

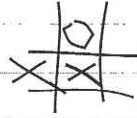
Lecture no. <sup>a</sup> .....

Lecture series: The <sup>b</sup> ..... of beauty.

Topic: <sup>c</sup> .....



(Includes female and <sup>d</sup> ..... beauty)



### The concept of beauty

Images of beautiful people <sup>e</sup> in ..... / on ..... / in .....

Idea of what is 'beautiful' is <sup>f</sup> .....

Lillian Russell (1890s - actress) 'the most beautiful woman in the world' - <sup>g</sup> ..... pounds!

Twiggy (1960s - fashion model) <sup>h</sup> ..... pounds.



### Ways people change their appearance

#### 1. Cosmetic surgery

Started <sup>i</sup> ..... - aims to 'improve' our physical appearance.

Before v. expensive - now, almost <sup>j</sup> .....

Examples:

men - hair transplant, pec implant

women - facelifts, tummy tucks

We choose to <sup>k</sup> .....

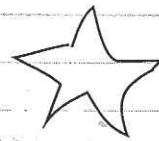
- think beautiful people = better lives.

#### 2. Dieting

Many people worry about their weight.

1950 diet products worth <sup>l</sup> \$ ..... a year.

Today, over <sup>m</sup> \$ ..... a year.



#### Answer key

- |  |                               |                              |
|--|-------------------------------|------------------------------|
| a 4                                    | b changing face               | c beauty in the modern world |
| d male                                 | e fashion magazines/TV/movies | f constantly changing        |
| g 165                                  | h 91                          | i 1910                       |
| k identify ourselves by our appearance |                               | j routine                    |
|  |                               | l 100 million                |
|  |                               | m 50 billion                 |