Contents

List of Figures vi
Acknowledgements viii

Introduction 1

Part I: Nature vs Artifice
1. The Impossible Ideal: Beauty, Health and Character 29
2. The Dark Side of Beauty: Cosmetics, Artifice and Danger 54

Part II: Youth and Ageing
3. Beauty and Girlhood 83
4. Beauty and Ageing 109

Part III: Reshaping Female Beauty
5. The Celebrity as Beauty Icon 135
6. Embracing the Beauty Regimen in British and American Women’s Magazines 159

Conclusion 184

Bibliography 189
Index 200