

Lizura E. I.

MODERN BEAUTY STANDARDS AND WHAT TO EXPECT IN THE FUTURE

Scientific supervisor senior teacher Kostiouckina O. M.

Department of Foreign Languages

Belarusian State Medical University, Minsk

Relevance. Lately the topic of the perception of one's own body has been discussed more and more, the treatment we give to our own and other people's outward appearance has a direct impact on physical and mental health. But we live in a society where compliment is mainly a praise of appearance, and we grow up with a belief that proximity to the ideal characteristics immediately turns any person into a darling of fortune. In many countries the habit of "meeting by the clothes" is widespread: everybody speaks about the superiority of slender or young-looking people. Are there any universal and unchangeable canons of beauty? How to achieve perfection? Is it even necessary to do this? Changing standards affect all areas of human life.

Beauty formula. When analyzing a patient's face, plastic surgeons rely on some mathematical formulas. For example, there is a formula that the distance between the eyes should be equal to the size of the eye gap, and the forehead should be proportional to the middle third of the face.

Fast-changing trends. The notion of a model appearance has changed many times. Angelina Jolie's slightly masculine appearance with an angular jaw and pronounced cheekbones was replaced more voluminous facial features – baby-face.

Social media is the engine of progress and change. With the growing popularity of TikTok, there was a demand for more cartoonish, playful makeup – sequins, rhinestones, colored eyelids, bright shades. In general, social media has made us more liberated and open to experimentation.

The development of cosmetology as a global field. Instagram-masks make the face perfectly smooth, so in reality the demand for such procedures as laser resurfacing, IPL-photo rejuvenation, machine SMAS-lifting, needle RF-lifting is growing.

True beauty is what Mother Nature gave us. The statement is as old as the world, but only now people are realizing its truth. In makeup, the top-selling products are those that help to accentuate your beauty in an interesting way, rather than overpowering it by becoming someone else.

Pandemic 2021 prompted a rethinking of one's self. Because of the pandemic, we began to try to devote more time to our own development, the acceptance of our features and individuality. This means that we have come to love makeup, which is a way of expressing our natural beauty.

Beauty, as it turns out, is inseparable from health. The basis of any external imperfections is internal, which means that they cannot simply be camouflaged or brushed.

Aim: to disprove the following widespread assertion "The most beautiful women are the most feminine women and the most beautiful men are the most masculine men, and all those who preach a variety of beauty are just weak and can't force themselves".

Materials and methods. A survey was conducted among the students of BSMU, friends, and passers-by (about 100 people in total). The questions were directed toward the issues of subject of self-love, following beauty standards and attitude to the appearance of other people. The obtained data were systematized and organized in the form of summary tables and diagrams.

Results and discussion. The greatest part of the respondents are in favor of self-love and opposite to blind following of beauty ideals. Only 6% of respondents think that society is dominated by a respectful and non-judgmental perception of any kind of appearance. Another 48% believe that fashion dominates a certain type of beauty. Forty six per cent of the respondents believe that there are no strict standards today. They say that naturalness and individuality are valued in appearance.

Conclusions. Sociologists and cultural scientists believe us to be the last generation when appearance matters so much in people's lives. The generation born after 2010 is likely to overcome racial, gender, social and other superstitions and learn to accept their appearance without regard to norms and ideals. We should remember that the reduction of a person to his/her body proportions impoverishes their relationship with themselves and with other people, and a limited understanding of cuteness stratifies our society, but it does not help people feel happy about it.