

Bill 6

The Natural Beauty Act

WHEREAS “There may be strong cultural pressures that are so unrealistic in terms of how we're supposed to look”;¹ and

WHEREAS “Consumers compare their own level of physical attractiveness with that of the models used in adverts”;² and

WHEREAS “What's at stake for all of us, men and women, boys and girls, is our ability to have authentic and freely chosen lives.”³

THEREFORE HER MAJESTY, BY AND WITH THE ADVICE AND CONSENT OF THE YOUTH PARLIAMENT OF MANITOBA, ENACTS AS FOLLOWS:

- 1) As of 01 January 2013, the Government of Canada shall establish Regulations of Esteem, Appearance and Liability [**REAL**] to instil positive self-perception in Canadians.
 - a) **REAL** shall ensure that equal representation of physiques and ethnicities are portrayed to the public by assessing and monitoring commercial advertisements shown in Canada and enforcing the following requirements:
 - i) Models shown must be of a variety of weight, height and body shape.
 - ii) Models shown must be of a variety of ethnicities in proportion to demographics.
 - iii) No technological programs can be used to alter a model's inherent appearance.
 - iv) No depictions of patriarchy and/or matriarchy.
 - v) If portraying a person under the age of sixteen in an ad, the age and BMI of the model must be shown for 1/3 of the running time of the commercial.
- 2) Failure to meet **REAL** requirements will result in signal substitution during an offending commercials airing, and a one-year suspension of a channel that airs more than three illegal advertisements in one year.
 - a) Publications are subject to the same restrictions, with offending issues being eradicated and a one-year ban of distribution when more than three illegal advertisements are printed in one year.
- 3) To encourage confidence in the self-image of Canada's citizens, **REAL** shall introduce Young, Original and Unprejudiced [**YOU**] classes to the Canadian school system from primary to secondary school.
 - a) **REAL** shall create the **YOU** class curriculum with the following goals:
 - i) Celebrating the talents of all individuals in a class
 - ii) Education on healthy living

¹ Plastic Surgery: Beauty or Beast? *American Psychological Association Article* September 2005

<<http://www.apa.org/monitor/sep05/surgery.aspx>>

² Do We Buy Cosmetics Because They Are Useful or Because They Make Us Feel Good? *Science Daily Article* July 22, 2011 <<http://www.sciencedaily.com/releases/2011/07/110721095846.htm>>

³ Killing Us Softly 3: Advertising's Image of Women *Media Education Foundation*. 2000. Jean Kilbourne.

- iii) Promote media awareness
 - iv) Promote cultural awareness and sensitivity
 - v) Study gender stereotypes throughout history
- 4) It will be illegal to sell appearance-enhancing cosmetics to those under the age of sixteen.
- a) Products whose primary purpose is skin care must be obtained through a prescription from a licensed dermatologist.
 - b) Appearance-altering cosmetics will be permitted for theatrical performance.
 - c) Persons found selling prohibited cosmetics shall be subject to a fine of no more than \$500 per violation.
 - d) Persons found wearing prohibited makeup under the legal age shall be fined \$200. If a second offence occurs in the same year, the individual will be required to attend **YOU** evening classes as well as pay a \$200 fine.
- 5) Elective aesthetic plastic surgery shall be made illegal in Canada.
- a) All surgeries performed before 01 January 2013 are not subject to this law.
 - b) Citizens who leave Canada and receive elective aesthetic plastic surgery will be subject to a fine of triple the amount paid upon return to the country.