

**Title:** Asian American Women and Western Beauty Standards  
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In modern society, beauty standards play a large role in people's everyday lives. Digital media experts estimate that most Americans are exposed to 4,000 to 10,000 advertisements a day (Marshall). The bombardment of advertisements that often showcase Caucasian beauty ideals, however, has a negative impact on Asian Americans. Most Asian Americans value the ideals of Western beauty, leading to eating disorders, want for cosmetic surgeries, low self-esteem, and just an overall poor body image (Kaw). These insecurities feed into the 532 billion dollar beauty industry. The issue lies more in the fact that Asian Americans are comparing themselves and conforming to beauty standards that other races are more genetically predisposed to having. Studies have shown that Asian Americans are more likely to negatively self-evaluate themselves against these arguably unachievable ideals (Evans et al.). This paper will go into further detail about how Western beauty standards lower the self esteem of Asian American women. It is important to make the negative impacts of Western Beauty standards more known so that Asian American women can feel more confident in and accepted for how they look.

## Works Cited

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