

Beauty is the buzzword in the business world

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In this fast-moving competitive world, when both men and women are climbing up new success ladders, an incomparable thrust is being placed on beauty. Everyone is trying to look his or her best these days.

I remember, when I was in Class XI; one of the best looking girls in our class was elevated to the highest pedestal in the school cabinet. She was elected as the Head Girl of the school in the school elections. This, despite the fact that she was not doing well in the class (she used to religiously fail in two subjects) was always caught talking in the class, and was some sort of nuisance to the class. Considering all these drawbacks, I still don't understand what prompted my revered teacher to make her stand for the school elections.

In this fast-moving competitive world, when both men and women are climbing up new success ladders, an incomparable thrust is being placed on beauty. Everyone is trying to look his or her best these days. Qualifications, experience, everything matters, but if you are behind in the looks department remember; no doubt your climb would be become increasingly difficult. Therefore, keep yourself updated and presentable, because this will invariably and inevitably work in your favour.

The looks perspective is not just practiced and followed in the corporate world; in fact it has traveled across industries, across the globe. Be it magazines, movies or television space, everywhere you look around you'll find beautiful faces attracting your attention. It won't be wrong if we say that in this beauty obsessed world, beauty is given more prominence than intelligence, personality and creativity. Agreed, this perspective is one-sided, but this is what media portrays and promotes. The special focus on beautiful people of the world has caused the beauty industry to thrive and prosper.

Nail salons are mushrooming in gay abundance. Though initially women formed majority of the clientele, but gradually the trend is penetrating into the men's world too. Scores of men are seen visiting these salons for such treatments. Manicures and pedicures have become a commonplace, however, in the earlier days these treatments were reserved for marriages and other special occasions.

Not just nails even gleaming white has become an essential requirement of the well-heeled corporate class. And to achieve these gleaming white teeth, umpteen treatments have come up in the marketplace today, there are over the counters whitening products available and dentist performing whitening procedures is gaining ground. The best part being that such processes help individuals acquire big, bright smile.

Today, salons and spas are offering services and treatments that help individuals gain desired hairstyles. These treatments and services help an individual achieve an altogether different look. The technologies in these areas are well- advanced, for instance, people with short hairs can get hair attached to enhance the length of their hair. Hair straighteners are the latest craze. Those with curly, wavy hair can get their hair strengthened through the use of chemicals. Flat irons can also be employed to get the desired result.

Laser hair removal is also popular among female folks. However, laser hair removal is painful and time-consuming. Laser vision correction is also catching up among people who do wish to wear glasses. Likewise, corrective eye surgery is considered beneficial for those who wish do away with eye glasses.

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