**Synopsis for “Model Behavior”:**

**Produced by:** **HBHBH Film Studio**

Beauty image permeates nearly every aspect of culture, particularly in the United States. This has led to unhealthy body image standards that lead to detrimental behavior by women to achieve what they consider to be the “perfect” body.

To understand how this came to be, one must first understand the process through which Beauty image goes through in society. Beauty image itself is a selective system that changes over time, adapting to the environment both genetically and culturally. These changes are based on a “survival of the fittest” mentality, with popular fashion styles and body standards becoming mainstream.

This can be seen as early as 26,000 years ago with the earliest depictions of human body image in the form of Venus figurines. Fast forward through the centuries, and we see modern day fashion, particularly starting from the 1900s, adapt and change at a rapid rate, likely due to the invention of new media technology that is able to broadcast to a much larger population than previously.

Overtime, this constant bombardment has had a detrimental effect on women’s physical (non-health related cosmetic surgery) and mental (eating disorders and depression). All of these behaviors and health problems stem from how someone thinks they look.

To fix this problem, society must embrace a more holistic view of body image and not promote impossible standards. This can be done through popular figures in society adopting these views, social media promoting and encouraging diverse body image, and through corporate America widening their products to include a more healthy, natural body standard.