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UNREALISTIC Beauty standards





Testimonial
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Alia: Kinza, look at this influencer! The clear skin she has. I wish, oh I wish I could have glass skin like hers!

Kinza: You know this is the game of filters, Alia. Don't let these things fool you.

Alia: It might be, but look at her hourglass body shape, that can't be filters! I so want to be like her.

Kinza: Alia, these are unrealistic standards and won't get you anywhere. We, as Muslims, have role models like Hazrat Khadijah (R.A) and Hazrat Fatimah (R.A) to follow and not these XYZ influencers.

Alia: Easier said than done. I would have loved to have my questions answered and a guide to help me through this.

Kinza: Well, worry not. We do. Let's go through this eBook together!





I understand the above-discussed scenario stands relatable to every girl out there. At least once in our life (IF fortunately, not tens), we have stood in front of a mirror, questioned the way we look, and thought:



If only this nose could have been slightly smaller or if only my height would have been longer or if only my skin colour had been fairer and the list goes on and on!

But did we come into this world with all these thoughts or were they fed to us over time? Did that little one-year-old girl think that she was not beautiful? I bet she didn't. For her, she was the main character of her life. Then, where did her spark go? Where did that main character's energy go?



unrealistic



UNREALISTIC STANDARDS

And it's not only you who is struggling with this but every other girl silently doing so.



As per a survey,

over one-third of UK adults said they had ever felt anxious (34%) or depressed (35%) because of their body image.

But the question is why are all these talks fed to us? Well, the foremost answer is the deviation from Allah (SWT)'s path.

But there is one hidden agenda behind all this too. And you know what that is?



People are cashing in on money
by making you feel insecure
about the way you look.

Don't believe me?

Here I will let the
stats talk:

As per Forbes, in 2023 the beauty industry had \$570 billion in worldwide revenue, the industry grew by 4.3% and is forecasted to grow by 8.4% per year through 2028 (according to Euromonitor International).

Aren't these numbers alarming? And
what are they cashing in on?

Yours and mine's insecurities.





What does the world expect from a woman?

This idea is quite interesting. And we are going to unfold these expectations in terms of beauty standards together. Consider the following scenarios:

- My goodness, what has happened to your skin complexion? You look too dark. You should try some whitening injections!
- Why have you started covering yourself up at such a young age? Save these things for the older phase of life!

Ah, you have put on so much weight (or you look too skinny), you should try to do some dieting!

I am not even gonna ask if they sound familiar because I am sure they do!

on a few lines to inquire
you are in
my me
will



That's the issue of cultural and societal expectations from women!



The problem is not that society wants us to be beautiful, but they want us to be beautiful exactly as per the standards defined in their minds.



And that's a huge problem!

Because if it was only about being beautiful, then we all ARE!

And how can you not be when you were created by The Perfect Creator?! How could His creation not fit into the real definition of beauty? Not a chance!



But, I understand, it's a painful journey of trying to fit in. However, I have good news for you:



You don't need to fit in. You have to stand out. He created you with so much love, you cannot let anyone dim your light because it is an insult to His love for you.



Now, you might say, I know all these logics, but it's easier said than done. - I know. And that's why we are here.



Allah (SWT) made
you worthy



Let's first see what Allah (SWT) wants from us.
What is the path that He chose for you?

Allah (SWT) Himself declares you as the best form of His creation. So now, will you take the people's word or Allah (SWT)'s word? When He declares you as the best, that's all you need to mark that self-worth.

Allah (SWT) says in Surah Al-Isra:

"Indeed, We have dignified the children of Adam, carried them on land and sea, granted them good and lawful provisions, and privileged them far above many of Our creatures." [Quran [17:70](#)]



The image shows a vintage-style book cover. The background is a light cream color with a subtle, embossed floral pattern. A prominent feature is a rectangular border with a scalloped, lace-like edge, rendered in a slightly darker cream tone. In the corners, there are detailed illustrations of flowers and buds in shades of beige and light brown. The central text is written in a dark purple, elegant cursive script. The words "Inner" and "Beauty" are stacked vertically, with "Inner" being smaller and positioned above "Beauty".

*Inner
Beauty*



Allah (SWT) prioritises inner beauty
The world has rigged this whole game so much that our focus is diverted from the real purpose. We were not sent into this world to focus on our outer beauty, but our inner beauty. Allah (SWT) wants us to beautify ourselves by adopting the traits of a Momin (the believer).


Allah (SWT) says in Surah Al-Hujurat:

"O humanity! Indeed, We created you from a male and a female, and made you into peoples and tribes so that you may 'get to' know one another. Surely the most noble of you in the sight of Allah is the most righteous among you. Allah is truly All-Knowing, All-Aware." [Quran 49:13]



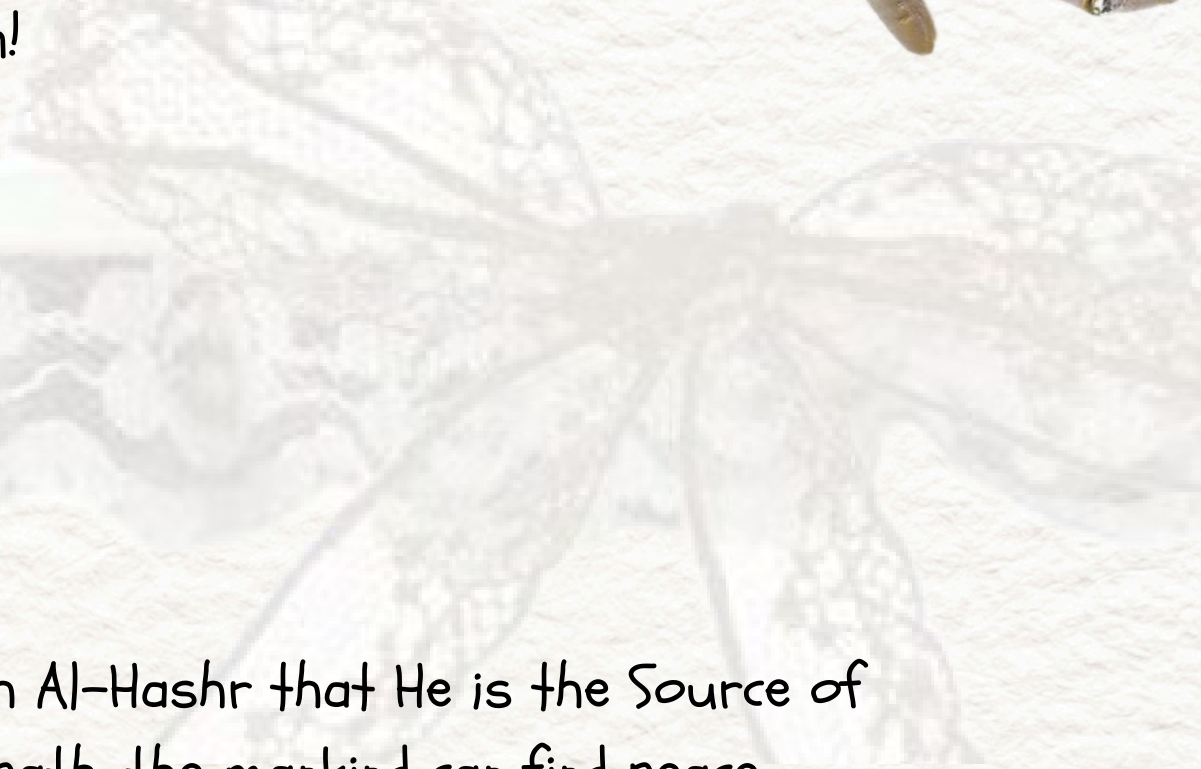
The background features a repeating pattern of stylized flowers and leaves in a light beige tone. A prominent white lace border with a scalloped edge and a central floral motif frames the text. In the corners, there are detailed illustrations of flowers: a lily-like flower in the top right and bottom left, and a smaller flower in the bottom left.

To Be
Content




Allah (SWT) wants you to be content

He doesn't want you to fall into this never-ending race of unrealistic standards and expectations. Allah (SWT) wants our hearts to be at peace. But, what's the way to that peace? It's simply the path He chose for you and the intrinsic nature He created you on!



Allah (SWT) Himself says in Surah Al-Hashr that He is the Source of serenity, meaning only in His path, the mankind can find peace:

He is Allah—there is no god except Him: the King, the Most Holy, the All-Perfect, the Source of Serenity, the Watcher 'of all', the Almighty, the Supreme in Might, the Majestic. Glorified is Allah far above what they associate with Him 'in worship'! [Quran 59:23]

A cluster of purple and gold flowers is located in the bottom left corner of the page.

The background features a repeating floral pattern in a light beige tone. A central rectangular area is framed by a delicate, scalloped lace border. In the corners, there are detailed illustrations of flowers: a lily-like flower in the top right and bottom left, and a smaller flower in the bottom left. The overall aesthetic is soft and elegant.

*Keep your
Beauty*

Allah (SWT) wants to keep your beauty for only the deserving

Allah (SWT) wants you to be content. He doesn't want you to fall into this never-ending race of unrealistic standards and expectations. Allah (SWT) wants our hearts to be at peace. But, what's the way to that peace? It's simply the path He chose for you and the intrinsic nature He created you on!

This concept of Islam iterating women to adorn themselves or beautify themselves for their husbands is often misunderstood. Society makes us think of it in competitive terms. But here's the ideology behind this concept:

Allah (SWT) values you and He considers you precious. He wants you to save your beauty for the one who strives to achieve you. And who is that? That is your spouse, who proves himself worthy enough to have you in his nikah (formal Islamic marriage)!

Once you start taking this concept from the aforementioned perspective, you will understand its significance.

And tell the believing women to lower their gaze and guard their chastity, and not to reveal their adornments except what normally appears. Let them draw their veils over their chests, and not reveal their 'hidden' adornments except to their husbands, their fathers, their fathers-in-law, their sons... [Quran 24:31]



*Peace for
Lou*



Allah (SWT) wants ease for you

By protecting you from these unrealistic standards and asking you not to get into this rat race, Allah (SWT) wants ease for you. He doesn't want you to burden yourself by setting unachievable beauty standards. Allah (SWT) knows the intrinsic nature He created you on and He knows that as long as you abide by it, this world and hereafter will be eased for you.

So, do not let society fool you into these races and trends and the worst part is none of these trends are consistent. What is in fashion now may not remain in fashion tomorrow, what is considered beauty now may not be considered beauty tomorrow, and so on.



But for Allah (SWT), your righteousness is not only consistent but eternal to a level that it paves your way to The Jannah (the ultimate destination!)
...Allah intends ease for you, not hardship,...



[Quran 2:185]

But why should I cover myself up? Why don't men cover up themselves?

This is one of the most common questions in the minds of Muslim women. And we are going to unfold it using a very beautiful analogy together.

I want you to take a moment and think:
Who is The Most Beautiful entity in the entire existence of the universe?

Take your time and think of the right answer before moving ahead!



The only right answer to this is Allah (SWT).
He is Al-Jameel - The One Full of Beauty.

Now that we agree that He is The most beautiful entity in the entire existence, I want you to consider that He has kept Himself hidden from the human eye. But He will reveal Himself to only the people who earned to witness His beauty. Which people? The people of Jannah (paradise).

Allah (SWT) says:


*On that Day 'some' faces will be
bright, looking at their Lord.
[Quran 75:22-23]*





You may be thinking why am I sharing all this? It's because I want you to understand that:

Allah (SWT) chose for you what He chose for Himself. Allah (SWT) considers women so precious and so beautiful that He asked them to cover themselves from all. Yet, she can reveal her beauty to only the one who earned that status and who is that man? That's your spouse, who strived to prove his worth by having you in his nikah (Islamic formal marriage).



Can you relate this analogy with the people of paradise and the revelation of Al-Jameel!

So, now you have such a solid anchor to that question of yours and I am sure, if you keep reminding yourself of this, you will never fall into the trap of this question again!



Keeping your beauty hidden from the world helps save yourself from Tabarruj (display of beauty from Muslim women in a way that's considered inappropriate).



And, when you save yourself from Tabarruj, you save yourself from that rigged game of unrealistic beauty standards.

It takes away the power of judgment from people and puts it in the hands of The Judge!



*But is modesty about not
beautifying ourselves at all?*

I am a woman and even if I don't follow unrealistic beauty standards,
I have the desire to look beautiful. That's something intrinsic to me.
What should I do?

No, being modest does NOT mean that you should completely
eradicate the concept of beautifying yourself or owning your beauty.

But it simply means getting your directions right.
For that, let's look into a few practical tips and tricks!



modesty

Make dua to Allah (SWT) – You cannot start any journey without His help. So, ask Allah (SWT) to put peace in your heart and help you gain that internal confidence and save you from wanting external validations.

Get ready for your Salah – What better time to beautify yourself than the one where you will be talking to your Creator?! Take time to get ready before offering your Salah (prayer).

Special preps for Fridays – Oh I love this practice. Celebrate your Fridays as mini-Eids. Take your time to wear that new dress, put on that makeup, wear that jewellery, make that hairstyle, and get ready. Look beautiful before you offer your Jumma prayer.

Go all out on all-girls gatherings – No need to go simple when it's about all-girls. Get dressed and leverage the liberty of halal beautification.

Earn good deeds by getting ready for your spouse – If you are married, you have the right projection to display your beauty. That man earned to witness it. So, put your best version in front of him. It will not only make him happy but also earn you good deeds. What a great deal!

With these tips, you will fulfil your intrinsic need of wanting to look beautiful in all the halal ways, while at the same time saving yourself from the trap of unrealistic standards.

Therefore, act on these, and I promise, you will notice a great difference!

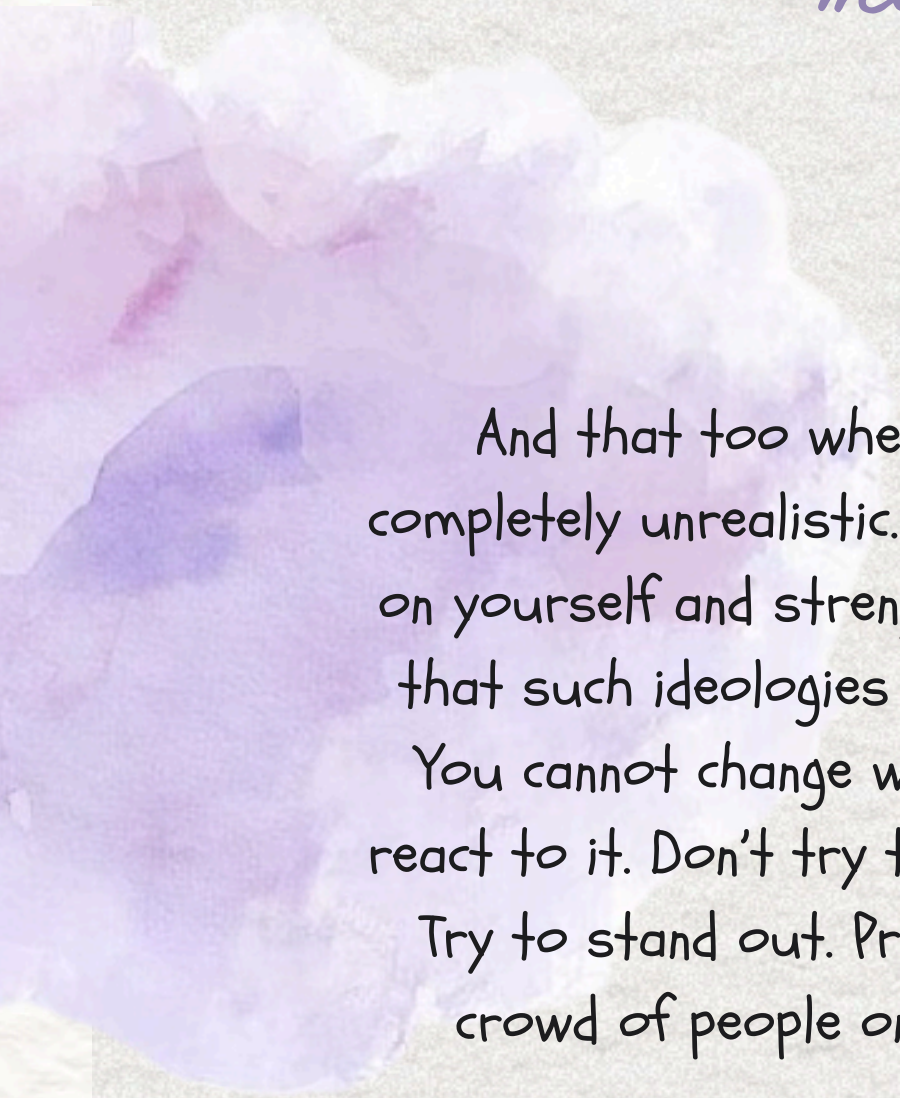


With this, we come to an end to this eBook.



As a Muslimah, I want you to remember that you were sent into this world for a higher purpose than such mere standards.

And that too when the standards are set by humans and are completely unrealistic. Allah (SWT) created you in the best form. Work on yourself and strengthen your connection with Allah (SWT) so much that such ideologies don't even manage to get close to your heart. You cannot change what people think, but you can change how you react to it. Don't try to fit in, you were not created for that purpose. Try to stand out. Practice things that make you stand out in that crowd of people on the day of judgment in front of Allah (SWT).





Side note, we talked about people throughout this book.

But you and I are also humans.
We could also fall into the trap of judging someone or making them feel bad about how they look

Whenever you find yourself falling for this trap, I want you to remind yourself that Shaitan was the first entity to judge humans based on their appearance.

Don't follow in his footsteps, follow Allah (SWT)'s guidance!



With Allah (SWT) as the centre and Islam as the way of your life, you will never fall into the traps of unrealistic standards.
May Allah (SWT) be with you! (Ameen)