

SCIENCE . TECHNOLOGY

## DECODING BEAUTY

90' (ENG)

**In a world obsessed with image, this compelling documentary takes viewers on a global journey to uncover the complexities of modern beauty standards.**

Seamlessly weaving together scientific insights and personal narratives, this documentary uncovers the psychological and societal impacts of our collective obsession with beauty. Social media has magnified our tendency to compare ourselves to others. Many of the images we encounter today are far from reality—heavily filtered, edited, and curated—raising the question: are we chasing unattainable beauty standards? Insights from industry experts, plastic surgeons, and skincare chemists reveal how advancements in technology have expanded the options for corrections, alterations, and even complete transformations. From Botox to fillers and skincare innovations, the film unpacks how these tools are making it easier than ever to alter appearances. By challenging unrealistic and often unattainable beauty ideals, "Decoding Beauty" seeks to ignite meaningful dialogue, questioning what it truly means to be beautiful in today's image-driven society and offering a fresh perspective on self-worth in the digital age.

Original Title:	Decoding Beauty
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Produced by:	Autentic Studios
Partners:	Curiosity Stream

