



Redefining Beauty: The Power of Inner Radiance - report 2001

At **What Makes You Feel Beautiful**, we believe that beauty is not something to be measured, compared, or confined by society's ever-changing standards. True beauty is an inner radiance—a deep sense of confidence, kindness, and authenticity that shines from within.

For too long, beauty has been narrowly defined by external appearances, creating unrealistic pressures that leave many feeling unworthy or unseen. But we know that real beauty is **how you feel about yourself** when you are fully embraced, empowered, and connected to your true essence. It is in the way you **carry yourself with confidence, speak with kindness, and uplift others with love.**

When we shift our focus from external validation to **self-acceptance and inner well-being**, we free ourselves from the limitations of beauty standards. True beauty is found in the moments of **self-love, in the courage to be vulnerable, and in the strength to show up as your most authentic self.**

At **What Makes You Feel Beautiful**, we encourage girls and women to redefine beauty on their own terms—celebrating their unique features, voices, and stories. Because beauty isn't something you chase—it's something you **own.**

You are beautiful because you are you. And that will always be enough.

Understanding Beauty Standards in America: Facts and Insights

In the United States, societal beauty standards have long influenced how women and girls perceive themselves, often leading to significant impacts on their self-esteem and mental health. Here are some key statistics and findings:

- **Body Dissatisfaction Among Young Girls:** Research indicates that at age 13, 53% of American girls are unhappy with their bodies. This dissatisfaction increases to 78% by the time they reach 17.
[NOW](#)
- **Media Influence:** Approximately 72% of women feel that movies and TV shows negatively impact societal beauty standards, and 56% report that these media portrayals have adversely affected their own body image.
harmonyhit.com
- **Economic Impact of Unrealistic Beauty Ideals:** Body dissatisfaction costs the U.S. economy around \$305 billion annually, highlighting the extensive societal and economic consequences of unattainable beauty standards.
[Harvard Chan School of Public Health](#)
- **Perception of Beauty Attributes:** A global survey found that attributes such as confidence, kindness, happiness, dignity, and intelligence rank higher in contributing to perceived beauty than physical traits like facial appearance or body shape.
[Ipsos](#)

Insights from "What Makes You Feel Beautiful"

Since 1998, "What Makes You Feel Beautiful" has engaged over 1,000 women in conversations about their perceptions of beauty. Remarkably, less than 5% could articulate what makes them feel beautiful from an internal perspective. The majority attributed their sense of beauty to external factors, such as compliments from others, adherence to societal beauty norms, or the use of beauty products.

This trend underscores a prevalent reliance on external validation and societal standards in defining beauty, rather than an internal sense of self-worth and confidence. It highlights the need for a cultural shift towards embracing inner qualities and self-acceptance as the true essence of beauty.

At "What Makes You Feel Beautiful," we are committed to fostering this shift by encouraging women to explore and celebrate their intrinsic worth, promoting a more holistic and empowering understanding of beauty.