

## WHAT DOES BEAUTY BUY

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(ece)

Nowadays, the topical question is not “What does beauty buy?” but “What does beauty sell?” More and more people start trading with their attractiveness. They use it to affect and impress the others for definite purposes such as to advertise a product, to gain money or prestige, to maintain their own sense of superiority. Besides, magnificent appearances can help attain high position in society.

Firstly, beauty is a mighty weapon in both men’s and women’s hands. The more attractive, the more convincing we are. As a proof, almost every man has bought something from a shop merely to impress and make an acquaintance with the pretty shop-assistant. It is no chance that the advertisements are full of seductive charming men and women who fascinate and persuade to buy various products. Another example of the power of beauty is the Trojan War which was waged because of the beautiful Helen. The magic of her appearance brought her pride and glory as she was so supernaturally gorgeous that many a hero died for her.

Secondly, charming people are often given privileges. They more frequently get better jobs or better grades, or get away with punishments. For instance, social research shows that attractive people are preferred for jobs being expected to possess other positive qualities. In addition, their appearances make a good impression on the clients who are seduced by beauty itself. A similar situation we have while doing our driving license exam – if wear a short dress, we are more likely to pass it. Similarly, the fastest way to get rich is using our good looks. To illustrate, Cleopatra’s exquisiteness bought her marriage to a Roman emperor and enlarged her power, and expanded her lands. Nowadays, the situation hasn’t changed. We watch on TV and read in newspapers about young women who have inherited the wealth of their much older husbands. Regardless of the moral values, they sell their beauty to buy fortune or social position.

All in all, although beauty is expected to enlighten the soul, move the heart, and inspire the mind,

practically, it turns into a means to any end. The more charming we are, the more chances to be successful and respected we have.

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