

10 Secrets

to Being a True Beauty



By Seline Shenoy



T

he definition of physical beauty has constantly shifted between era's and cultures. There's no denying that the desire to be physically attractive has continued to be a strong driving force in our world.

For this reason, the beauty and fitness industry are two of the most lucrative industries. Advertisers do their best to tap into this deep-seated desire to look attractive both in men and women. Powerful imagery and clever messaging are used to convince consumers that certain services and products will give them luminous skin, luscious hair or a skinnier and more toned body.

Why are so many people easy prey for all these manipulative (often false!) marketing promises?

It's because of this prevailing need to be considered physically attractive, which originates from one of our most fundamental psychological needs and that is the need to be accepted or to belong,

All our lives we have been programmed to believe that the easiest way to gain instant approval is by looking good. Human beings are very visual creatures, so this comes as no surprise. In fact studies have shown that we have a natural tendency to like someone or associate more positive qualities to someone we consider attractive than someone we don't. This is called the "Halo Effect".

I'm not saying there is anything wrong with the desire to look good. I myself love getting glam'd up and critiquing celebrity outfits once in a while! The problem arises when we attach our sense of self-worth to how much attention we receive from others because of our physical appearances.

If you suspect that this is a driving force within you, you really need to do soul-searching. Try to figure out where your insecurities originate from and how you can begin making a shift towards a healthier self-image.

Because the truth is, if you keep chasing aesthetic perfection to please others, you are never going to experience a sense of internal peace that comes from genuine self-acceptance,

We have to accept that we can't control what others think and when something as fragile as your self-esteem is attached to something that's completely out of your hands, you will always be in a constant state of uneasiness and anxiety. In other words, you will become an insecure wreck!

To save yourself from walking down this path of self-inflicted pain, I want you to begin opening up to a new perspective on beauty and attractiveness.

Truly beautiful people know that their beauty has nothing to do with how they look on the outside and everything to do with who they are on the inside. Their focus is not on getting more to feel better, but giving more so that they can make others feel better,

They are not walking divas with an air of snobbery and a sense of entitlement. They exude warmth and friendliness while looking out for opportunities to befriend and help others. Their humility and respect for others becomes apparent in how they conduct themselves with everyone that they meet from waiters to CEOs.

I've seen that truly beautiful women are kind, graceful and confident, not because of being driven by a need for acceptance, but by a need to bring happiness and joy wherever they go.

To make this new perspective on beauty easier to understand, I have created a fictional persona of a woman, called a *True Beauty* (TB). She exemplifies the new standards of modern-day beauty, which include her belief system, ideologies, and personal values. This moral ecology is inspired by the characters of the women I read about in several historical and literary narratives, such as Greek mythology stories and Jane Austen novels.

I also studied the behavioral patterns of some of the most successful and happy women in the world to identify the constellation of traits, sensibilities, and lifestyle choices that led them to a life of balance, accomplishment, and fulfillment. These ten characteristics form a mosaic that defines progressive ideals of feminine beauty that we are all capable of emulating in our character constellation.



1

A True Beauty is not defined by her size or body type

For the longest time women have felt pressured to conform to a specific body type, shape, or size to be considered attractive, whether it was being a voluptuous woman in the Renaissance era or a size zero or two in more recent times. The reality is that women come in all kinds of shapes and sizes. It can be downright frustrating for a woman to live up to an ideal when she cannot alter her fundamental body structure to match it. After all, not everyone has the genetic makeup to be tall and super slim like a runway model, and not every skinny girl has the genetics to have the attractive curves of a belly dancer. That doesn't make either body type less than worthy. Like two unique flavors of ice cream, they may taste different but are both delicious in their own way. *A True Beauty* does not obsess about changing the things about her body that cannot

be changed. She channels that energy toward becoming healthy and giving her body the care and nourishment it needs so she can experience total vitality, stable energy, and a strong constitution at all times. She maintains a healthy and balanced lifestyle, which mainly includes eating healthy foods, getting sufficient physical exercise, and making time for rest and play. All these lifestyle choices give her a radiant glow and a fit body, which are important characteristics of *a True Beauty*.



2

A True Beauty develops her intellect and personality

A True Beauty knows that her character plays an integral role in the persona she projects into the world. This influences her to give priority to enriching herself through constant self-development and personal education. Very often women mistakenly believe that their pretty face or attractive body is sufficient currency for getting ahead in life and opening up doors for themselves. Many women do get by in life by relying on their looks and even earn a good living, but if they want to be respected and liked, they can only do so by showing strength of character and integrity. Like a distinguished character out of a Jane Austen novel, *a True Beauty* usually leaves a long trail of admirers, both men and women, who are charmed by her wit, creative prowess, and razor-sharp mind. A TB's beauty is refreshing and indelible because of the sincerity, warmth, and care she exudes in her personal mannerisms and conversations.

A True Beauty is proud of her ethnic heritage



Gone are the days when beauty was defined by a certain skin color, facial feature, or body type characteristic of a specific race. *A True Beauty* draws on these modern values of cultural diversity and isn't ashamed or self-conscious of any of her pronounced ethnically defined features, such as her skin color, hair texture, the size and shape of her nose, or the color of her eyes. Whether it's her freckles, large luscious lips, eye fold, or curly long hair—she accepts all of it and is proud to represent her unique heritage in the incredible melting pot that makes up our world. She knows her distinctive ethnic features enhance her personal beauty and gives her brand of beauty a distinguished kind of allure. She will never devalue her looks by comparing herself to women who belong to other ethnic races. Instead, she will focus on working with what she's got by adopting specific fashion trends and grooming rituals that highlight her ethnically defined physical characteristics and position them as strengths. Using specific makeup techniques to enhance ethnic facial features and wearing clothes that flatter her skin tone and the contours of her body are some of the many ways that she accomplishes this.



A True Beauty

is driven by her aspirations, hopes,
and purpose

A True Beauty lives with a strong sense of purpose in her life. She does not allow herself to simply go through the motions and live aimlessly without a sense of who she is and what she wants to accomplish in the world. She knows there is much more to life than just trying to look pretty and garnering compliments from people. She has clarity about her goals and a compelling vision for her ideal life, which she proactively pursues on a daily basis. Each and every day she makes conscious choices and takes steps toward realizing her ideal life. Her ambitions make her come alive and instill feelings of passion, hope, and faith. She is constantly guided by a deeper calling to fulfill her purpose and she designs her life in a way that affirms and supports her quest for finding meaning and depth in her life.

A True Beauty

is not intimidated by the aging process

Many women struggle with the process of aging because they fear their physical beauty will fade away. The idea of losing that youthful glow can be especially terrifying for women whose identity is closely attached to their physical appearances. The first signs of wrinkles, loss of hair, and laxity of skin can send a woman running off to find refuge in a cosmetic surgeon's office. *A True Beauty*, on the other hand, accepts the inevitability of the aging process with a sense of peace. She doesn't resist or fight it and, because of this attitude, she ages gracefully. She is convinced her beauty is not disappearing, but is simply transforming into another form that is a product of all the wisdom she has accumulated over the years. She radiates a mature form of beauty whenever she taps into her extensive knowledge and experience to mentor, teach, and guide young people toward leading more fulfilling lives. She prioritizes the care of her mind, body, and spirit, and exudes the kind of confidence and individuality that can only come from many years of life experience and self-discovery.

A True Beauty

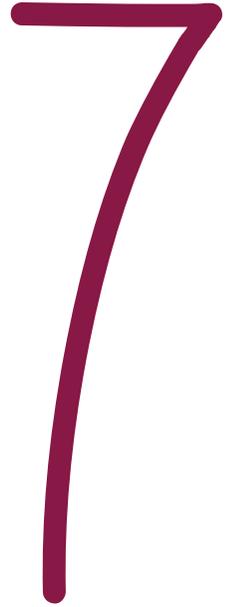
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A True Beauty is understated



A True Beauty is not desperate or needy for other people's validation. She is self-assured because she is already convinced of her value as a woman. She does not feel the need to be loud or overbearing in her communication, mannerisms, or fashion sense. Her beauty is understated, honest, and genuine because it is grounded in a strong sense of self and respect. Most people will notice her quiet confidence, especially when they interact with her and feel mysteriously drawn to her silent magnetism. The ones who don't notice it are operating from an ego-driven consciousness with whom she does not want to deal with anyway. She wears whatever pleases her and she carries it off with an air of elegance. Any adornments or embellishments are not seen as a way to mask her weaknesses but as a way to enhance her natural assets and express her personal style.



A True Beauty *practices self-love*

A True Beauty makes her self-care regime a top priority. She protects her emotional health by building healthy boundaries in relationships and friendships and never allowing other people to mistreat or disrespect her. She speaks to herself with love and kindness and does not beat herself up for making mistakes. She is her own best friend, cheerleader, and manager, ensuring that all her personal, emotional, physical, and spiritual needs are being properly met. She feels no guilt or reticence when it comes to her vigilance about meeting her needs, because she knows it will ultimately help her to show up as a better person in the world and boost her ability to improve the lives of others. Although she is a generous, loving, and compassionate woman, she will not do anything that will deplete her inner reserves to the point of exhaustion and resentment.

A True Beauty demonstrates compassion



A True Beauty exudes empathy, kindness, and shows real concern for others. She's not afraid to express her natural feminine and nurturing traits. She is inherently curious about those she meets and takes a sincere interest in their lives. She is also secure enough to offer them genuine compliments. Her aim is to make others feel special, as opposed to trying to get others to make her feel the same way. She never forgets her manners and is polite, gracious, and respectful in her interactions. In all her relationships and friendships, she shows up in her most loving, supportive, authentic self, and is not afraid to be vulnerable and open with only those who she can trust. Because of her attitude, people tend to look beyond her physical appearances and appreciate her for her inner light. Her beauty is the kind that will truly win the hearts of many.



10

A True Beauty

defines her own standards of beauty and lives by them.

A True Beauty is not concerned about the general consensus of what is considered to be attractive and unattractive, or what's trendy and not so trendy. She sets her own standards of beauty and defines her own unique style. She decides whether her well-defined muscles are hot or not. She decides if her afro is hip or not. She decides if her button nose is charming or not. She makes the best of what she has and does not feel the need to prove her worthiness or value to anyone. Her personal standards and sense of aesthetics are not constrained by conformity or a need to please others. Instead, they are determined by the need for challenge and personal growth that will allow her to grow, expand, and reach her full potential.

To read more about how to make the most of your own unique brand of beauty, read my book *Beauty Redefined: How to Feel Authentically Beautiful in Today's World*. You can order your copy here.

“Character contributes to beauty, It fortifies a woman as her youth fades, A mode of conduct, a standard of courage, discipline, fortitude, and integrity can do a great deal to make a woman beautiful.”

—Jacqueline Bisset

