Social media

The term of "Pretty privilege" was created in the early 2020's in tik tok and Instagram , used to describe the advantages and benefits that people who are considered beautiful causing a "privilege" in those who check all the requirements in modern standards. This term has been both viral and useful to describe an actual and unequal treatment that has been applied especially to women since the beginning of culture and the relativization of beauty. Although the conversation of the privilege that pretty people have is a fundamental and helpful topic, the viralization of the term has promoted the desire to have that privilege in teenagers and pre adolescents doing everything the can to be considered pretty and have that special treatment.





(Example of videos explaining pretty privilege)

Disadvantages Of the people who are not part of the pretty privilege

As they say, pretty privilege is a privilege that is given to you for being considered more attractive to people, which is why people who are not considered pretty or who simply not fit into the standard

The fact of not fitting the standards causes very strong emotional damage to people, such as lack of self-esteem; Although most of these damages are emotional, many times they can also transcend physical damages with disorders such as body dysmorphia, eating disorders etc.

Relationship of pretty privilege with beauty standards

These two concepts are very related since all this is given by the standards (Which are very subjective) that make a person pretty or not, since if these standards were not so important for today's society, pretty privilege would not exist or could come to exist. in a way less relevant than the real

Consequences of the pretty privilege

Capitalization of beauty

After all, the massive niche of "glow ups" and beauty content in social media is just merely used to monetize in people insecurities and creating new ones, creating a wave

of self obsessed and beauty sick generation , buying almost everything TikTok tells the to buy just to be considered pretty by them peers

Influence on young people

Since this concept of pretty privilege has become widely known on social media and the people with the most access to these social networks are the youngest, lately children of very early ages (from approximately 8 years old to approximately 12) have become obsessed with go to well-known makeup or beauty stores like Sephora to buy makeup or skincare products, many people have been aware of this since in addition to going to buy they destroy the samples of these products ; This is very worrying since at their young age they should not be so worried about their physical appearance, in addition to the fact that the vast majority of products are not suitable for their age, It is also necessary to question the parents for their lack of supervision of their children.

Final conclusion

The influence of social media in the concept of beauty has impacted and altered the perception of the most young generation, perpetuating the previous standards and damage ,which i a really good strategy to capitalize the beauty , creating new requirements for teenagers to be considered "beautiful" just by using this type of products. The Mental load and disorders that this type of beauty sickness entails is one of the most powerful and damaging traits