American society is becoming focused on an unattainable image of beauty that makes ordinary women seem less desirable. But what is the result of this? A generation so focused on somebody else’s idea of beauty, they cannot form one for themselves. It is because the “mind is responsible for…beauty,” (Source F) that people’s perception of it becomes skewed. A study was done that proves this point. Two groups of college men were asked to rate a blind date, the first without previous input, and the second after watching an episode of *Charlie’s Angels*. Surprisingly, the “initial [impression] was … adversely affected, so that the second group found her less attractive.” (Source D). This shows that a women’s attractiveness is based on comparison in context and unfortunately, America is being built around one that has no basis in reality. Even women, “surrounded by other attractive women… in films or in photographs, rate themselves as less [attractive]”. (Source D). This creates low self-esteem on the women’s part creating a paradigm of ugliness that leads them to buy the beauty that they’ve been told is real – Botox, Chanel, and Prada.