



# Rough Cuts on Beauty

## Script

*Intro: Rough Cuts on Beauty with...*

...Alexandra Eisenstein, 18 years old.

**Alexandra Eisenstein:** It's really hard to look away when you've got a huge arse in your face in the morning in the middle of town.

*Music: Polished surface – Alexandra Eisenstein*

*"She walks in with new shoes and a smile, starts to flirt with the cool guys..."*

It's on the TV, it's on the radio, it's everywhere. It's pictures, it's fashion magazines, it's just on MTV, it's everywhere. I don't want it in my face. I'm so insulted.

*"Everybody wants to be like her..."*

Well, it's wintertime, and yeah, bikini arse, yeah!

*"Everybody wants to look like her. She's just a polished surface walking around, she is so insecure, she's filling her life with clothes, but who cares anyway..."*

Nowadays I'm just angry and kind of insulted, and I feel, come on! But when I was sixteen, fifteen I felt very... I had these reactions that I'm not good enough, maybe it's better to look like that, cause everyone seems to like it, so maybe you're more beautiful if I... yeah, I was very sensitive and... but then I just got so fed up. I thought: come on, it's everywhere, nothing's wrong with me. Actually, it's the ads and society and I felt that I have the right to say no, I have the right to say it's not okay. And I know what the companies are doing; I've been analysing a lot and I just... I know they're making money, so...

Companies want you to feel bad about yourself, to buy this product, to buy this thing to make you feel more beautiful, more successful or whatever. And they make money on it and then they find the next thing, saying you know "the hair, bla bla bla..." and it's just a vicious circle. It's really ridiculous to see these ads and the posters. I laugh at it, it's so ridiculous, it's like... we can't look like this because it doesn't look healthy. We can't be as thin as they want us to be. Diversity, please, because I often see the same models everywhere and I'm a little fed up. I'd like to see that the clothes should be based upon Swedish boys and girls' average weight... and height of course.

*Music: I'm too sexy – Right said Fred*

*"...and I'm too sexy for my hat, too sexy for my hat, what do you think about that. Cause I'm a model, you know what I mean and I do my little turn on the cat-walk. Yeah, on the cat-walk, on the cat-walk. I shake my little tush on the cat-walk."*

Actually, it might sound really cheesy, but beauty is self-confidence and personality. It's so great, I really love it. Of course you can't deny the power of attraction when you see somebody. But it's not really... for me it's not like the classical things such as like muscles and being all... yeah, really fresh and it's not really... It's something else; Beauty for me is really self-confidence and personality and often like positive attitudes and, yeah... and of course if someone looks healthy, that's self-confidence as well.

*"...too sexy for my cat, too sexy for my cat, poor pussy, poor pussy cat, I'm too sexy for my love, too sexy for my love, love's going to leave me..."*

Because of our traditions I think that girls are more self-critical. Yeah, a little bit more self-critical. Something about parents' ways of speaking to their kids and I often see that and I feel very bad about. It's horrible. Small things, like "mum, do you like my new shirt", "well, maybe this and that. No, I think that's better". As a girl you can always improve to make yourself more pretty to boys or something like that. And that's not really my goal, so we didn't really have the same opinions. But guys often hear... they get to hear that "no, you look cool, you look good, yeah..." so that's a huge difference. But I'm sure that boys feel the same when it comes to beauty ideals. They see Freddy Ljungberg on... you know, in the ads, and they feel that "wow, maybe I should look like that, maybe I should buy some Calvin Klein underwear." I think both girls and boys feel bad about themselves because of the beauty ideals.

*Music: Alanis Morissette – So Unsexy*

*"I can feel so unsexy for someone so beautiful  
So unloved for someone so fine  
I can feel so boring for someone so interesting  
So ignorant for someone of sound mind"*

Girls talking to girls with girls. They're often very self-critical about themselves complaining about fat when they're thin as matchsticks. I think it's a very sensitive age and that's why advertising companies... know that they're a great target cause people are sensitive at this age and they can use that. It's a really good idea but I think it's horrible. Before the clothes were shaped to fit the body but now the body is shaped to fit the clothes. If you want to buy something really like... nice and maybe expensive, you have to... you really have to shrink yourself to the size of that t-shirt, 'cause you won't fit. Every day girls in my school were throwing up in the bathrooms and they were like pushing themselves, I mean each other, in a group and it was really weird to see that. Come on! And they were talking during lunch that "I shouldn't be eating this, oh I'm so fat, I'm so ugly and no, oh, I've become so fat" and they were really imitating each other and... which led to this throwing up and

I felt a little sick, because if you... every day, if you say to yourself that you're ugly and you'll be fat and "I'm not good enough" you will end up believing it. So that's also a vicious circle that you should step out of.

*Music: Crashdiet – Queen Obscene*  
*"Legs tall, you got it all*  
*So sweet, nice to eat*  
*You're a sex bomb love machine*  
*69 shots o' gasoline*  
*You're a piece of good ol' fashion*  
*Second to none you're the main attraction"*

People like you and me should be the models in the ads and you don't have to be thin as a matchstick and have certain features. Beauty is in all of us and we have to kind of release it. Every day people should say to themselves "I'm good the way I am, I'm totally fine, I'm okay and I have to ignore the ads the...everything" and now and then, an advice is actually, you know, switch off the TV cause it's not always... Not everything's crap but a lot of things are. So, yeah, it is a vicious circle, kind of. And I think it's hard to step out of it, but I think I've done that. To see this consumer circle is just ridiculous. I just feel happy with myself and now they hate me 'cause they can't feed on me.

*Music: Polished surface – Alexandra Eisenstein*  
*"She's just a polished surface walking around, she is so insecure, she's filling her life with clothes, but who cares anyway..."*