First of all, the media’s representation of beauty has a lot of impacts on women and, even worse, on young girls. The edited images of very thin and very attractive models create an ideal of beauty that is impossible to achieve for the average woman, thus making her feel dissatisfied with her own body. Such self-esteem issues can have many consequences on both physical and mental health, often leading to depression through a drive for thinness. A Taiwanese study reports, "Media pressure and body dissatisfaction contribute to both restrained eating and unhealthy weight control behaviors" (Chang). Knowing that eating disorders are one of the most common chronic illnesses in teenage girls (ANEB Québec), the influence of the media’s beauty standards on the way women perceive themselves should not be underestimated.

Besides, although to a lesser extent, men are also affected by the way the media portray the perfect body. Male models, as well as actors and celebrities in general, promote an ideal image of muscular and good-looking men. This depiction of beauty can have a negative influence on average people: "Men who are exposed to idealised male bodies in the media report dissatisfaction with their own bodies if they perceive a discrepancy between their actual body and the idealised male image" (McCabe and McGreevy). Some men will engage in harmful body change behaviors, for example over-exercising and using steroids, in order to meet society’s standards and feel better about themselves. In sum, the idealised bodies advertised in the media can lead men to take important health related risks simply because