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Social Responsibility of Advertising and Female Beauty: A Document Analysis of Laws and Regulations in Brazil and Portugal

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Abstract

This work sought to verify - from an exploratory, intuitive, and empirical view -, how advertising has been regulated in Brazil and Portugal in a non-exhaustive way, observing laws and regulatory guidelines that already exist in these countries and those that are in process, checking its social responsibility in the face of the representativeness and diversity of female beauty. Through qualitative Document Analysis, highlighting the main public documents online found in recent reports, newspapers, official government websites, blogs, and social media, an attempt was made to observe and compare these countries that are historically and culturally linked, differing in cultural, social, political and economic matters. Therefore, in Brazil, there are already some norms to indicate the use of image editing and guidelines to avoid stereotyping of female beauty in advertising. In Portugal, there are already amendments to the advertising code to make beauty standards real and ensure the principle of veracity with the consumer. Both countries already have similar protective laws regarding the "non-objectification" of the woman's body in advertising. However, it was observed that despite the existence of these progresses, there is still a long way to change the deconstruction of the collective imagination about the aesthetic pressure on the female body. Brands/companies need to be aware of these laws/norms and apply them in practice, as well as the need to apply an educational form of awareness for society in general, aiming to be more aligned in the search for more responsible advertising directed to women and for all.

Keywords: beauty standards, advertising regulation, social responsibility of advertising, Brazil and Portugal, document analysis

1. Introduction

In addition to the media and with the emergence of online social networks, the presence of images in advertising campaigns has allowed continuous and unimpeded access to the visualization of this information, which directly influences the social construction of imagery and aesthetic standards, such as beauty stereotypes (Bohannon, 2023; Oliveira & Lapa, 2022). These beauty stereotypes are directly linked to the norms of the beauty standards discourse, which are associated with the Western hegemonic characteristics that make up this beauty standards discourse: fair skin, straight hair, youthful appearance, thinness, full breasts and buttocks, fitness body, white teeth, manicured nails, being tall, etc. (Oliveira & Lapa, 2022).

In this regard, advertising has immense power over different societies, shaping our perceptions of beauty and influencing behaviors (Oliveira & Lapa, 2022; Souza & Ferreira, 2019). Unfortunately, this power has often been used to promote unrealistic and harmful beauty standards for women, negatively impacting their Self-Esteem and body image (Souza & Ferreira, 2019, p.1). With the unbridled search for adequacy to these standards, it is observed, as already proven through recent studies (Bohannon, 2023; Oliveira & Lapa, 2022; Souza & Ferreira, 2019), that the failure to correctly regulate these images, especially advertising ones, has negative consequences for the health of thousands of people around the world, such as children/girls and women. Depression, eating disorders, anxiety, stress, bulimia, bullying, anorexia, psychological disorders, and body shaming, among other health and social problems, affect the population every day (Souza & Ferreira, 2019, p.1). According to a recent report by CNN Brasil (2023): “Brazilian researchers have identified a set of characteristics that make a person more likely to develop mental disorders associated with body image and eating”.

Taking into account, countries that are historically and culturally linked, such as Brazil and Portugal, to make a comparative analysis of what has been effectively done in legislative and normative terms regarding images and imagetic advertising content (Souza & Ferreira, 2019, p.1), to notify the viewing public that an image has been digitally modified, that it is a paid advertisement, or that it is an unrealistic advertising image. In this way, the objective of this work is to verify and show the progress already made regarding the social responsibility of advertising and the approach to female beauty in advertising content by the laws and guidelines. What legislative advances are already in place in Brazil and Portugal? Are these guidelines being applied and monitored in practice?

Thus, through Document Analysis (Cellard, 2008), in an exploratory, intuitive, and non-exhaustive way (Duarte, 2017, p.154), we sought to carry out an analysis with a communicational and sociological perspective (Duarte, 2017, p.153), observing how online content is made available in its different cultural contexts (Cellard, 2008, p. 297). Then, we focused on finding Bills and guidelines for advertising that discuss beauty standards in the Brazilian and Portuguese advertising context (Duarte, 2017, p.153).

After the research for the theoretical framework of this work, it was investigated that there was little production of studies related to the analysis or verification of norms and laws active in Brazil and Portugal on the “social responsibility of advertising and female beauty” and its consequences in society. In that regard, this study seeks to contribute for the reflections and debates present in the fields of Feminist Studies, Women's Studies, Sociological Studies, and Legal Studies, offering a summary of what is already being actively transformed in Brazil and Portugal on the regulation of advertising in the context of the imagery approach and female beauty.

2. What already exists about advertising regulation in Western countries

It is known that during and after the COVID-19 pandemic, many studies analyzed and showed the disastrous impacts of unrealistic images present in paid content on social networks on the health of young girls and women. Choukas-Bradley (et al., 2022, p.1), for example, published their study after the Pandemic, revealing that the problem regarding social media in adolescent girls' body image concerns, and turn, depressive symptoms and disordered eating, continue to exist (Choukas-Bradley, et al., 2022, p.1). The authors show through empirical evidence how social networks become harmful to the mental health of young people, causing serious problems related to body image and concerns that focus on comparing themselves with the bodies of other people such as celebrities and digital influencers (Choukas-Bradley, et al., 2022, p.1). Also, the study by Meneses (et al., 2023, p.1) shows "The overvaluation of physical appearance has led many women to become dissatisfied with their bodies, feeling uncomfortable with their self-image and their true self", taking to "plastic surgeries considered dangerous and invasive, as well as dubious eating methods to achieve the standard ideal." As a result, "a large number of women developed Eating Disorders, Gerontophobia, Depression, Anxiety, and problems with Self-esteem" (Meneses, et al., 2023, p.1). Consequently, thinking in global terms, there is an urgent need for the regulation and practical application of laws to monitor how female beauty is approached by advertising (Bohannon, 2023, p.3).

With this, we seek to understand how Western countries have sought legislatively and through guidelines to regulate how advertising addresses stereotypes of female beauty standards. Thus, to contextualize what is already happening in the Western world regarding laws and norms relating to aesthetic pressure and female beauty in advertising, it was observed that some countries are already moving in this direction to protect consumers and society in general against these standards and normative pressures.

About the North American context, Bohannon (2023, p.3) in her study on "False Advertising and Young Girls' Self-Esteem" demonstrates "the negative impacts false advertising has on young girls and what public policies could assist in mitigating these short and long-term impacts". The author shows the relevance of studies regarding laws and their impacts on the lives of girls and women, as they can help to suggest and improve the way they are applied in countries. Bohannon (2023, p.3) shows that "Congress can use these findings to inform policies supportive to protecting young girls' Self-Esteem from false advertising. Such policies could assist in reducing current behaviors of young girls from such advertisements including but not limited to eating disorders, body dysmorphia, and depression". One suggestion from the author for effective change is "Therefore, providing a tax or monetary benefit to participating businesses proving they did not use photoshop could provide a greater motivation in producing natural models as well as set an example for what models look like for young girls" (Bohannon, 2023, p.3).

In this sense, in a general overview of the European countries, Souza & Ferreira (2019, p. 48-49) show that regarding the use of image editors in advertising for cosmetics in the United Kingdom. The authors expose there is a specific ASA regulation for this, created in 2011: "The use of techniques pre-production, such as styling, make-up, insertion of eyelashes, hair, etc. is acceptable without explicit disclosure, provided these techniques are not misleading" (Souza & Ferreira, 2019, p. 48-49). In addition, it is notable that "About Brazil, the United Kingdom has more detailed self-regulation about cosmetic advertising, dealing with the containment of incentives for beauty that is not true, not to mention false or exaggerated" (Souza & Ferreira, 2019, p. 48-49). Still in the United Kingdom, the City of London banned, after negative repercussions from a campaign by a supplement brand on the subway, the

placement of advertising on public transport where people, especially women, are pressured to achieve a certain "body image", as shown in the Sapo report (Sapo, 2016).

In France, a Bill was recently launched that aims to ban retouched photos without warning. According to Tafarel (2023), "The French Minister of Economy and Finance, Bruno Le Maire, presented a Bill in France that tries to regulate digital influencers in the country". Thus, "If approved, it will be the first rule in Europe to impose a specific law on influencers. The French government sees the activity of influencers as a job without clear rules and, therefore, needs to be taken seriously". Tafarel (2023) also points out that "The new law, if approved, will require digital influencers to place some kind of notice, whether in photos or videos, about the advertising they are doing".

In some Latin American countries, also as a general overview, such as Argentina, laws such as: "Law 26.396 on the Prevention and Control of Eating Disorders, Law Talles 27.521, Law 26.485 on Integral Protection of Women together with the CEDAW Convention" seek ways "for the elimination of all forms of discrimination against women, for the prevention, punishment and eradication of gender violence constitute the current normative plexus -and by the way, advanced- to deal with aesthetic violence, among others" (Diario Feminino, 2022, p.1).

Thus, it is noted that several countries in the Western context are making advances that will have great proportions in terms of the social responsibility of advertising towards the mental and physical health of girls and women, but there is still a long way to go. In this sense, and to observe how social movements and civil society pressure legislators and regulatory bodies, it will be observed how two countries that are linked historically and culturally are dealing with the issue of aesthetic pressure in advertising, respectively, Brazil and Portugal.

3. Document Analysis Method and Discussion

Based on Cellard's (2008, p.295) view of the Document Analysis Method, where "Thanks to the document, a longitudinal cut can be made that favors the observation of the process of maturation or evolution of individuals, groups, concepts, knowledge, behaviors, mindsets, practices, etc." In this sense, the document analysis addressed in this work seeks to observe, through exploratory, intuitive and non-exhaustive search (Duarte, 2017, p.153), that is, the context of "discovery and by formulating the interpretation" of what is found in a digital environment, "public documents". For Cellard (2008, p.297), public documents are "documentation generally voluminous and sometimes organized according to plans of classification, complex and time-varying. Although it is said to be public, it is not always accessible". In addition, "This type of archive commonly includes: government archives (federal, regional, school, or municipal), civil status archives, as well as some notary or legal archives" (Cellard, 2008, p.297).

That was done in a non-exhaustive way (Cellard, 2008), a verification of existing laws and regulatory guidelines that are in process in Brazil and Portugal until April 2023. Looking at a communicational and sociological perspective, that is, through the "analysis and/or interpretation of a social phenomenon in a given cultural, social and historical context" (Duarte (2017, p.154).

Based on a qualitative Document Analysis, analyzing the online public documents that stood out most in the search on the Google Search Engine and the Google Scholar platform (Brazil and Portugal) using English and Portuguese keywords, such as: "beauty standard + advertising + Bill"/ "padrão de beleza + publicidade + Projeto de Lei"; "regulation +

advertising + female image"/"regulamentação + publicidade + imagem feminina", etc. Thus, the content was found in recent journalistic reports, official government websites, periodicals and articles, blogs, and social networks.

3.1. Laws and Regulations in Brazil

In the Brazilian context, it is observed the existence of an official regulatory body, the National Council for Publicity Self-Regulation – Conar (2021), where, Souza & Ferreira (2019, p.45) show that despite not having "the force of law, it has great respect, in the advertising environment, about its decisions, with powers to bring together advertising agencies, communication vehicles, and advertisers, to demand changes and even prohibiting the placement of advertising pieces in circulation". In addition, Soarez (2018, p.45) points out that the Council was born in 1970 and is "currently composed of 180 councilors, divided between advertising professionals from all areas and representatives of civil society", and that it is headquartered in eight chambers throughout Brazil: "Sao Paulo, Rio de Janeiro, Brasília, Porto Alegre, and Recife".

The authors also show "About the regulation on the use of image editors in advertising, specifically in cosmetics, Conar does not have any annexes or articles that address the subject directly or indirectly" (Soarez et al., 2018, p.46), but regarding "The display of the female body, in advertisements, has only one caveat in the annex of Alcoholic Beverages, which says that messages that contain appeals to sexuality are liable to be judged" (Soarez et al., 2018, p.46).

Thus, Conar issued a New Technique for execution in advertising content which aims at the "Obligation to include notice about the use of filters in advertisements": "Proposal for mandatory inclusion of a health warning "photograph retouched to modify a person's physical appearance" in photos of models that are digitally retouched or manipulated"; "Attempt to reject the dissemination of unrealistic standards of beauty and consequent serious psychological problems. (...)", and, "Parameters in the legal principles in force, which govern the content of commercial communication: social responsibility, respect for human dignity and true presentation of advertising" (Conar, 2021).

Regarding the "non-objectification" of women in advertising, in Brazil, Bill No. 967 of 2015 by the Chamber of Deputies states that "Art. 2 - Advertising pieces are prohibited from presenting, in an obvious or subliminal way, verbal language with an erotic or sexual connotation, or expressions that show exploitation, violence or discrimination against women" (Chamber of Deputies, 2017). The social force that the imagery represents in the transmission of ideas is pointed out: "The concepts of beauty are created and worshiped from the advertising discourse, which has the power to dictate what is beautiful. Advertising reaffirms, strengthens, and legitimizes social standards. As a space for the production of meanings, the advertising text is the place of social representations" (Chamber of Deputies, 2017), and also "the advertising discourse guarantees the maintenance of domination relations, solidifying the dominant discourse, in which some values are still maintained conservatives linked to the female image: beauty and youth remain the most valued female attributes in women" (Chamber of Deputies, 2017).

Bill still reiterates, "The classic globalized stereotype of the attractive woman, spread by the media, is that of the woman with a sculptural body, without excess weight, the model of the "guitar woman", with full breasts, thin waist, and wide hips. Current beauty standards are rigid and defend the stereotype of thin and young women" (Chamber of Deputies, 2017).

In addition, with the presence of social movements, mainly through the feminist movement (Duarte, 2017, p.88-102), there was and is pressure from civil society on parliamentarians to

change laws regarding the pressure of the female beauty standard in advertising. In this sense, it is clear that in the legislative scope, Ramalho (2023) shows that "On March 8, 2023 (03/098/23) Bill No. publication of a warning message in advertising pieces intended for the commercialization of products or services that contain a digitally modified image to alter the physical characteristics of the portrayed person". Thus, "The Project foresees the content of the warning message, which must be inserted in writing and in a legible/visible way: "Attention, retouched image to modify the physical appearance of the person portrayed". (Ramalho, 2023). Thus, the Project also says that "Art. 4 The sanctions provided for in Law No. 8,078, of September 11, 1990, apply to violations of this article" (Federal Senate, 2017).

Also, in Brazil, a "Bill 2347 of 2022, prepared by deputy José Nelto of the Progressive Party (PP/GO)" is being processed in Congress, which according to Tafarel (2023), aims to create a "national register of digital influencers", and that "this is the most recent proposal that seeks to regulate the activity, with the forecast of a requirement for proof of technical knowledge by content creators". Still, "This regulation still in draft form may oblige a content creator who talks about cosmetics, for example, to prove that he has some knowledge on the subject" (Tafarel, 2023). Currently, "The deputy's proposal was received by the Labor, Administration and Public Service Commission of the Chamber of Deputies, having been there since September 2022", according to journalist Tafarel (2023).

Recently, after controversies and situations with drastic consequences on the health of celebrities and several women regarding the aesthetic procedure "emptiers", which are "substances that destroy the wall of the fat cell" (Free Body Movement, 2023), in Brazil, there is no regulation by the National Health Surveillance Agency (2023) regarding the indiscriminate use of this procedure where blisters, necrosis, and infections may occur (Free Body Movement, 2023).

With this in mind, the Brazilian Association of Advertisers (ABA, 2020) has developed "guidelines encouraging advertisers to represent different body types, ethnicities, and ages". Thus, "these guidelines aim to promote more inclusive beauty standards and challenge prevailing stereotypes in advertising". Also according to the ABA (2020), the "Guide for Responsible Gender Representation in Advertising" "large advertisers such as Unilever, P&G, Mars, Diageo, J&J and Mattel" are adhering to its use. In this way, the ABA (2020) points out that "The guide highlights the analysis of female representation in advertising, but does not leave aside the role played by men in communication actions".

This guide emerged from "the meeting between advertising market leaders and UN Women, who together founded the Unstereotype Alliance" (ABA, 2020). This project, according to the ABA (2020) "recognizes that advertisers and creatives have the power to influence culture and society positively", showing that "a new agenda is needed to break harmful stereotypes about men and women in communication" (ABA, 2020). In this way, the ABA (2020) reveals that "the movement proves the strength of the purpose we assume of "Mobilizing marketing to transform business and society".

According to UN Women (2022a): "The Alliance Without Stereotypes aims to promote gender equality in advertising by eliminating the reproduction of stereotypes through reflections and joint actions with the main agents in the advertising sector", and "has been making progress with agencies and advertisers, offering data such as the Todxs survey (UN Women Brazil, 2022b), exclusive training, participation in events, internal training and producing knowledge through key performance indicators (KPIs)".

In other words, this means that this group of partners, including advertisers, associations, institutions, and governmental and non-governmental organizations, seek in common

agreement to follow the "3Ps" proposed by the Alliance. Thus, according to Dani Godoy, Program Manager at UN Women, the "3Ps" are a methodology to guide the construction of the advertising message, namely: "Presence, Perspective, Personality", so that each one corresponds to (UN Women, 2019, p.18-22): "Presence is about who is being shown in the communication" (UN Women, 2019, p.18-19); Perspective is about who is telling the story. Consider: Have as many female and male voiceovers; Include women "telling" stories as often as men do (from their point of view, they should speak at the beginning and end of the commercial) (UN Women, 2019, p.18-20); Personality is everything that demonstrates the depth of the character (UN Women, 2019, p.18-21)".

Therefore, according to the UN Women International website, the countries that are part of the Unstereotype Alliance so far are Australia, Argentina, Brazil, India, Japan, Kenya, Mexico, South Africa, Turkey, the United Kingdom, and the United Arab Emirates (UN Women, 2023).

3.2. Laws and Regulations in Portugal

In the Portuguese context, the country already has a protective law regarding the "non-objectification" of the woman's body in advertising within the scope of the Advertising Code of Portugal (2008) against gender discrimination. According to Article 10, Principle of Legality: "3. Advertising that uses the image of women or men in a discriminatory or vexatious manner is prohibited", and "4. Advertising that uses the woman's or man's body or parts of it when disconnected from the product intended to be advertised, or that associates the image of women or men with stereotyped and discriminatory behavior is prohibited" (Advertising Code of Portugal, 2008). Thus, it is observed that there is a law regarding issues of gender discrimination, but nothing regarding the issue of aesthetic pressure related to the woman's body: "It does not allow the use of the image of the woman as an object, nor any discrimination based on the sex. This diploma is revoked by Decree-Law No. 303/83, of June 28" (DGSS, 2014, p.36).

Recently, Dove (2023), a global brand of cosmetic products, launched a public petition in partnership with the institution Mental Health Europe (MHE, 2023) that proposes to the European Union the bipartisan Bill "Kids Online Safety Act (KOSA)", which requires "social media companies to design their platforms to put children's safety ahead of profits", i.e. "This means identifying and mitigating the harms children are exposed to, providing parents with better reporting tools and put children's privacy protections on the highest settings by default." The project seeks to protect children from advertising images and content on social media that harm children's cognitive development and trigger diseases such as depression, eating disorders, anorexia, and bulimia, among others (Dove, 2023). The campaign released by Dove is being broadcast in several countries belonging to the European Union, and Portuguese influencers such as singer Carolina Deslandes (2023), and digital influencers Catarina Raminhos and Catarina Cabrera, among others, are participating to amplify the campaign in Portugal.

"This is a campaign with real testimonies of teenagers and children who suffer from pathologies derived from the use of social networks and harmful misinformation about diets, the body, and this obsession with being the same as the filters", says Deslandes (2023) in a sponsored publication on his profile from Instagram, "This campaign focuses on a petition that aims to have greater control over the content present on social networks, legislating this virtual space and regulating access and the content that is presented" (Deslandes, 2023).

As for proposals for laws or normative rules for the Advertising Code, there is still no attention directed towards the aesthetic pressure of female beauty standards, whether with the

regulation of image editors or digital filters nor for identifying the use of themselves in the images, as already occurs in Norway, France and the United Kingdom (Oliveira & Lapa, 2022; Duarte, 2017; DGSS, 2014). An interview by Santos (2021) with the Portuguese digital influencer, Paula Cosme Pinto, shows that, for the communicator, there is a transformation taking place in Portugal, in terms of the mindset of consumers: "(...) We realize that objectification, dehumanization, and the offensive way in which we talk not only about gender but also about ethnicities, religion, and age, are no longer acceptable. Why? Because brands have a responsibility with the messages they convey". She continues by saying: "(...) When self-regulation does not work, even with so many official recommendations shared as it has happened, it seems necessary for someone to play that role", and "(…) Even when it comes to advances in the law, we have to recognize the merit of the much that has been done and that is being projected for the future" (Santos, 2021). Still according to the influencer (Sanyos, 2021): "(…) We must realize that changing forms of discrimination that are so structural and deeply rooted in our collective DNA is not an easy task and it is unrealistic to think that this can be done quickly. There is a lot of resistance even to official agreements and recommendations".

As the influencer points out, progress towards regulatory laws on women in advertising has been developing slowly in the country, despite broader awareness on the part of society, there is still a rooted conservatism and resistance (Duarte, 2017, p.132).

Unlike Brazil, it was also found that in Portugal there is a Bill of Law n.º 936/XIV/3rd that "Amends the Advertising Code to make beauty standards real to ensure the principle of veracity with the consumer", proposed on September 15, 2021, by the Commission for Economy, Innovation, Public Works and Housing (6th). In this way, the proposal (Assembly of the Republic of Portugal, 2021, p.2) also says that: "The tenderer mentions a 2021 study by the Advertising Standards Authority (ASA), which concludes that '65% of advertisements do not identify that it is an advertisement'". Also, "the proponent further points out that the use of «beauty filters» by influencers to promote not only their physical abilities but also skincare or cosmetics is likely to negatively affect perceptions, especially of young women, about themselves and their body image, mentioning several studies and investigations on these effects" (Assembly of the Republic of Portugal, 2021, p.2). In this circumstance, the Assembly of the Republic of Portugal (2021, p.2) shows that "with the initiative presented, it is intended that anyone who advertises a product or service on a digital platform unequivocally indicates that it is advertising", as they should also "indicate whether a beauty filter was used, whether in terms of personal characteristics of those who advertise the product, such as cosmetics, weight loss products or beauty products".

This Bill compares to those already applied in European Union countries such as Spain and France (Assembly of the Republic of Portugal, 2021, p.10), where they say that in Spain: "The right to correct information about the different goods and services, to facilitate knowledge about proper use, consumption, and usufruct; The protection of their rights through effective procedures, namely about vulnerable consumers". About France: "The commercial practices defined under the terms of articles L121-2 to L121-4, also constitute unfair commercial practices, being of relevance, within the scope of the matter in question, the practices set out in article L121-3, when deceptive advertising is defined when it does not indicate its commercial intent" (Assembly of the Republic of Portugal, 2021, p.13).

4. Findings/Results

After Document Analysis carried out through public content available online, it was found that in Brazil and Portugal, some laws and standards regulate aesthetic surgery services, dietary supplements, rapid weight loss, clothing, and beauty products, among others.

About Brazil´s context, it is observed that the existing draft laws in the Federal Senate of Brazil (2017), the Chamber of Deputies (2017), the guidelines offered by Conar (2021), the Brazilian Association of Advertisers (ABA, 2020), and the Unstereotype Alliance (2023, 2022a; 2022b, 2019) reveal interesting contributions to a more ethical and socially responsible advertising communication construction. However, strong national campaigns to raise awareness among brands and the general public are not seen in practice. In other words, there is evident progress in legislative areas and recommendations, but there is no emphasis on monitoring and applying them.

In the Portuguese context, the Advertising Code of Portugal (2008), Assembly of the Republic of Portugal (2021), General Directorate of Social Security (2014), and Mental Health Europe (2023) also offer progress in the legislative sphere and terms of guidelines for good advertising practices. The country participates, through the Dove Portugal brand (Dove, 2023), in a campaign at the European Union level, for the approval of the Digital Services Act, for the regulation of advertising content on online social networks, aiming to protect the mental health of children and teenagers. However, apart from this, there are no national campaigns from the government or advertising associations aimed at brands/companies to raise public awareness regarding the importance of applying these regulations for the well-being of women in the country.

It is also observed that in both countries there has been progress in recent years regarding these changes in the laws and guidelines of advertising associations, which demonstrates a more reliable intention with social responsibility and the mental health of women. Nonetheless, in practice, this is still not clearly seen. In other words, despite feminist movements, academic and media discussions on the topic, advertising continues to address female images that dialogue directly with the image of standardized beauty, how Oliveira & Lapa (2022), Souza & Ferreira (2019) and Duarte (2017) shows to us in their studies.

5. Conclusion

It is verified that both in Brazil and in Portugal there is a discussion about the regulation of female beauty and aesthetic pressures/stereotypes. In Portugal, it is verified that this search for advertising regulation about aesthetic pressure has been discussed very recently in media and broad parameters, both on television and on online social media (Oliveira & Lapa, 2022; Duarte, 2017). The country, despite already having a strong presence of the feminist movement, for example, is still quite resistant to the advancement of this discussion, but it turns out that there are Bills in progress that seek to regulate advertising about beauty standards, which is innovative for the country, as well as for building a more respectful and strengthened Portuguese society (Oliveira & Lapa, 2022; Duarte, 2017; DGSS, 2014). It is noted that there are legislative proposals for the regulation of advertising and the approach to female beauty and that there is still interest in its inclusion in protection Bills regarding the indiscriminate use of edited images in advertising content on the Internet in areas of the European Union.

In Brazil, it was noted that there are already Bills and guidelines for advertising regarding the use of image editors, and identifying whether content is paid for on social media, for

example. Some suggestions for change have already been carried out by scientific empirical studies such as those by Souza & Ferreira (2019, p.1) in their study on "Female Beauty Retoucated in Advertising", which compares the advertising context in Brazil and the United Kingdom, show that "the female audience in the United Kingdom has greater discernment about the perception of "ideal beauty" presented by advertising, compared to the female audience in Brazil" (Souza & Ferreira, 2019, p.1). When observing these two countries, the authors (Souza & Ferreira, 2019, p.1) reinforce the urgency of applying laws that limit the exaggerated use of editors in images, seeking more socially responsible advertising regulation in Brazil, as well as the Kingdom United appears to be doing.

It is emphasized that even with these Bills, laws, and guidelines in force, there is still a long way to go for a deconstruction of the collective imagination about the aesthetic pressure on the female body, both in contexts of advertising communication and these two societies themselves. It was observed that even with these advances in proposed laws, guidelines, and ethical standards for advertising, do not exist, for example, a big, public, and practical awareness and/or educational campaigns to amplify these guidelines seeking to avoid social and health problems in society, worsened even more post-Pandemic, as shown by Meneses (et al., 2023) and Choukas-Bradley (et al., 2022).

Therefore, there is still a need for awareness projects to seek to break stereotypes of female beauty in advertising and stop this cycle of symbolic violence with the discourse of beauty standards against women (Oliveira & Lapa, 2022; Bourdieu, 1989). This way, as Bohannon (2023, p.3) shows: "Implications for positive social change include informing Congress of potential systemic issues that either hinder or democratize young girls' rights within Congress and further supports protecting the mental health development of young girls".

So, the purpose of this article, in addition to verifying what is already publicly available online about the laws and standards of good application of advertising regarding the approach to female beauty, was to cite and facilitate the search for this information for future research, contributing sociological, communicational and even legal analyzes on the topic. Aiming to provide support and a general overview of what has already been applied in Brazil and Portugal, collaborating to the construction of the debate on more socially responsible and inclusive societies.

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