

# just a little touch-up?

With the aid of technology, stylists can retouch almost anything and the computer editing process can take up to weeks to make one shot look perfectly “natural.” So, what’s left? An image that has been so buffed, glossed, and manipulated that it doesn’t represent how any human could look. Yet, somehow we all end up worshipping this computer-generated ideal at the newsstand. Ask yourself: If no one can really live up to this, why would we even want to try?



Actress Kate Winslet claims the size of her thighs was once cut by a third for the cover of the British men’s magazine, *GQ*. She fought back by releasing a statement saying, “The retouching is excessive. I do not look like that and more importantly, I don’t desire to look like that.”

## smoke & mirrors

Here’s just a tiny slice of the time, effort, and money that goes into a typical photo shoot for a magazine cover model, according to one photo editor from a major New York City-based magazine:

### hair and makeup

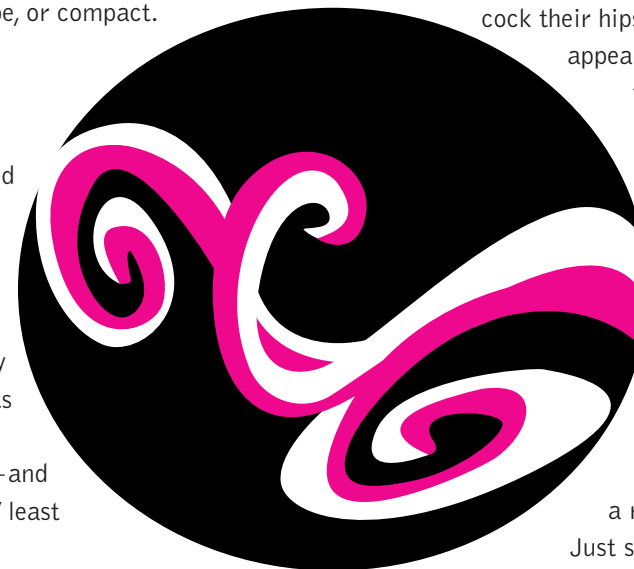
In one sitting, models can use upwards of 20 beauty products which cost at least \$30 per bottle, tube, or compact.

### selective posing

Models and celebrities have to learn exactly how to tilt their heads or cock their hips to create the most appealing curves and hide their “flaws.” Some even refuse to be photographed on one side of their body!

### lens and lighting

Ever notice how red lights complement the way you look? A professional photographer gets paid a pretty penny an hour, using lights and the camera to emphasize assets—and minimize the stars’ least favorite parts.



### air brushing

Are the model’s eyes uneven or not a rich enough brown? Just send the photos to a computer graphics retoucher

### clothes

Bras are stuffed, garments are pinned, body parts are taped together; all to create the illusion of a perfect fit.

and problem solved. This photo specialist gets paid to digitally air brush off a few pounds around the hip or waist, blur out uneven skin tone, and boost the color of the hair and eyes.

“The media create this wonderful illusion—but the amount of airbrushing that goes into those beauty magazines—the hours of hair and makeup! It’s impossible to live up to, because it’s not real.”

-Jennifer Aniston

### WHAT’S BEEN RETOUCED IN THE PHOTOS TO THE ABOVE?

#### CHECK ALL THAT APPLY:

- |                                     |  |  |
|-------------------------------------|--|--|
| <input type="checkbox"/> hair color | <input type="checkbox"/> skin texture    | <input type="checkbox"/> shape of face |
| <input type="checkbox"/> eye color  | <input type="checkbox"/> teeth           | <input type="checkbox"/> ears          |
| <input type="checkbox"/> cheeks     | <input type="checkbox"/> chin            | <input type="checkbox"/> clothing      |
| <input type="checkbox"/> nose       | <input type="checkbox"/> shadows on face | <input type="checkbox"/> jewelry       |
| <input type="checkbox"/> skin color | <input type="checkbox"/> eyebrows        | <input type="checkbox"/> neck          |