

Distorted Beauty

Consider with me our culture's physical beauty yardstick--for women then and women now as explained by author David Powlison

A hundred years ago women might have compared themselves with the other ten girls in the village. Today, women compare themselves with pictures of the cream of the worldwide fashion industry.

And what ideal image does the worldwide fashion industry put forth as the standard for beauty by which today's woman is to measure herself?

Well, take a look at what a group of professional hair stylists, make-up artists, and photographers in cahoots with computer graphics were able to create (click on the picture to watch the video):

To think that women are striving to look like someone who doesn't even look like herself. It's absurd!

The Dove Campaign got it partially right—the fashion industry has certainly contributed to a distorted perception of beauty. And yet, their solution—"every girl deserves to feel beautiful just the way she is"—is well-meaning and yet fundamentally unbiblical.

You see, women believe that physical beauty will make them happy, successful, popular among the women, desirable to the men – so they pursue it with a fury!

Physical beauty, however, does not deliver as advertised. Proverbs 31:30 reveals the falsehood and the futility of this quest for beauty: Charm is deceitful, and beauty is vain.

Even if every girl did "feel beautiful just the way she is," it wouldn't bring her true joy or lasting happiness or solve even one of her problems.

Truth be told, what we all deserve is not to feel beautiful but rather to be condemned to hell for sinfully seeking to attract the worship of our fellow creatures instead of living to bring glory to God.

God did not send Jesus to this earth to die so that women could get over their self-esteem problem and feel better about themselves. No, He sent his Son to die to rescue us from our sinful, futile quest for physical beauty and to reveal to us the satisfaction that comes from knowing God—whether we are beautiful or not!

What freedom and hope is found in Christ! We don't need to feel beautiful about ourselves to find happiness! In fact, we're better off not even thinking about ourselves. Rather, God has offered us in Jesus Christ forgiveness, hope, freedom from sin and a joy that never ends.

So while this little video effectively exposes the false front of beauty presented by our culture, let's not look to Dove's advertising executives for the solution to the beauty crisis. Rather, let's join the campaign to tell others of the true freedom that is found in Christ!