

## Cosmetic changes

**The cosmetics business is a multi-million pound industry. Now a Sheffield businesswoman has spotted a gap in the market. Children as young as seven can book into Pure Health & Beauty for a Little Miss Makeover. But young reporters from Children's Express aren't so sure that's a good idea.**

"You can't escape the image of pre-teens parading in make-up and adult clothing these days," says **Wei Jun Chung, aged 14**, of Ringlinglow.

"Influenced by teenage magazines, girls attend beauty parlours and use cosmetics to shield their feelings of insecurity and self-consciousness.

"And now there's plastic surgery, with private surgeons happily destroying adolescent bodies with breast implants, nose reductions and liposuction.

"I'm totally against 12 and 13 year-olds trying to grow up too soon, whether it's from peer pressure, parental guidance or influential celebrities. Children should stay young for as long as possible."

"I feel sad when I see little girls dressed up to look sexy with mountains of makeup on," says **Tessa Robins, 15**, of Hope Valley.

"I can appreciate the immense pressure put on young people - especially girls - to conform to society's idea of beautiful. But instead of looking grown-up and sophisticated they just end up looking really silly.

"I think it is important to encourage girls who are insecure about their appearance to learn to like and accept the way they look.

"The media has a lot to answer for in making young girls unhappy about their looks. - more and more adverts for beauty products are being aimed at really young girls.

"The constant bombardment of pictures of 'perfect' women and girls would make even the most stable, happy girl feel a bit insecure.

"There's nothing wrong with making yourself feel better by looking nice - but you can go too far, and salons, manicurists and beauty parlours make you feel the need for make-up," says **12 year-old Erin Heenan**, of Hoyland.

"No girl wants to look ugly whatever their age and these businesses know that and use it to their advantage.

"I'd never consider going to a beauty parlour because I don't feel so bad that I have to."

"The thought of a young person wanting to have beauty treatments sickens me," says **14-year-old Sabrina Golding**, of Firth Park. "It shows what an overpowering influence the beauty market has over both males and females. Beauty magazines and adverts are filled with beautiful models.

"I know a girl who is only six and already she's trotting around in high heels and makeup. When I look at her I thank my mum that she never bought me facials and gave me manicures. The most makeup I wear is lip balm.

"People want to grow up too fast today. These young kids don't realise that while they're trying to be all grown up time slips away.

"They will look back and wonder 'where did my childhood go?' because they will have spent it trying to be someone older.

"Teenage beauty treatments have gone too far. You can agree with 13 to 16 year-olds having manicures, but there are reports of girls having boob jobs, which is beyond a joke," says **Abbie Armitage, 13**, of Wadsley Bridge.

"Beauty magazines are ok, but the thing which annoys me about them is the envy they create. When you see the pop stars in magazines, you think 'I wish I could be like that,' and that's what starts you off wanting beauty treatments.

"I'd never have anything done like that. I'd advise anyone who thinks they need beauty treatment not to bother. You should just be and look yourself."

"I care what I look like when I go out - I like to look neat and I wear eyeshadow - but I wouldn't waste my money on a beauty salon," says **15-year-old Saarah Choudhury**, of Woodseats.

## About the team

This article was produced by the Children's Express Sheffield bureau. It was published in the [Sheffield Star](#).

## 1 comment

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If a young girl wants to look her best, then why cant she wear make up? its silly, they should do whatever they want with themsleves.  
amanda (age 13) from new york, 30 December 1899 00:00

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