

GENDER WASHING

1 LISTEN TO THE PODCAST FROM “PROYECTO SQUATTERS”.

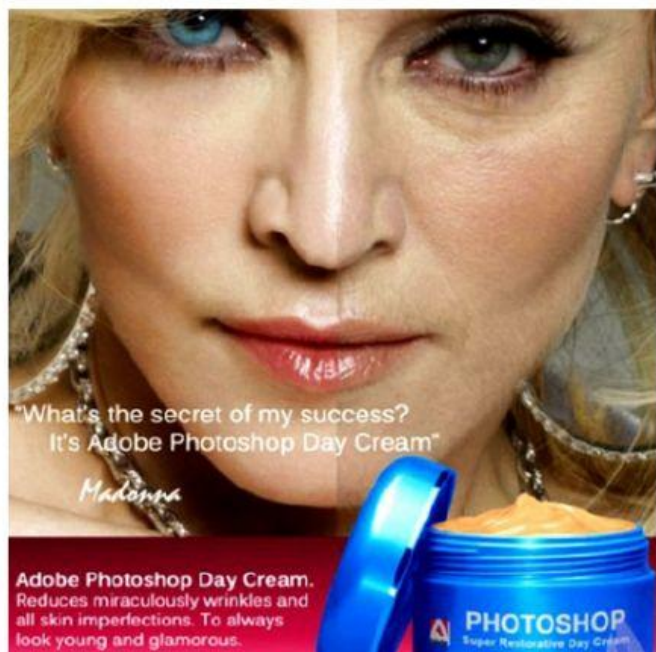
2 READ THE TEXT AND COMPLETE IT WITH WORDS FROM THE BOX.

visible-models-products-questioned-growth-photoshopped-insecure-
skincare-stereotypes-violence-compare-face-real-advertising-
self-esteem- enterprise-hierarchical

What is “Gender washing”?
What does advertising hide?

The beauty industry has always been sexist and discriminatory and its is thanks to advertising. These companies women with miles of unreal and dehumanized images of beauty models that they will never be able to reach, basically because they are not

Girls and women's is undermined as they are sold on the idea that they will never be okay with their bodies. This makes them feel and imperfect. In order to avoid those feelings, beauty campaigns have offered that promise incredible results. Luckily, the female gender has increasingly those stereotypes.



So, the definition of “gender wash” or “lavado de género” is the wash carried out by the beauty industry through

For example, Avon Company, an dedicated to cosmetic and products, has employed almost entirely women to work in its factories. Men are only in the

positions of the company. Furthermore, most of Avon's images continue to reproduce gender : unrealistic and unattainable of beauty. What appear mostly are pictures of young, slim, white, European girls, with shiny skins. In this way, gender-based persists in advertising but in a less way. This is the horrible truth behind the beauty industry.



3 READ THE TEXT AGAIN. THEN, CHOOSE THE CORRECT OPTION.

Body images that appear in advertising...

- lead to people's dissatisfaction.
- persuade people to look their own way.

Image manipulation tools are used to ...

- reach certain beauty standards.
- create perfect bodies and reproduce gender stereotypes.

Female's self esteem....

- is lowered because of the perfect bodies that appear in the media.
- is higher when women use beauty products.

In Avon Company, hierarchical positions are mostly occupied by

- men
- women

In recent years there have been some efforts in the advertising industry...

- to buck the trend of ideal models.
- to keep the trend of ideal models.

