



## WE Party Conference

15 – 18 October 2020

**Amendment Title:** Change 'beauty' to 'cosmetic'

**Proposed by:** The Greater Manchester Branch of the Women's Equality Party

**Proposer:** The Greater Manchester Branch of the Women's Equality Party

**Type of amendment:** Amendment to Policy motion

**Title of motion you wish to amend:** Combating Ageism Requires Action Now

**Motion text you wish to amend:**

Line 26

'The beauty industry (both commercial firms and journalists) to stop using the term...'

Line 58

'...beauty industry, lack of contact with older people, age based prejudice...'

Line 63

- 'Mental health'

**Wording of amendment:**

N.B. New text is in colour and underlined; black text ~~struck through~~ has been deleted.

- 1 26 The ~~beauty~~ cosmetic industry
- 2 58 '~~...beauty~~ cosmetic industry'
- 3 63 'Mental health issues'

**Amendment rationale:**

4 As a feminist party we have policies to tackle objectification, sexist stereotypes and poor  
5 media representation. We recognise that the so-called beauty industry is problematic and  
6 the word 'beauty' is not a positive one, 'cosmetic' is a more neutral term.<sup>i,ii,iii</sup>

7 Mental health is like physical health – it can be good, fair or poor etc. This is about mental  
8 distress so it would be more descriptive to add 'issues' or 'problems' to describe the type  
9 of mental health the motion is referring to.<sup>iv</sup>



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<sup>i</sup> [https://www.huffpost.com/entry/2015-beauty-takeback-feminism-and-the-beauty-industry\\_b\\_6850318?guccounter=1&guce\\_referrer=aHR0cHM6Ly93d3cuZWNVc2lhLm9yZy8&guce\\_refer\\_sig=AQAAAC\\_2Roa5p1bZawdcqypiFMA-d2M15oqd6rtpQ9DOPF4ChaEmaN5PnbUwew7CXjGIUQ4W9HjuYueUqf7VQO8U3T1gjtsF3nZapVIP3wGnQwOe4ajpg6qh9cz7uAvgNnpV57pBxNfhUtaQ6Qil64TAaCcEMko4IMpi68kC\\_kdr2U0u](https://www.huffpost.com/entry/2015-beauty-takeback-feminism-and-the-beauty-industry_b_6850318?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZWNVc2lhLm9yZy8&guce_refer_sig=AQAAAC_2Roa5p1bZawdcqypiFMA-d2M15oqd6rtpQ9DOPF4ChaEmaN5PnbUwew7CXjGIUQ4W9HjuYueUqf7VQO8U3T1gjtsF3nZapVIP3wGnQwOe4ajpg6qh9cz7uAvgNnpV57pBxNfhUtaQ6Qil64TAaCcEMko4IMpi68kC_kdr2U0u)

<sup>ii</sup> <https://www.theguardian.com/commentisfree/2020/aug/30/ladies-dont-worry-about-zoom-face-the-rapacious-beauty-industry-is-here-to-help>

<sup>iii</sup> <https://www.theguardian.com/global/2019/sep/29/funmi-fetto-happy-in-my-skin-beauty-industry-diversity>

<sup>iv</sup> <https://www.mind.org.uk/information-support/types-of-mental-health-problems/mental-health-problems-introduction/about-mental-health-problems/>