

ARIZONA BILL AGAINST AIRBRUSHING IN ADVERTISEMENTS



In areas all around the world, there are women with curves, there are women with scars, with large pores, and with wrinkles. However, many advertisements seem to display women as flawless beings who have absolutely nothing wrong with them. Instead of embracing flaws, these advertisements lead women to believe that they have to live up to these perfect standards. However, there is now a movement that has been started that would prevent advertisers from being able to overly airbrush women in their advertisements as a means of selling products to consumers. The movement is most recently making noise in the Arizona area. The bill, House Bill 2792, which was proposed by Representative Katie Hobbs, is set to ensure advertisers must let the consumers know when an advertisement has been airbrushed in order to look more appealing. Advertisers would have to do this through a disclaimer at the bottom of the advertisement, which would let consumers know that the photo had been altered and enhanced. It is important for women to know and understand that what they see advertised on the television and online is not necessarily the type of results they will see in real life. It is believed that there is not much chance that the bill will go through. However, Hobbs is okay with that. Hobbs says that it was important to her that this situation is brought out into the light, letting people know that imperfection is beauty and that not everyone is perfect. There are so many women with body image issues, especially after viewing advertisements with women who have been altered to look perfect. Women and young girls need to know that they do not need to be perfect, especially because many of these young girls feel pressure to be perfect at all times. Right now, it seems that Arizona is the first state in the United States to take into consideration a bill of this kind. Many people are for the bill and are working on making sure it gets through to Congress so that they can ultimately make a decision on it. Many other countries around the world are working on bills that have to do with this same aspect of advertising. Women around the world need to have a better self-image. Unfortunately, this is something that many women often lack because they feel the need to compete with what they think society views as beautiful or pretty. It can be damaging to a young woman's self-esteem and self-confidence. It is important that girls understand that the photos they see in advertisements and magazines are not one hundred percent real and that these photos, even those of the most beautiful celebrities, are altered in some form. Advertisements are frequently airbrushed.

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