

## *Awakening Beauty Challenge*

### **UNPLUG FROM THE BEAUTY MATRIX**

It's time to decide for yourself what beauty is

*"Research consistently shows behind the veils controlled attractive, successful working women, there is a secret "underlife" poisoning our freedom, infused with notions of beauty, it is a dark vein of self hatred, physical obsessions, terror of ageing and dread of lost control.... today women have more money, power, scope and legal recognition than ever before....but how do we feel about ourselves physically?" - Naomi Wolf, The Beauty Myth*

As discussed in Naomi Wolf's 1990's masterpiece, *The Beauty Myth*, is the completely manufactured and impossible to achieve ideal of female beauty that is sold to us through the media, how images of female beauty have been used like psychological warfare in order to foster and perpetuate women's insecurities, and profit from them.

Whether or not we aspire to be like the images we see, they have a powerful impact on the subconscious mind, for they condition us to view beauty in a very narrow and critical way.

This has played a huge role in why so many women feel so deeply inadequate:

*"The Beauty Myth imprisons us into an unconscious and never-ending cycle of spending our time, money and energy trying to feel good enough. A physical, emotional, mental and financial trap, it keeps us insecure, vulnerable, mentally and physically exhausted and broke, for we must do the impossible: "fight ageing" and become something that virtually does not exist... for only 5% of women naturally possess the "ideal body type" which, for the rest of us, is impossible to achieve without surgery or starvation."*

"The Beauty Myth perpetuates an "unconscious hallucination (that is "female beauty") that grows ever more influential and persuasive... the diet industry, cosmetics industry, cosmetic surgery industry and pornography have arisen from the capital made out of unconscious anxieties, and in turn able, through their influence on mass culture, to use, stimulate and reinforce the hallucination in a rising economic spiral".

Many women have been deeply programmed and brainwashed by pop culture to live in false reality of sorts, a beauty matrix where no matter how young and beautiful we may be, it's just never enough.

In other words, many women can no longer see their own beauty when they look in the mirror.

Young girls are brainwashed through beauty pageants and the modelling industry, which has been exposed many times and including in the recent Balenciaga controversy, as having an even darker underbelly of corruption that links to the sex trafficking and pornography industries.

It has become the normal to see the "trendiest" of high fashion and high beauty brands using unhealthy images of women that glamourise drugs, starvation and disempowerment.

# WONDER CLUB

## UNPLUG FROM THE BEAUTY MATRIX



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We are being programmed to focus on our flaws, rather than to look at what is beautiful and unique about ourselves. To gain the approval of others instead of giving it to ourselves.

Beyond the pretty clothes, faces and bodies of the catwalk and high fashion magazines and advertisements, we are subliminally being trained to associate beauty and power as being emotionless, vacant and unapproachable.

What ever happened to smiling, approachability and kindness? Are they not more beautiful?

If the models were to be authentic, would that really draw attention away from the clothes, or is that just an excuse to glamourise snobbery and further divide us from our humanity and each other?

In order to undo decades of heavy duty programming and conditioning, we must reprogram ourselves with healthy new beliefs and habits so that we can truly unplug from the beauty matrix.

For the truth is, being able to feel good in our own skin and recognise our own beauty with self-love and self-acceptance, is not only our birth right but also our key to empowerment.

*"The beauty myth of the present is more insidious than any mystique of femininity yet... the contemporary ravages of the beauty myth are destroying women physically and depleting us psychologically. If we are to free ourselves from the dead weight, it is not ballots or lobbyists or placards that women will need first, it is a new way to see." - Naomi Wolf*

The time has come to wake up from The Beauty Myth, and reject our cultural brainwashing.  
To create a new relationship with beauty, the mirror, and ourselves;  
To replace fear-based beauty routines with sacred beauty rituals of self-devotion,

To respect and honour ourselves as divine masterpieces,  
To become the Boss of our own beauty;  
To decide for ourselves what beauty and power really are...

*"The beauty of a woman is not in a facial mole, but true beauty in a woman is reflected in her soul. It is the caring that she lovingly gives, the passion that she knows" - Audrey Hepburn*

*"I hope that my presence on your screen and my face in your magazines may lead you young girls, on a beautiful journey. That you will feel the validation of your external beauty, but also get to the deeper business of being beautiful inside" - Lupita Nyong*

*"In nature, nothing is perfect and everything is perfect. Trees can be contorted, bent in weird ways, and they're still beautiful" - Alice Walker*

*"There is no more beautiful sight than a young woman who glows with the light of the spirit who is confident and courageous because she is virtuous - Elaine S Dalton*

*"There is no cosmetic for beauty like happiness." - Lady Blessington*

Beauty is an inner radiance. The glow someone has when they are confident in their own skin and kind hearted. Beauty is your very essence, your deepest truth.

## UNPLUG FROM THE BEAUTY MATRIX

Do you avoid the mirror? How do you feel when you look in it?  
What do you say to yourself when you look in it?

Do you *really* believe you are beautiful? Why?

Who/what do you think influenced your beauty beliefs and how?  
(which magazines, movies, tv shows, toys, or people)

Did you inherit your mother's relationship with the mirror/beauty? Reflect and discuss.

## UNPLUG FROM THE BEAUTY MATRIX

Men dislike too much makeup on women because they can see our beauty effortlessly:  
In our eyes, our smile, in our laugh.

When we wear makeup with the intention to cover or change ourselves, it can ironically cover up  
our beauty. For natural beauty will always triumph artificial beauty.

We are wired to see things that are harmonious and balanced as beautiful..  
And that's why the more in harmony with yourself you are, the brighter your beauty shines.  
For the most beautiful thing you can ever do is simply be yourself.

And yet being yourself in a world like ours is far from easy.  
In fact, it has become a task for warriors,  
for as the american poet E E Cummings put it:

*"to be nobody but yourself in a world that is doing its very best to make you just like everybody else, is  
to fight the greatest battle you'll ever fight and keep fighting"*

In a hyper-critical and judgmental world like ours, it takes a warrior to love and accept themselves.  
To really know themselves in the first place....

Think about it.... you live in a world that tells to care more about what's on the outside than on the  
inside. That tells you to strive be like everybody else rather than to be an individual.

That you aren't good enough just as you are: that beauty isn't something all women have; that it is  
something you must work hard to create, obtain and maintain.

That you must wear just the right amount of makeup or look just the right way in order to be taken  
seriously. A world where you are compared to completely unrealistic images of female "beauty" that  
are near impossible to achieve without surgery or starvation.

Where you are judged by how you look, rather than for who you truly are.

Where you must compete with your fellow sisters in a vertical hierarchy of beauty.

That it is not ok to age. That you must fight an un-win-able and never-ending battle where you can  
never be young, thin or pretty enough, where you can never feel good enough.

Sister.. it takes a warrior's spirit to love themselves on a planet like Earth!

It's time to remember who you really are.

To embrace the journey of self-discovery

And revel in the hunt for your treasures of truth and beauty

To remember your worth

To love what it is that makes you you

To remember that you ARE divine

A goddess in disguise

That the force that guides the stars guides you.

That you are blessed - unconditionally and eternally.

It's times to shine your light unapologetically

For the very thing that makes you vulnerable is also what makes you so damn beautiful.

So be confidently you.

For as they say... nothing is sexier than confidence.

## UNPLUG FROM THE BEAUTY MATRIX

What is beautiful about you? Write as much as you can.

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### The Red Pill: Repressed Facts About The Ugly Reality of The Beauty Industry

(Comprised of countless hours of research in the sea of disinformation on the internet, often the sites with disinformation are the one's being paid by these billion dollar companies in order to keep you confused and ignorant)

- 1. TOXIC REALITY:** the average woman uses 12 products per day containing over 168 ingredients , absorbing 2 kg of chemicals per year. Many of these chemicals have also been scientifically proven to be linked to: cancer, endocrine/hormonal disease, thyroid function disruption, learning disabilities, asthma, respiratory disease, skin disease, liver damage, brain damage and development problems, immune system damage, damaged sperm, infertility and birth defects.
- 2. THE ILLUSION OF CHOICE:** Although it seems we are drowning in options, most brands are owned by the same companies, e.g. Estée Lauder owns 29 brands including MAC, Clinique, Bobbi Brown & La Mer. L'Oreal own Maybelline New York, Lancome, Garnier, Ralph Lauren, Yves Saint Laurent, & The Body Shop.
- 3. PROFITING FROM WASTE PRODUCTS:** These billion dollar companies are not just selling us very cheap ingredients at very high prices, they are selling us waste products of the oil industry. Most major cosmetics companies were born around the same time petroleum began being mass produced, for this is the most commonly used ingredient in skin"care".

Mineral oil is a by-product from the process of distilling gasoline into petroleum, and since the oil industry has an abundance of this colourless odourless oil, they (with the financial support of government subsidies /incentives) began producing synthetic chemicals and resins from these waste materials and selling them as body and skin 'care' products. Hence they make crazy profits: it's very common to find skin-care products that cost about \$2 to make and are on sale for \$200.

*"Lots of very expensive products contain little more than wax and water with almost nothing else of benefit for the skin. Cosmetic companies are acutely aware of the anxieties consumers have about ageing and other skin concerns. They know what consumers want to hear, and they claim exactly that, even when it isn't true. Hope springs eternal, and a lot of people are willing to pay a lot more than is necessary for a product that promises to fix whatever bothers them." - Paula Begoun*

**4: THE COSMETIC INDUSTRY IS SELF-REGULATED:** The cosmetic industry has created the misconception that it is possible to apply toxic chemicals to the skin without poisoning the body, making consumers feel safe by wrongly believing that the skin is impermeable. Regulations therefore classify cosmetics as 'external' products and are not subject to the same regulations as those classified as internal products.

But the skin is the largest organ of the body, porous at the microscopic level, it's basic functions are respiration, absorption and elimination, all of which involve a dynamic exchange between the internal and external environments (nutrition in and wastes out). Many studies show that roughly 60% of what you put on your skin is absorbed into the bloodstream within 30 seconds, e.g. Nicotine and birth control patches pass through the skin and directly enter the bloodstream.

**5. FALSE LABELLING:** In Australia companies must list all their ingredients on the label, but give the industry is self-regulated, ultimately it is up to us to decide what is safe to use. The terms "Natural" & "Organic" are meaningless unless they are written on the ingredient list - if you see it written anywhere on the front of the label, it means nothing - as there are no legal standards for the use of such words.

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The terms “dermatologically tested”/ “recommended by dermatologists”, “clinically proven”/ hypo-allergenic” are also meaningless, for there is no industry wide definition and no panel of experts making this declaration. Literally all that is needed to state this claim is a single dermatologist tests the product on their own skin or perhaps a patient’ skin, and if they don’t have a reaction, they may endorse the product.

There is no set procedure or standard for how tests should be used or how it should be conducted, and most studies are controlled and performed by the brands own lab researchers or the products namesake, which means, the studies can be limited in order to create the desired effect the brand seeks.

In many cases doctors are paid some kind of endorsement to recommend certain products. Take Cetaphil as the perfect example:sold in chemists as the best products for sensitive skin and is often recommended by doctors and dermatologists to people with eczema and other forms of dermatitis, these are the 8 ingredients of their basic cleanser:

“Purified water, Cetyl Alcohol, Propylene Glycol, Sodium Lauryl Sulfate, Stearyl Alcohol, Methylparaben, Propylparaben & Butylparaben.  
Its basically toxic sludge.

**6. ANIMAL TESTING** - Like that's not bad enough, what is happening to animals is unimaginable: every year over 100 million animals worldwide, such as birds, cats, dogs, farm animals, fish, mice, monkeys, rats, rabbits, and other domestic/wild animals are burned, crippled, poisoned, and abused in labs – that’s 274,000 a day and 3 every second.

No experiment is illegal, no matter how cruel, irrelevant to human health, redundant, or painful, and even when valid alternatives to animals are available, the law doesn’t require that they be used. Surveys clearly show that the public accepts animal experimentation only because it is believed to be necessary for medical progress, but it is a common misconception that most tests on animals are carried out with the aim of finding a cure for cancer, AIDS, or other devastating human diseases, but according to statistics, nearly two-thirds of all animal research has little or nothing to do with curing human diseases or advancing human medicine.

Mike Leavitt, Secretary of Health & Human Services, reported, “Currently, 9 out of 10 experimental drugs that are safe and effective in animals fail in human clinical trials because we cannot accurately predict how they will behave in people based on laboratory and animal studies.” The Physicians Committee for Responsible Medicine states “animal testing is wasteful, ineffective, and unrelated to human disease, not to mention unethical.” The reality is that much of this research is little more than curiosity-driven cruelty.

Animal testing has become a multi-billion dollar industry, encompassing the pharmaceutical and chemical industries and university and government bodies.

If you see “we do not test on animals”, there is no guarantee. Australia has strict laws against animal cruelty including a no testing policy, but this doesn't stop the big name brands from testing their products overseas before importing the tainted products and selling them to unknowing consumers. This is known as Third Party Testing, where the label might say “this finished product was not tested on animals”, when the individual ingredients were.



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So why does animal testing continue if it is ineffective and cruel? Despite the lack of evidence for its effectiveness, animal research in the United Kingdom receives much more funding than clinical research. So basically, researchers keep doing animal testing because they get more money in grants if they do, not because they get good results or because the tests are successful.

Who funds it? Through taxes, charitable donations, and purchases of consumer products, members of the public are ultimately the ones who—knowingly or unknowingly—fund animal experimentation. So if you wish to donate to a charity, ensure it is not one that supports the use of animals in research.

Which companies test on animals? In a nutshell, if you were to look down the cosmetics aisle at the supermarket, or the cosmetics floor at Myer, at least 80-90% of it is. And it's for this simple reason: by law, chemicals must be tested, because they are dangerous. Meanwhile, natural and organic products made from plants & nuts do not need to be tested, because we know they are safe to use.

When you're out shopping for products, bare in mind that animal testing is not just used for cosmetics, but also for in the development of household products like dishwashing liquid & laundry liquid, not to mention medicines, pet food, fertilisers and pesticides.

And bare in mind that not all bunnies are created equal... only choose the cruelty-free logos on the left.

### Not all bunnies are created equal

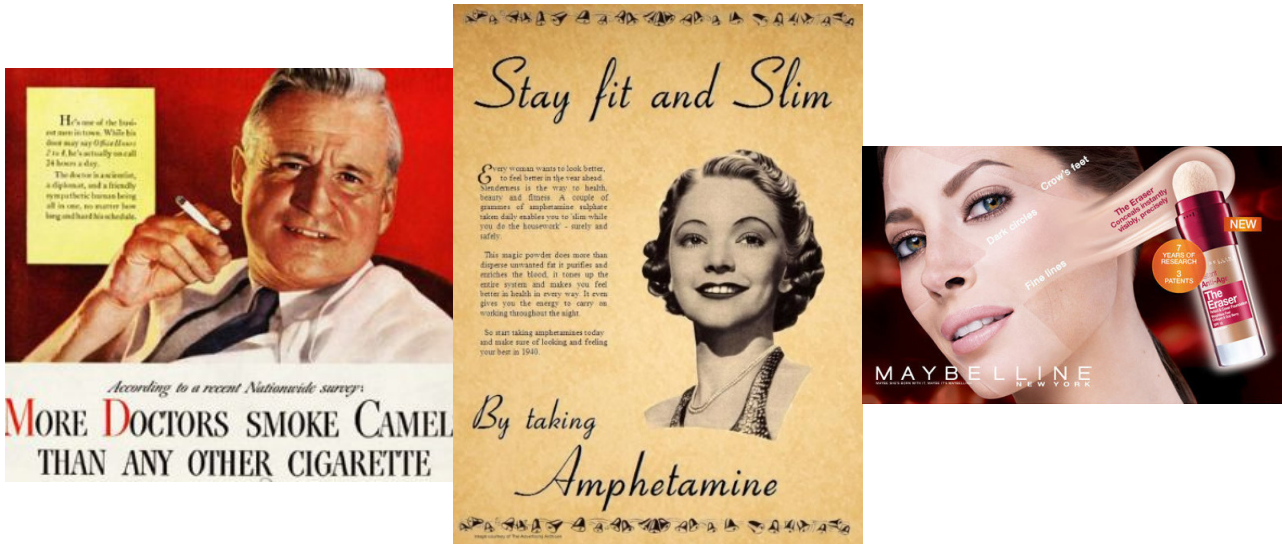
Independent  
third-party certification



Cute but  
unofficial labelling



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**7. THE BUSINESS OF RECOVERY:** once upon a time, people believed cigarettes were safe to use. One day future generations will look back in disbelief at what we put on our skin and bodies and wonder how on earth we didn't make the connection between our cosmetic and pharmaceutical products and growing rates of illnesses and deaths sooner.

When you do the research, the close ties between the cosmetics, pharmaceutical and oil industries are undeniable. And it's no secret that those with the largest budgets and lobbying power are those who can influence which laws get passed. Hence, the governments continue to put profit above health by refusing to pass laws that would protect humans and animals from this profit driven insanity.

### The Real Fountain of Youth

It's an ironic world, many of us are so fearful of ageing and yet regularly engage in binge drinking, eat rubbish foods, and put cheap and nasty toxic products on our bodies because we can't be bothered learning how to read ingredient labels and/or blindly trust billion dollar companies, and as a result, actually age ourselves way faster than we should be!

Preserving our youth and beauty doesn't have to be expensive, hard work or require some miracle. In fact, all it requires is genuine self-love, for taking good care of yourself is the best way to "stay young": adopt a healthy diet, get enough sleep and exercise, drink lots of clean filtered water, reduce stress in your life, and care for your emotional and mental wellbeing by making the time to play, love, laugh and take pleasure in life.

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*Awakened Beauty, by Elisabeth Griffin*

*Awakened and fully alive*

*She has emerged from deep within herself*

*Magnetic, sensual and graceful*

*She stands strong in her truth*

*Unafraid to say no*

*Peaceful in her self-acceptance*

*She has nothing to prove*

*No reason to compete*

*Guided by her feelings*

*And inspired by her visions*

*She has learnt to love her darkness*

*and bring it with her into the light*

*She lives in the temple of her heart*

*and trusts the universe's timing*

*She dances like nobody is watching*

*Playful and wise, she prays for us all*

*An awakened beauty is a sister to us all*

What actions do you feel inspired to take as a result of this challenge?

**Unplug From The Beauty Matrix & Reclaim Your Personal Power:**

If you feel the desire to break yourself from from the Beauty Matrix and declare your beauty independence, we have taken the liberty of writing our very own Declaration of Beauty Independence. Sign your name at the bottom and proclaim your new status as a liberated and Awakened Beauty. Feel free to edit it as you please.

If you would like to share it with other ladies to inspire them to do the same, we would be humbly flattered. Let's fire up this revolution!

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*Dear Mainstream Beauty Industry,  
We are just a small bunch of rebels, realists & hopeless idealists,  
And we don't mean to be a downer, outside the walls of your golden tower,  
But we are filled with a fury and frustration,  
For we are sick of the indoctrination.  
Of your tyrannically imposed obligation to beautification  
Of this mass hallucination caused by the intoxication of your misinformation.*

*We've used our imagination, and sought out education; we've conducted an investigation  
Into our mental incarceration, and we've come to you with this Holy Declaration,  
That's fuelled with fierce love, truth and determination,*

*We are sick of hating ourselves.  
We are sick of being what you tell us to be,  
Of seeing only what you want us to see.  
And we won't stop until we're free.  
We don't want to be Barbie,  
And we don't care about being Queen B.  
We will no longer act like pretty little things, or pretty little fools.  
We're done playing by your rules.  
The game is rigged; it's impossible to win.  
We think we're free, but all we do is sin.  
We've been set up to lose, starve and chase,  
To compete in a race,  
That has no end and no first place.  
We are sick of looking and acting the way you say.  
And we are sick of playing your game, your way.  
We are sick of being tired  
And we are tired of being sick.  
We are sick of being tricked, strict & perfect.  
We are sick of being bored & exhausted,  
Unfulfilled and lost in  
A world that's made up and exhausting.  
We are ready to stand up for our right to feel good.  
And be who we were born to be.  
So on behalf of all my fellow sisters and I,  
F%k Barbie and F%k your rules,  
We declare ourselves as free women,  
From now on, we will decide for ourselves what beauty is...*

**LOVING  
YOURSELF  
IS THE  
GREATEST  
REVOLUTION**

*Signed , The Awakened Beauties*