

Asian vs. Western Beauty Standards

Standards of Beauty in Asia

Standards of beauty are ever-changing across cultures, although some beauty standards remained consistent in Asia since ancient times while others have recently evolved.

Big eyes, a "tall" nose, a small frame, and a fair complexion. Whether it's for a man or a woman, these are the most important factors when it comes to Asian beauty standards.



The Faces of Asian Beauty

The following are some of the main "face types":

- "First Love Face" represents purity and innocence ("girl next door" look).
 - Egg face shape, large almond-shaped eyes, double eyelids, wild thick eyebrows, tender lips, and a youthful and childlike appearance
- "Catfish Face" is the most alluring face type. It represents class and sultry.
 - This type of face consists of a large mouth, thicker lips, a wide distance between the eyes, and a more "collapsed" nose.
- "Fox Face"
 - "Foxy" attributes - foxy eyes, "m" shaped upper lip", sharp and more angular curve to mouth and eyes
- "Goose Egg Face" represents the traditional symbol of beauty.
 - Soft small face with a slightly pointed chin, and slightly rounded cheekbone
- "Frog face" represents a not-so-attractive category, but some view it as "cute"
- Big protruding eyes, wide double eyelids, a big mouth, and a short chin.



Self-care & Skin Care

White skin has long been a symbol of beauty in many Asian countries. Tanning is not a trend in Asia; the whiter your skin, the better.

- Good acne-free skin is considered extremely important (for both men and women) - the majority of consumers tend to favor foreign brands, especially those from South Korea and Japan
- Korean multi-step skincare routine
 - Sheet masks, toners, serums, essences, and whitening and brightening creams.



Perception of Body Image

Big butts and thick thighs are not considered ideal in Asia like in America, so when it comes to body shape, the majority of Asian women aspire to be very thin and dainty.

Long thin legs and a small waist have always been the rage. Many have engaged in a few unhealthy habits to demonstrate the measurements needed for attaining the ideal level of thinness.





The Rise of Cosmetic Surgery in Asia

It is estimated that as of 2018, the Chinese plastic surgery market is worth 495 billion CNY (around 70 billion USD). With more money to spend than ever before, more and more Chinese women (and men) are opting to have plastic surgery.

South Korea has the highest rate of plastic surgery per capita in the world, and the influence of Korean culture has played a significant role in increasing plastic surgery in Asian countries, especially in China.

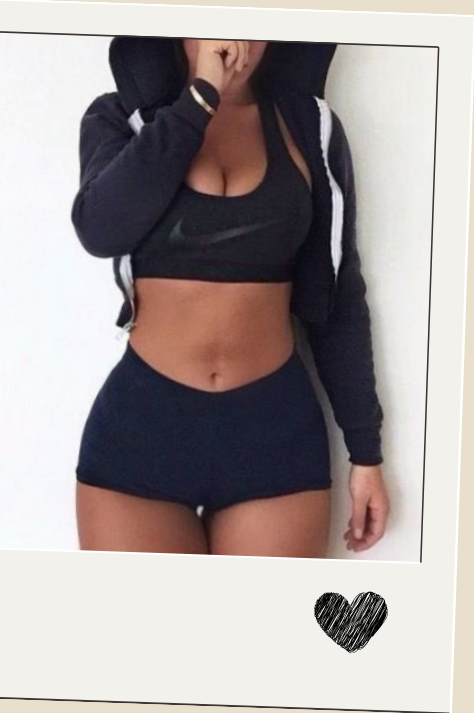
The most common procedures include blepharoplasty (double eyelid surgery), rhinoplasty (nose jobs), mentoplasty (chin shaving surgery), and glutathione injections, which slow pigmentation in the skin, creating a whiter skin tone.



Western Beauty Ideals

Western beauty ideals include being thin and tall, having long hair, having light/tanned skin, having big breasts, large eyes, a small nose, and high cheekbones.

Many Western cultures see a tan as a sign of health and beauty. Typically described as "glowing" and "sun-kissed", the connotation remains hugely positive.



Body & Beauty Standards in America

According to Hoff (2019), in a recent survey of 1,000 Americans, the "perfect" woman was described as 5'5", 128 pounds, with a 26-inch waist. It would be almost impossible to achieve the proportions of this body ideal without using extremely unhealthy means.

As a society, we tend to reward people with Eurocentric features. This practice is known as "pretty privilege" and creates pressure on people to meet these unattainable standards. It also means that people of color are often excluded from the ideal image of beauty altogether.

Influence of Western Culture on Plastic Surgery

Debra Johnson, a board-certified plastic surgeon and the immediate past president of the ASPS, tells *Allure*: "Western women tend to steer themselves more towards procedures like breast implants, lifts, and reductions to keep themselves feeling comfortable"

Trends are a fascinating snapshot of how cultural forces shape plastic surgery on a more local level.



The Future of Beauty

We are all exposed to largely unattainable ideals of physical beauty on a daily basis regardless of the place we grew up in. We are constantly exposed to these ideals and it changes our perceptions of beauty on a profound level. We may even have a strong desire to fit into the beauty mold and fall into the social pressure to contribute to the growth of the cosmetic industry.

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