

BODY SHOP - NAKED LADY AD

I

This document is a photograph of a plastic doll. It is an advert by the bodyshop, a British company that produces makeup and toiletries.

D

The photograph shows a typical child's doll, except that it has been made to look overweight. There is also a tagline which says "There are 3 billion women who don't look like supermodels and only 8 who do". In the bottom left hand corner we can see the bodyshop logo.

A

The aim of this ad is partly to denounce the social pressure put on women to conform to a certain perfect ideal of beauty, but mainly to attract customers by welcoming and supporting women of different sizes. It also aims to remind us of how few "normal" women we see in adverts, on TV and in films.



H

The advert can also be seen as a criticism of other beauty companies who use unrealistic images to sell their products, and of extremely thin women who are role models for the majority, and whose influence may have a negative effect on everyday womens' body image. The ad achieves this goal by using one of the most important objects for a young girl and one of the main images targeted by feminists— a doll. The advert is suggesting that dolls, like fashion models, create an unrealistic and possibly dangerous standard of beauty for women to aim for. So the creator of this ad took the image of the perfect doll and made her into an ordinary woman. This is in order to highlight that thin should not always be considered beautiful, as this is unfair on the majority of women who do not look like models.

O

Personally, I do agree with the message of the ad and I find the tagline quite funny. However, I also think that it is quite hypocritical that the body shop would use feminist ideas about body image and self-acceptance in order to sell beauty products. To be honest, I think it is a bit exploitative. Moreover, you could argue that the beauty industry in general helps to create sexist standards in society, regardless of their advertising campaigns.

B

Whether or not you agree with my opinion about this document, body image and women's equality in general are definitely serious issues. Many women suffer from eating disorders such as anorexia, and anxiety about weight and appearance is something that affects almost all women. This is even more worrying when we consider the fact that much fewer men suffer from this kind of problem, and I think it is important to ask ourselves why this inequality exists.