



Perception on Asian Beauty Standard: A Global Perspective

Piyasuda Chuklin, Sunchai Na Ranong, Kanokwan Juntaramontee, Chanya Charoenrat,
and Srisongruk Prohmvitak*

International Business Program, Rangsit University International College, Pathum Thani, Thailand

*Corresponding author, E-mail: srisongruk.p@rsu.ac.th

Abstract

The research has been collecting information within the Rangsit university students and their colleagues shows that the effects of the beauty in ASIAN is really wide. In this research, we are looking toward to make an understanding factor about beauty and the standards of how serious it is affecting people and women in Asia. Asian beauty standards more likely refer to the cultural norms and preferences for physical appearance that are prevalent in various Asian societies. These standards are deeply ingrained in the cultural beliefs and traditions of the region and have a significant influence on the way people perceive and present themselves. Some of the most commonly desired features include fair skin, a V-shaped face, double eyelids, a slim figure, and long, straight hair. These standards are often reinforced by media and advertising, which frequently promote specific beauty products and procedures. While Asian beauty standards can vary across different countries and ethnic groups, they remain a pervasive influence on societal attitudes towards physical appearance. However, there is growing awareness and discussion around the impact of these standards on mental health and body image, particularly among younger generations who are challenging traditional beauty norms and embracing individuality. Additionally, large and expressive eyes with a double eyelid, a small and straight nose, and a small and full mouth are often prioritized in Asian beauty standards. Fair or pale skin is also considered attractive, as it is associated with youth, elegance, and wealth.

Keywords: *Asian Beauty standard, Asian society, social norm, ideal beauty, stereotype, feminine beauty*

1. Introduction

Beauty standards are specific feminine ideal of beauty on women, sociologists and social scientists in 19's defined feminine beauty as "a socially constructed normative standard, which supports a discourse of feminine oppression and male dominance" through a book *Ideals of Feminine Beauty: Philosophical, social, and cultural Dimensions* (Stewart, 2022). It demonstrates how beauty standards evolve in our culture since the ideals are profoundly founded in heteronormative perception. This is significant because patriarchy has historically acknowledged women as sexual orientations to dominate roles in social, economic, and political aspects. In order to meet the norms of society and be accepted as members of society, many women must be committed to the ideals of feminine beauty throughout every decade. The example feminine beauty factors are body shapes, facial features, skin tone, height, clothing styles, hairstyles, and body weight, all mentioned above are subjects to change overtime (Brianna, 2022). Different era has different preferences of women's physical attractiveness, countries and cultures have distinctive perception that rooted in the society and beliefs. Each decade has certain standard on women's physical attractiveness, and different countries and societies have completely different perspective which are anchored in society and ideologies.

To comprehend the challenges of being a woman, Asian beauty standards represent an example of the most unrealistic ideals that create wounds of failure to meet social norms. As a result, Asian beauty is an excellent example of how women in the Asian community battle with the negative consequences of pressuring women to obtain a specific physical appearance. Asian beauty standards become a concept of beauty among Asian women have evolved into a significant social norm, causing many young women in society to have difficult consequences. This social custom causes an individual to be concerned with their self-esteem and body image to the point where it has a negative impact on their mental health. Since K-pop has become the most prominent influencer of Asian beauty standards, cosmetic plastic surgery has really become a powerful proof of Asian beauty standards. Depression, eating disorders, body dysmorphia, and low self-esteem are all psychological effects of beauty standards.

The consequences of living behind unattainable beauty standards have a lifetime impact on the individual's mental and physical health. Stress constantly exists in everyday life of women due to media such as social media, mass media, advertising, and socializing. Constantly visualizing together with experiencing the set standards of beauty for females in mainstream media could promote mental issues among women subconsciously. Many women fall into body image comparison which is the process of constantly comparing and mirroring themselves with others. This introduces them to mental, emotional, physical and financial for cosmetic surgery and supplements. Body image is a concept that refers to an individual's perspective and thoughts about their body (Neagu, 2015). Receiving discomfort on body figure causes body dissatisfaction, resulting in eating disorders, sensitive emotions, and low self-esteem in women society. Many women put themselves through unbalanced weight control behavior and surgery for acceptance of the standards (Makino, Tsuboi & Dennerstein, 2004).

However, the ideal of feminine beauty has evolved entirely from the conventional social standard to a new perception of beauty in the post-globalization period. The modern-day feminine beauty ideal symbolizes a new understanding of women's beauty ideals that have become universal for women in all communities. Nowadays, the beauty standard become the structures for women power returning instead of social norms. This beauty standard emphasizes empowering women to accept themselves regardless of what they are, and this can often be associated with the inner self or the institutions of feminist empowerment (Danylova, 2020). Due to the modern-day feminine beauty ideal, many women in all communities are beginning to seek a change for their ongoing unrealistic social norm, particularly in the Asia region. Many young Asian women in current generation are defying social norms and pursuing western ideas of beauty standards, such as "Real size" beauty. This begins to establish a positive influence on Asian beauty standards. As there are certain preferences according to the timeline, each generation appears to have own unique perception and experience with beauty standards. This research will lead you to discover the variations in perceptions of Asian beauty standards.

2. Objectives

- 1) To understand the perception and definition of Asian beauty standard through factors such as body type, physical appearance, facial structure and skin tone.
- 2) To give the insight of root causes of unrealistic Asian beauty standard and how it slowly become the main standard for defining beautiful women in Asian society.
- 3) To observe how people perceived Asian beauty standard through their perception and mass media
- 4) To prove that these unrealistic Asian Beauty standard is still unconsciously judge how people think about meaning of the beauty in most of Asian people's perception from the past until present day.

Asian Beauty Standard

According to Ana (2019), through numerous beauty contests, the common notion that lighter skin is more desirable is frequently highlighted. For instance, when the tanned was named Miss Thailand World 2014, some observers praised it as an opportunity to alter beauty standards. "Nonthawan, better known as Maeya," (n.d., as cited in Ana, 2019) stated that becoming a role model for the younger generation of Asians from all ethnic backgrounds with darker skin meant a lot to her since it demonstrated that they could accomplish their goals. Maeya (n.d., as cited in Ana, 2019) has, in fact, inspired a lot of Thai people. Dark-skinned women have historically had lower representation in Thailand and have been ignored in favor of a lighter-skinned beauty ideal. We can assume that "white skin" becomes the heart of Asian beauty standards influenced by various cultures and arts which makes in many Asian countries such as China, Korea, Japan, India, as well as our country are divided according to their skin color (Takamune, 2015). Therefore, skin color can create a clear line between rich and poor. The whiter you are, the more it means that you live a comfortable life away from the scorching sun during your hard work. This assumption corresponds to the physical aspect of Asians where the first signs of aging on Asian skin are pigments such as freckles, not wrinkles like Westerners. That makes the beauty standard that favors white skin not just beauty values, it has

become the values that want to keep skin looking younger (Marrinan, 2019). Aside from fair skin values, Asian beauty standards haven't changed as much as American beauty standards. Thus, the most Asian women do whatever it takes to make themselves look as delicate and feminine as possible (Sofia & Dionne, 2022). According to Kuposov, Stickley & Ruchkin (2022), this makes "bulimia" a very common mental health problem in many eastern countries.

According to Dr. Reyes (2021), beauty truly depends on who is looking at it. Because of this, Asians do not necessarily adhere to the Western definition of beauty. Our features, as well as the color and texture of our skin, vary. The distinctions between east and west may also be noticed in makeup, with Asian makeup aiming for a "no make-up" look to look youthful, luminous, and fresh. Western makeup, on the other hand, finishes with big eyes, sculpted features, and a rich-colored lip. It attempts to seem sensual and powerful. Men are subject to this criterion as well. Male Asian beauty standards are really softer and whiter than Western male standards, which favor angular features, chiseled facial structures, powerful jaws, and square chins. According to Patchimnan (2019), these standards of beauty can be clearly seen by most of the East Asian celebrities, singers and artists. Nowadays, the Internet has made these two mainstream beauty standards travel around the world without the boundaries of the past (Alina, 2021). It allows both sides of the world to be influenced by each other through social media and media. The difference between the two beauty influences from these two worlds are very different.

It is important to remember that the beauty standard refers to what a society considers to be the perfect beauty. Beauty standards may be derived from standards from other cultures or from the other sex. The standard will be acknowledged and released as its acceptance rises. As a result, it gives each culture a unique or possibly comparable ideal of beauty. It is clear that humans are solely responsible for the standards of beauty we perceive. We reject measures or facts that might indicate whether anything is more or less attractive. For the most part, people continue to hold themselves to that standard of beauty in an effort to fit in with society or to draw greater attention to the opposite gender.

According to the article "The Racializing of Beauty: The Rise of Western Beauty Norms and Self-Esteem Among Asian Women", by Chen (2021), Asian women have an obsession with skin-whitening products, and some have even tried surgery to lighten their skin tone. Fair skin resembles the natural appearance of white Caucasian women, even if skin-lightening is not always associated with the ideal of Western beauty. Asian beauty norms have also been undermined by other Western standards, such as high noses, round eyes, and narrow faces. The Eastern models featured in Asian periodicals show how popular these characteristics have grown. It is clear that adopting Western norms has resulted in the racialization of beauty at the price of recognizing the aesthetic worth of other ethnic groups. Female non-Westerners who have ethnic traits that don't meet Western norms may feel pressured to enhance their look because of the possible loss of their cultural identity.

As a result, in nations like China, Japan, and Korea, the Western aesthetic has had a significant impact on the Asian beauty ideal. Today's ideals of Asian beauty reflect historical and cultural narratives as well as the dominance of specific Western ideology. Additionally, they have a harmful effect on how self-esteem and self-image are seen, which are problems brought on by growing consumerism and commercialization. In relation to an often-unnoticed racial bias, the instances mentioned in this debate highlight the implicit trade-off between business and social welfare. This demonstrates a different meaning of inclusion that encourages the embrace of difference. For Example, Korea is the epicenter of Asian cosmetic surgery and skincare, and it naturally sets important trends for idealized Asian beauty. Although there are some distributions, China Beauty Standards are similar to those developed in other countries, such as Korea. In order to recreate that youthful appearance, Korean Beauty Standards have emphasized an overall in normal appearance, such as a small face, big eyes, and a thin body. So far as mentioned, many countries in Asia view skin tone as an indicator of Korean social and ideal classes. In many cultures, discrimination for people with dark skin still exists. The skin is lightweight, not only a symbol of beauty (Lee-Seabrook, 2021).



In East Asia, Korean, Japan and China, all show their desire for fairness. As a result, diversity has evolved into a goal that many people strive for, inspiring people everywhere to appreciate the diversity of beauty and the notion that anyone can be attractive without regard to external standards of beauty. We think that everyone can select and accept beauty based on what they find attractive and appropriate for themselves. Despite the standards set by both celebrities and influencers, beauty constantly inspires fashion trends. It causes fresh beauty trends to emerge all year round. In this case, adopting those trends is acceptable according to Asian Beauty Standard, but we would like to advise “becoming” and adhering to such trends based on compatibility and safety.

3. Research Methodology

The method used for this research was quantitative method from collecting opinions, perspective and experiences through questionnaire survey. The quantitative method is chosen because of this research involved with people’s perspective and different people has their own preference which cannot be measured into numeric data. The questionnaire survey was based on the research problem of the Asian beauty standard to understand the perception of people on beauty standard and how it affects people mental health and physical health. The survey was designed to conduct people main perspective of Asian beauty standard by choosing what they considered as the quality of Asian beauty standard via 8 questions of Asian beauty standard factors.

3.1. Questionnaire

The main questions are based on the assumption from definition of beautiful women Asian beauty standard which is skinny girl with white skin tone, small facial structure with double eyelid and high nose bridge, hair style must be straight hair and well hair styling. The reference of research assumption was directly from observation on physical factor of famous successful Asian influencers, actress, models and beauty pageants in entertaining industry. Mixing with self-reflex questions such as experience and opinion on Asian beauty standard to gain more opinion from participant. The picture options are added to provide confirmation of people’s perspective on Asian beauty standard through what they used to see visually in general.

3.1.1. Physical Characteristics

- Body type: skinny, curvy
- Skin color: white, dark
- Facial structure: nose & eyes characteristics
- Hair type: straight, curly

3.1.2. Experiences

- Asian beauty standard experience: do they meet the requirement & does it realistic or not.
- Agree or disagree: having this type of beauty standard in society.
- Impact of Asian beauty standard: Does it has impact on people’s mental health among Asian community

3.1.3. Representative of Asian Beauty standard

From the 5 image of Asian beauty standard representative:

- The Philippines – Tan skin tone, double eyelid, high nose bridge, curly hair, skinny
- Thailand – Tan skin tone, double eyelid, low nose bridge, straight hair, skinny
- India – medium skin tone, double eyelid, high nose bridge, straight hair, skinny
- Korea – white skin tone, double eyelid, low nose bridge, straight hair, skinny
- China – Pale skin tone, mono eyelid, high nose bridge, curly hair, skinny

3.2. Population distribution

Participant for this survey consisted of English speaking, university students, women and men between the age of 18 – 25 years at Rangsit International college and others college.

3.3. Data Collection Tool and Process

Using survey methods, data was collected through the google forms as a medium and posted or share through social media platform such as Line group, Instagram and Facebook. The participants were given an ample amount of time to do the surveys before the survey closed. Specifically, two to three weeks for them to complete the survey. The Line group was carefully selected so that we specifically target toward younger participants and participants who care about beauty and fashion. After data collection, we utilized google forms and excel to both analyzed and visualize the statistics.

4. Results

4.1. Demographic

4.1.1. Nationality

Classification of Nationality

Table 1 Number of nationality of participants

Nationality	Thai	Chinese	Myanmar	Burmese	Bhutanese	Australian	Others	Total
Amount	123	29	15	7	7	7	21	209
Percentage	58.85%	13.88%	7.18%	3.35%	3.35%	3.35%	10.04%	100%

Since we aim to gain global perspective on definition of Asian beauty standard to gathering how people defines “Asian beauty standard” as well as to justify its characteristic. Majority of responders are college students included family member and friends. Total number of participants who done the survey is 209. According to the data, we be able to collected results of 10 nationalities from both western and eastern perspectives. Majority of survey results are from Asian nationalities such as Thai, Burmese, Cambodian, Lao, Chinese, Bhutanese, Singaporean and Filipinos. Along with western nationalities like Swedish and Australian.

4.1.2. Age

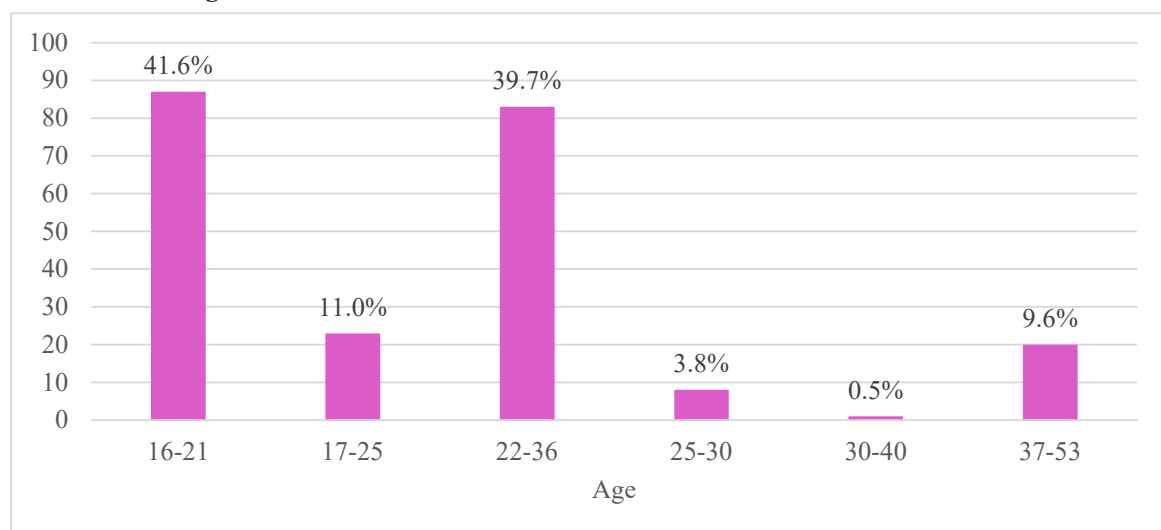


Figure 1 Number and age of participants

Based on the collected data in figure 1, it can be observed that the majority of the respondents fall within the age range of 16-21 years old, with an equally significant number of respondents falling within the

22-36 age range. Interestingly, 11% of the respondents fall within the 17-25 age range, while only 9.6% fall within the 37-53 age range. Additionally, a mere 3.8% of respondents are aged between 25-30, and a mere 0.5% of respondents are aged between 30-40. These trends suggest a strong skew towards younger age groups within the respondent population.

4.2. Opinions

4.2.1 What quality do you consider as beauty standard?

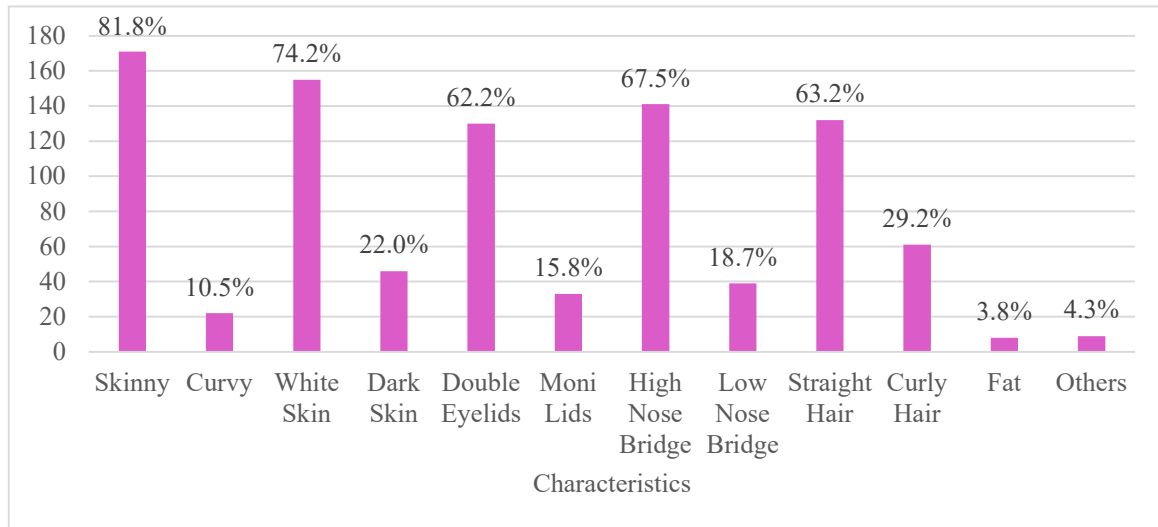


Figure 2 Responses of beauty standard characteristics

According to the survey results from figure 2, a significant majority of 81.8% of respondents agreed that being skinny is considered a beauty standard. Following this, 74.2% of respondents identified white skin as another important factor in beauty standards. Additionally, 67.5% of respondents believed that a high nose bridge is a beauty standard, while only 18.7% agreed on a low nose bridge. In terms of hair, straight hair was identified as a beauty standard by 63.2% of respondents, whereas only 29.2% voted for curly hair. The survey also found that 62.2% of respondents agreed that having double eyelids is a beauty standard, while only 15.8% voted for mono lids. Interestingly, being fat was voted as a beauty standard by 29.2% of respondents. Finally, only 4.5% of respondents identified other physical factors as beauty standards. These results suggest a strong adherence to traditional beauty standards that prioritize slimness, fair skin, high nose bridge, straight hair, and double eyelids.



4.2.2. Did you meet with this standard?

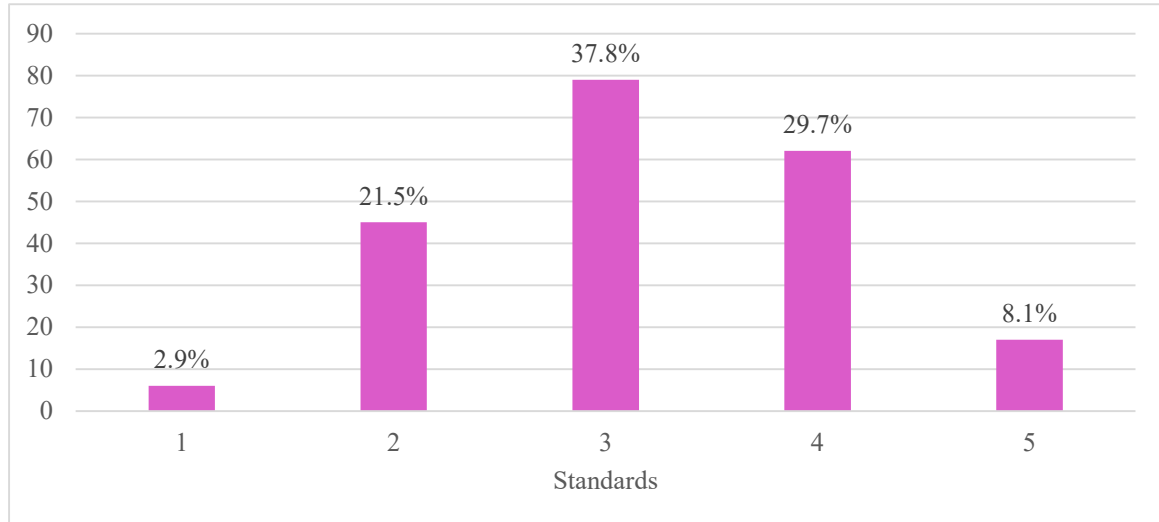


Figure 3 Responses of people who meets the beauty standard

A notable finding response from figure 3 shows that the largest percentage of responders (29.7%) believed that they “quite” met the beauty standard, indicating that there is a strong desire among individuals to conform to these standards. However, a significant proportion of responders (21.5%) felt that they did not meet the standard, highlighting the potential negative impact that beauty standards can have on self-esteem and body image. It is also worth noting that only a small percentage of responders (8.1%) felt that they perfectly met the beauty standard, indicating that these standards may be difficult or even impossible for many individuals to achieve. Additionally, a small but still noteworthy percentage of responders (2.9%) felt that they did not meet the standard at all, which may reflect a growing trend towards body positivity and self-acceptance.

Overall, these findings suggest that while beauty standards continue to be influential in society, there is also a growing awareness and acceptance of diversity in body types and appearances. This trend towards body positivity and self-acceptance may have significant implications for the beauty industry and the way that products and marketing are targeted towards consumers



4.2.3. Do you think Asian beauty standards is unrealistic?

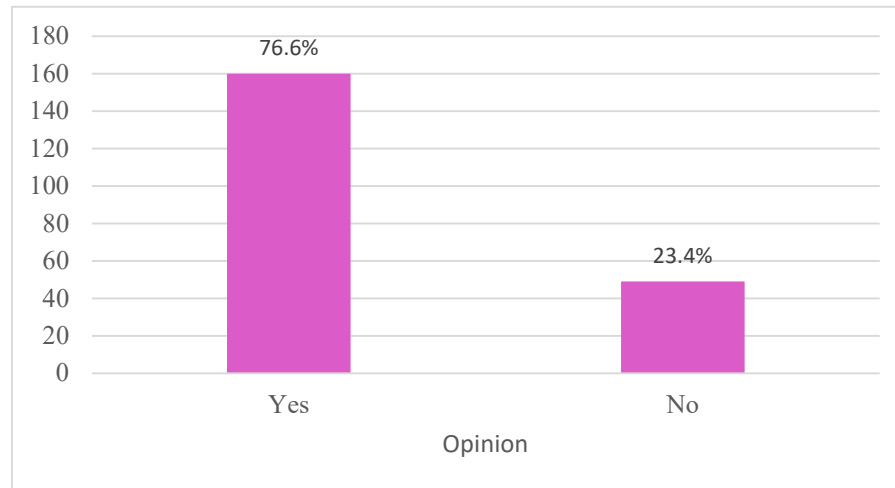


Figure 4 Responses on Asian beauty standard is unrealistic

There is a clear trend in the way that responders perceive the Asian beauty standard. The majority opinion of responders (76.6%) agreed that this standard is unrealistic, indicating that there may be a growing awareness of the potential negative impact of these standards on self-esteem and body image. It is also noteworthy that a significant proportion of responders (23.4%) agreed that the Asian beauty standard is not realistic at all. This suggests that there may be a need for greater diversity and inclusivity in the beauty industry, particularly in the way that products and marketing are targeted towards consumers. Overall, these findings suggest that there is a growing trend towards body positivity and self-acceptance, and a greater awareness of the potential negative impact of beauty standards on individuals. This trend may have significant implications for the beauty industry and the way that products and marketing are targeted towards consumers in the future.

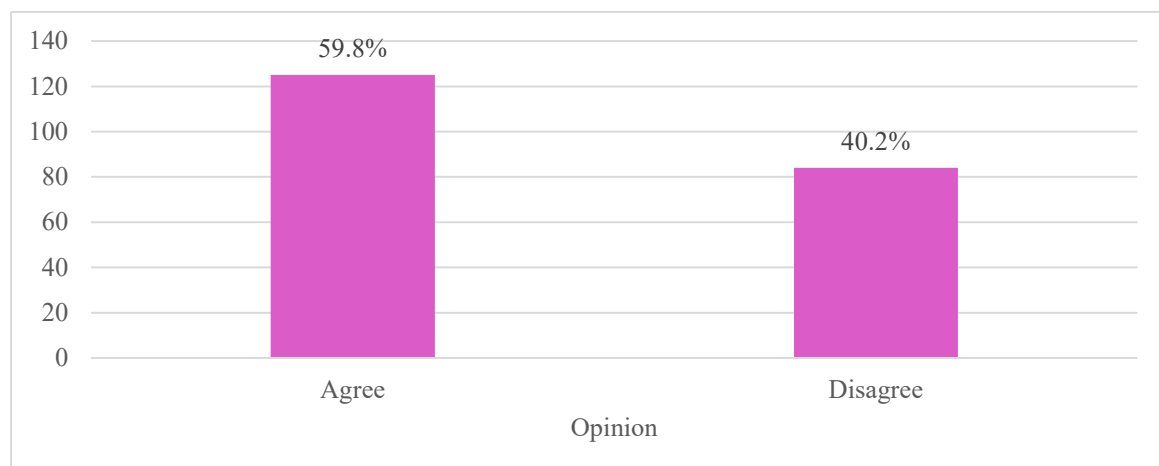


Figure 5 Do you agree or disagree with having beauty standard in our society?

Based on the responses gathered in figure 5, a notable majority, specifically 59.8% of the participants, expressed the viewpoint that there should be a beauty standard in our society. Conversely, the remaining respondents (40.2%) held the opinion that beauty standards should not exist within our social norms. Consequently, it can be concluded that a significant proportion of individuals advocate for having a certain beauty standard, deeming them necessary for our society.



4.2.4. Do you think the beauty standard have an impact on people’s mental health or insecurities?

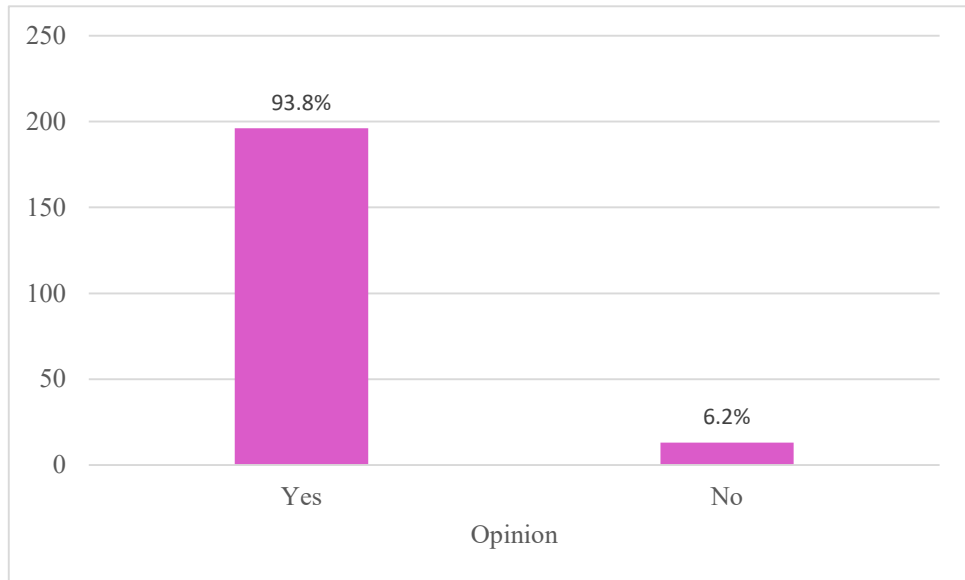


Figure 6 Responses of mental health have an impact of Asian beauty standard

A significant majority of responders (93.8%) agreed that beauty has an impact on people's mental health or insecurities, indicating a growing awareness of the potential negative impact that beauty standards can have on individuals. It is also noteworthy that only a small% age of responders (6.2%) believed that beauty standards do not affect people's mental health or insecurities at all. This suggests that there is a growing recognition of the complex relationship between beauty standards and mental health, and a need for greater awareness and education in this area. Overall, these findings highlight the importance of addressing the negative impact of beauty standards on individuals' mental health and well-being. This trend towards greater awareness and education may have significant implications for the beauty industry and the way that products and marketing are targeted towards consumers in the future.

4.2.5. Which celebrity do you find the most attractive?

Representative of Asian Beauty standard (5 Asian Celebrity from different countries)



Figure 7

Chalita Suansane

Miss universe Thailand 2016



Figure 8

Catriona Gray

Miss universe Philippines 2018

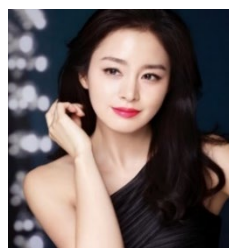


Figure 9

Kim Tae-hee

Korean Celebrity

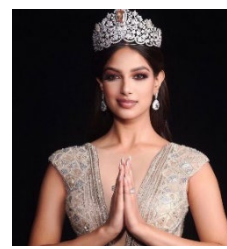


Figure 10

Harnaaz Sandhu

Miss universe India 2019

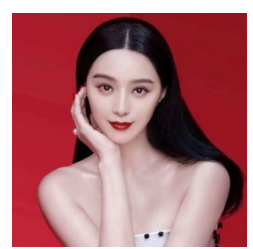


Figure 11

Fan Bingbing

Chinese celebrity

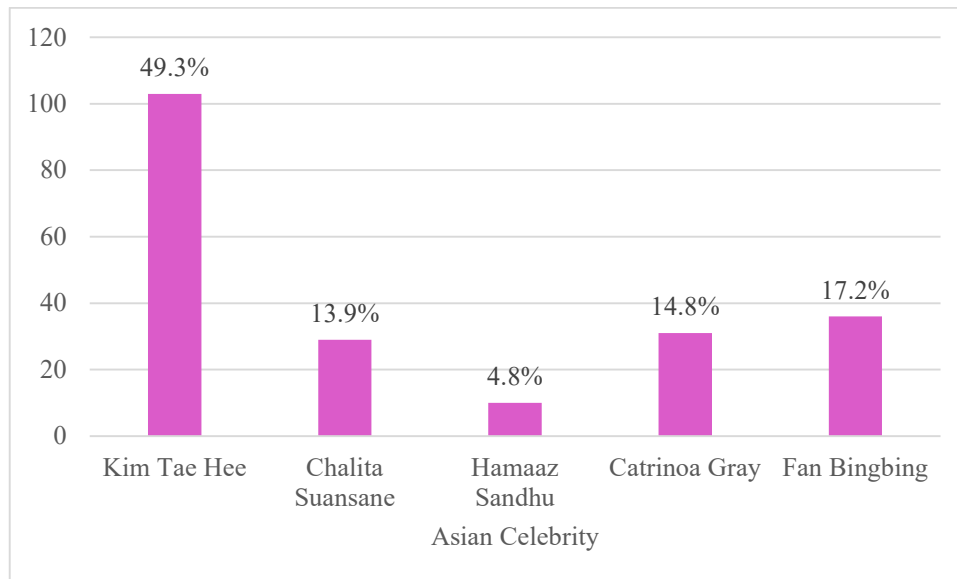


Figure 12 Responses of celebrity who represents Asian Beauty Standard

Up to 49.3% of respondents have voted for Kim Tae-Hee (Figure 9), a prominent celebrity from Korea, as the most attractive public figure. Fan Bingbing (Figure 11) from China secured the second position, with 17.2% of the responders voting in her favor. The survey also indicates that Catrinoa Grey (Figure 8) from the Philippines and Namtan Chalita (IMDb, n.d.) (Figure 7) were both regarded as equally attractive by 14.8% and 13.9% of the participants, respectively. Interestingly, the survey highlights that only 4.8% of the responders found Harnaaz Sandhu (Figure 10) from India to be the most attractive celebrity (Wiseskamin, 2021). These findings offer an insightful glimpse into the public's perception of beauty and attractiveness in popular culture across different regions.

5. Conclusion

According to the survey that was carried out with 209 Rangsit University, the East Asian woman is the benchmark for the beauty of Asian women. The woman with white complexion, a high nose bridge, and huge doe eyes was selected as the standard for an Asian woman by 49.3 percent of respondents, whereas 17.2 percent of respondents selected a Korean woman. Everyone wants to have a thin physique, pale complexion, double eyes, a high nasal bridge, and a face that looks like melon seeds, but the beauty standards demand that they do so. In a lot of Asian cultures, specifically, having a trim figure is really essential. These standards are maintained by a variety of entities, including the media, celebrities, and businesses.

There is no denying the rise in popularity of cosmetic procedures such as skin bleaching and plastic surgery in Asia. The influence of K-pop, celebrities and media and the Asian beauty standard goes beyond and has a big effect on Asian societies. This has led to the rise of body dysmorphia, more people getting plastic surgery, and bad mental health effects. People in Asia, especially young women, are getting more and more exposed to K-pop idols, celebrities and the beauty standards they reflect. Seeing these pictures over and over again in the media and feeling pressured by society creates unrealistic expectations and makes people want to fit East Asian beauty standards. Because of this many people in Asia may develop body dysmorphia a mental disorder in which a person is obsessed with flaws they see in their look. This obsession can lead to a skewed view of oneself which can make people do extreme things like over-diet, over-exercise, or get plastic surgery to look the way they want to. Also, the pressure to live up to these standards can have a big effect on mental health, leading Asians to have more sadness, anxiety, and low self-esteem. It is important to deal with these problems and support beauty standards that are diverse, inclusive, and celebrate individuality and self-acceptance. This will make sure that everyone in the region is happy and mentally healthy.

We give each respondents a scale ranging from one to five and ask them to rate themselves on how closely they come to meeting the benchmark. 8.1 percent of people rank themselves exclusively while 93.8

percent of respondents to our poll reported that the Asian beauty standard has a negative impact on both their mental health and their feelings of insecurity. This pressure to fulfill the expectations that are placed in front of women can often produce mental health concerns coming from low self-esteem, damaged confidence, or distorted body image, which could lead to eating disorders, mood disorders, and anxiety disorders and many women find it to be quite unreasonable. There should not be a criterion for what constitutes attractiveness in a woman, according to 39.2 percent of the respondents. Due to the subjective nature of beauty, it is impossible to create a single beauty criterion that will satisfy everyone. In Asia there has been a big change in the last few years in how people talk about beauty and body acceptance. Realizing that narrow beauty standards can hurt people a growing movement is challenging the rules and pushing for more diverse ideas of beauty. This change is meant to celebrate and accept people of all shapes, sizes, and looks, creating a society of self-love and body acceptance.

References

- Alina, G. (2021). *The Contrast Between East Asian and Western Beauty Standards*. Retrieved September 27, 2022, from <https://www.thediversitystory.org/post/the-contrast-between-east-asian-and-western-beauty-standards>
- Ana, S. (2019). *Where Does the Asian Obsession with White Skin Come From?* DIPLOMAT MEDIA INC. Retrieved September 27, 2022, from <https://thediplomat.com/2019/12/where-does-the-asian-obsession-with-white-skin-come-from/>
- Brianna, G. (2022). *Beauty Standards in The Digital Universe: How does it Affect Your Mental Health?* Retrieved September 27, 2022, from <https://www.peermentalhealth.com/beauty-standards-in-the-digital-universe-how-does-it-affect-your-mental-health/#:~:text=%E2%80%9CWhen%20a%20person's%20realistic%20body,centered%20around%20body%20image%20concerns>
- Chen, M. (2021). The racializing of beauty: The rise of Western beauty norms and self-esteem among Asian women. *NU Writing*, (12).
- Danylova, T. (2020). *The modern-day feminine beauty ideal, mental health, and Jungian archetypes*. Retrieved June 29, 2023, from <https://mhgcj.org/index.php/MHGCJ/article/view/99/90>
- IMDb. (n.d.). *Catriona Gray*. IMDb. Retrieved April 23, 2023, from <https://www.imdb.com/name/nm8878118/>
- IMDb. (n.d.). *Kim Tae-hee*. Retrieved March 24, 2023, from <https://www.imdb.com/name/nm1454896/>
- Koposov, R. A., Stickley, A., & Ruchkin, V. (2022). Bulimia Symptoms in Russian Youth: Prevalence and Association with Internalizing Problems. *Frontiers in psychiatry*, 12, 797388. Retrieved October 3, 2022, from <https://doi.org/10.3389/fpsyt.2021.797388>
- Lee-Seabrook, S. (2021). Korean beauty ideals have changed the Asian “standard”. *Asia New Zealand Foundation*. Retrieved September 27, 2022, from <https://www.amc.org.nz/features/korean-beauty-ideals-have-changed-the-asian-standard/>
- Makino, M., Tsuboi, K., & Dennerstein, L. (2004). Prevalence of eating disorders: A comparison of Western and non-Western countries *MedGenMed. Medscape general medicine*, 6(3), 49 Retrieved September 28, 2022.
- Marrinan, K. (2019) American Beauty Standards: “Paling in Comparison to the White Norm. *Sociology Senior Seminar Papers*, 22. Retrieved October 3, 2022, from https://creativematter.skidmore.edu/socio_stu_stu_schol/22
- Neagu, A. (2015, March 17). *Body image: A theoretical Framework*. Retrieved July 16, 2023, from <https://acad.ro/sectii2002/proceedingsChemistry/doc2015-1/Art04Neagu.pdf>
- Patchimnan, M. (2019). Beauty Ideal through Transnational Media and Its Effects to Cosmetic Surgery. *University of the Thai Chamber of Commerce Journal Humanities and Social Sciences*, 37(1), 125–139 Retrieved October 3, 2022, from <https://so06.tcithaijo.org/index.php/utccjournalhs/article/view/176136>
- Reyes, K. (2021, September 14). What is asian beauty? *Manila Bulletin*. Retrieved from <https://mb.com.ph/2021/09/14/what-is-asian-beauty/>



ASEAN
INTERNATIONAL
SANDBOX
CONFERENCE

ASEAN International Sandbox Conference 2023
<http://ascansandbox.org>

- Sofia, R. & Dionne, P. (2022). *Asian VS. American Beauty Standards*. Retrieved September 18, 2022, from <https://thefourthstate.net/15781/opinion/asian-vs-american-beauty-standards/>
- Stewart, M. L. (2022). View of Karen A. Callaghan, ed. — *Ideals of feminine beauty: Philosophical, social, and cultural dimensions*. Retrieved June 29, 2023, from <https://hssh.journals.yorku.ca/index.php/hssh/article/view/4770/3963>
- Takamune, I. (2015). Beautification Practices Among Asian and Asian American College Students. *Electronic Theses and Dissertations. 1151*. Retrieved September 18, 2022, from <https://egrove.olemiss.edu/etd/1151>
- Wiseskamin, K. (2021). *Harnaaz Sandhu miss universe 2021*. Retrieved March 24, 2023, from <https://www.vogue.co.th/beauty/harnaaz-sandhu-miss-universe>