

Consumer or Consumed: How the Beauty Industry Reorders God's Design for Beauty

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Humanity hungers for beauty. From the perfectly created beauty of Eden to the current contemporary confusion surrounding beauty, humans have attempted to define and recreate what they believe is ideal physical beauty. Each civilization has explored the connotations of beauty, crafted their own forms of cosmetics, and fashioned their bodies to fit the beauty standards of the time. The creation of the modern beauty industry pushed the influence of these current cultural standards further, commodifying the desire for beauty. Beauty can now be bought, and cosmetics are the currency.

Women's longing for physical beauty is natural. God established this innate desire at creation when he spoke perfect beauty into the human form of Eve. But if God truly created an ideal, why have beauty standards changed continuously over millennia? As Scripture shows, sin marred the natural desire for beauty, veiling humanity from seeing God's original ideal. Today, the effects of the fall permeate the marketing and media of the beauty industry that exploit and distort women's desires.

Beauty permeates everyday life. It affects how we see ourselves and others. It affects what we buy and how we spend. It is unavoidable. Our natural human tendency is to analyze ourselves and others by the standards we create. Each of these "standards" attempt to picture that creational ideal, but we cannot let beauty marketing make us forget where our true beauty lies.