

# How is the Korean Beauty Industry Toxic?

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## ABSTRACT

Korea has one of the strictest beauty standards globally, and the Korean Beauty industry is no exception. They both push one type of look on society, lack diversity/inclusivity, and are responsible for the growth in cosmetic surgery as well as for the detrimental effects on the mental health of consumers/society. The Korean Beauty industry has proven to be incredibly influential not only in America but all across the world due to the Korean Wave. While proving to be incredibly influential many people are unaware of how problematic and toxic the Korean Beauty industry is. In Korea, an individual's appearance is everything; it can either land him or her their dream job or keep him or her from getting the job they desire.

## INTRODUCTION AND PURPOSE

Is there a healthy beauty standard? All around the world, a diverse number of us conform to these beauty standards without hesitation, but an inconsiderable number of people are unaware of the damaging effects it has on our subconscious or don't even realize how problematic they are. The Korean beauty industry, let alone Korea itself has one of the strictest sets of beauty standards. In simple words, it's meet these standards or get left behind. In addition to proving to be incredibly influential on a global scale, the Korean beauty industry has also shown a troublesome side, which has been largely overlooked by society/consumers. This issue includes alienating people of color, promoting lies, and directly forcing this one type of look on society. Ultimately, the purpose of this paper is to argue that the Korean beauty industry is toxic and problematic while also making society/consumers aware of the toxic Korean Beauty industry. The porcelain, innocent, feminine look that the industry pushes in the media is unrealistic, especially for adults and people of color. Consumers around the world are blind to the ugly side of K-beauty, trying to conform to these unattainable beauty standards. The pressure put on individuals to reach these standards has been shown to have a detrimental effect on mental health, and individuals who fail to reach these standards have been found to suffer from low self-esteem.

## PROPOSED SOLUTION/RECOMMENDATIONS

## METHOD(S)

## RESULTS AND DISCUSSION

## CONCLUSIONS

It seems logical to conclude that the Korean beauty industry has deeper underlying issues, not to mention the industry has plenty of room to learn and space to improve. The Korean beauty industry pushes unrealistic standards on society which severely affects women on a daily basis, especially in terms of where they stand in the hierarchical system and their success in society. The Korean beauty industry also affects women's social awareness. Women are becoming more concerned with their appearance as well as their body image which results in mental health issues and self-esteem issues. In order to feel worthy or accepted women are conforming to the Korean beauty standards considering they are manipulated into believing this is the only way that they can look beautiful. Despite its increasing popularity and expansion in the West, Korean beauty has a lot of growing to.

## REFERENCES

Barone, S., & Leonard, C. (2020). *The Korean beauty industry: How does it affect.*  
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