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## DIET AFFECTS WOMEN'S HEALTH AND BEAUTY



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### ABSTRACT

You are Mother, you are sister, you are confidant, you are kindness, you are forgiveness, you are calmness and you are Goddess. Woman has been elaborated like this through ages. This is a some drawing of her glory. In addition, there are standards of her prestige. Her beauty has been elaborated like, you are 'Kamalakshi', you are 'Minakshi', you are 'Kusuma', you are 'Koumudi' and you are 'Vama' (A beautiful woman) in Sanskrit literature. Modern women are not only praiseworthy and beautiful, but they have proven their capabilities as responsible partner and a person. In today's hectic schedule, she maintains her health and beauty along with all responsibilities. Balanced diet help her to cope with house chore and career.

Diet is closely related with health and beauty. However, in this study relation of diet towards health and beauty, has been described. Diet is a major need of every living organism. Man is an intelligent animal. He has discovered several methods of cultivation and preparation of food. Due to taste sense, he made combination of various spices and foodstuff and made more tasty and attractive cuisines. By this method, in allover world, various foodstuffs are developed.

According to Dr. Torry Acry, scientist, 'Carnel University', the role of eyes is also important while tasting food. Therefore, it has come to know that eyes play more important role except only looking. (Pudari Daily Newspaper: 2016, P, 6). Everybody says that, in this hectic lifestyle they have no time for exercise. While long seating hours in routine life, weight is increased. Due to sedentary lifestyle some diseases occur. i.e. backache, neck ache, disturbing stomach, stress on the eyes, etc. .(Dr.Bhagat: Pudhari News Paper, 2016, P, 8).

According to Shantaram Kane, doctors, dieticians, nutritionist advise ,what not to eat.

However, more important thing is that ,what to eat, when to eat, how to eat and how much to eat, that nobody tells us. These things are closely related with health and beauty. (Dr.Kane, 2015, interview). Gym for women is a new concept . According to this study, gyms are popular due to diet guidance, which is provided by them . So the diet plays an important role (57.3%), to maintain health and beauty. Health, and Beauty, is important concepts of women's life. She faces several physical and psychological changes during her life. Puberty, Pregnancy and Menopause are the three stages in women's life which affects health and beauty create upheavals in her psychology. All three above-mentioned stages affect her health and beauty. She is conscious about it very much, because it is her fundamental right and an important aspect of her personality.

The present study was based on primary and secondary data. Primary data was collected from structured interview schedule. Secondary data was collected from books, journals, reports, case studies, newspapers, magazines and internet. The objectives of present study are to assess the social, economic, educational status, perceptions about health and beauty, affecting factors of health and beauty and relationships of health and beauty.

**KEYWORDS :**Health, Beauty, Beautification, Women, Urbanization, Modernization, Globalization, Gym and Beauty Parlor .

### INTRODUCTION

According to Stendhal ,women are aware of, true life ethics are lies within heart and not within material world. They are too emotional and suppressed. So he thinks that if women get freedom, their inherent qualities may developed, which is her beauty, (Simon, 2010, P – 234).

Now a day's both husband and wife do earnings. Still responsibilities of home are depending on woman. Domestic work and management is not only women's responsibility and it should not depend upon gender. Today it is the need of time that this should be changed ( Pudhari Daily News Paper: 2015, p, 2). Of course, some women are coming out from their home after their children grow and this is one positive aspect. If men do domestic work then it is rewarded but work of women is assumed as their obligation. It is expected that woman should serve the elders at home, she should maintain every social practice and every relation and all this should be done with a smile and without making any complaint. (Pudari Daily News Paper: 2015, p,3).

Poet Braiton says – Biggest responsibility of woman is to make settlement and establishment of peace in society. Today's woman seems restless, insecure. Her roots are ingrained in life force. Thus, Briton considered, woman as a savior of the world. (Simon, 2010, P – 232). Briton describes woman as truth, poetry, and beauty of the world. (Simon, 2010, P – 234). Although, today she is being self-conscious, she is not tending to go against the stream, but as concept of liberal feminism, she expects support and co-operation from her family members. (Simon, 2010, P – 188). Healthy, beautiful, educated and well-cultured wife increases prestige of her husband. She maintains well her husband's day-to-day life by taking care of his health, diet, sleep etc. (Simon, 2010, P – 217). In the stressful lifestyle, every person of any age is mainly dependent and sees with hope at women's role of mother for support. Woman in this generation must identify it and she should make changes into her, according to it. (Pudari Newspaper Daily: 2011, P-3).

India is a country with full of diversity. There is different geographical and cultural conditions in every region. In addition, there is difference in climate, crops and lifestyle. At East, there is valley of river Brahmaputra with extreme rainy region. At West, there is deserted area of Rajasthan. At North, there are Himalayan ranges and at South, the area is surrounded by sea. India's diversity has made it the

world's attraction and tourism centre.

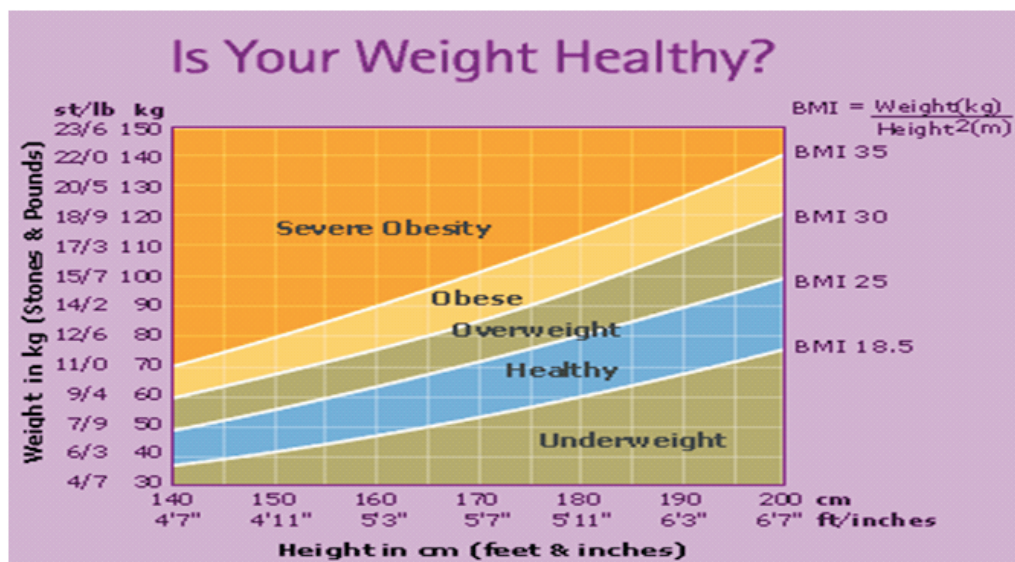
Every state has different climate and crops, so every state has different food culture. In Punjab, food made by wheat and milk is eaten more and in Southern states food made by rice is eaten more. Rice and fish are the main food in Bengal and in Maharashtra 'Bhakari' (bread of Jawari) and 'Chapatti' made by wheat is the main food. Likewise, methods of preparing vegetables are also different. Somewhere chilly is in use in great extent but somewhere it is in use in less extent. If we think only about Maharashtra in 'Vidarbha' (eastern region of Maharashtra state), chilly is used more in gravy, but in 'Konkan' (costal region of Maharashtra state) region, coconut is in use in gravy. In addition, they eat fish and rice more. (Joshi, 2015, Interview) Racial and regional aspects, food habits and climate affect health and beauty. Every day, in human body hundreds of body cells die and hundreds of cells newly born. For this, building process, maintenance and protection, nutritional elements are necessary which are provided by the food or diet.

A gradual growth in the urban population gives rise to the demand of industrial goods. Social control and needs are interrelated. Compared to rural life, urban life is much more dynamic. (Chorage, 2005, P-12). There is also a competition about class, status, professional supremacy and political domination. In the urban area, the atmosphere offers various opportunities in education, selection of occupation and personal development (Chorage, 2005, P-12). Therefore, there are several ways to improve personality in urban society. Now due to globalization, several international cosmetic manufacturing companies have entered in India. Cosmetics of International standards are also available in Kolhapur. Indian women have crowned as 'Miss World,' 'Miss Universe,' and 'Miss Asia Pacific' and so on. Gym and beauty parlor become necessary services for urban women.

The term 'standard of living' refers to the usual scale of our expenditure, the goods we consume and the services we enjoy. It includes the level of education, employment status, food, dress, house, amusements and comforts of modern living. (Nagpal, Sell, 1985: 7).

Women are obsessed to maintain the fitness and their own personality according to modern beauty norms. In the past, fatty women used to be rewarded as 'Khat Pite Ghar Ki' (from rich family), and their chubby and flabby appearance was accepted as beauty. However, in today's era, fitness and beauty norms have changed. Due to the globalization, international norms are being accepted all over world. This is the era of slim-trim/zero figure and women are having help of gym and dietitian for it. Women in Kolhapur are accepting the lifestyle based on the scientific knowledge. McDonald culture has also entered. The computer, Internet, T.V. are integral part of women in Kolhapur. Advanced mobile versions have become popular. Not only tasty food, but nutrients are essential to maintain health and beauty. So be aware of standards of height and weight and requirements of nutrients.





[www.superbabyonline.com](http://www.superbabyonline.com)

### Calorie content of typical Snack Foods

Item	No of Units	Cal/gm	Gms	Calories
Glucose biscuits	3	4.5	21	96
Pohe/Upma/Sabudana Khichdi	1 plate	2.6/2.3/2.96	80/80/100	216/184/296
Idli/Plain Dosa	2/1	1.7/4.61	120/60	204/277
Farsan/Chivda		6.55/6.36	50/50	328/318
/Shev/Chakli		6.28/4.52	35/30	220/136
Donut/Chocolate cake	1/1	3.56/4.42	45/30	196/199
Misal/Pani Puri	1 plate	2.26/2.12	230/240	520/509
Kanda Bhajia	1 plate	3.03	80	242
Barfi/ice-cream		4.33/2.01	45/100	195/201
Dahi Wada/Samosa	2 each	1.64/4.76	250/140	400/476

Source: Rao, "Nutritive Values of Some Indian Food Preparations" Agharkar Research Institute Publication, 1999

According height intake of calories given in below table:

- ✦ BIM vs. Height, Weight and Daily Calorie Needs
- ✦ (Basis : Age – 50 yrs – Moderate Activity)

Height Ft-In		5'0"	5'3"	5'6"	5'9"	6'0"	6'3"
25	Wt.Kg.	58.06	64.02	70.26	76.79	83.61	90.73
	Wt.Lbs	127.74	140.84	154.57	168.94	183.95	199.60
	Calories/ day Male	1805	1973	2147	2327	2509	2702
	Calories/ day Female	1752	1851	1954	2061	2170	2286
22.5	Wt.Kg.	52.26	57.61	63.23	69.11	75.25	81.65
Target	Wt.Lbs	114.97	121.75	139.11	152.04	165.55	179.64
	Calories/ day Male	1693	1849	2011	2177	2350	2527
	Calories/ day Female	1674	1765	1859	1957	2059	2164
20	Wt.Kg.	46.45	51.21	56.21	61.43	66.89	72.58
	Wt.Lbs	102.19	112.67	127.65	135.15	147.16	159.68
	Calories/ day Male	1580	1725	1875	2028	2188	2352
	Calories/ day Female	1596	1678	1765	1854	1947	2043

(Dr.Kane, 2014, Diet & Lifestyle for in the 21st century, P.31)

There are 41 elements, which the human body requires from diet. Those are follows.

- |                   |                         |                              |
|-------------------|-------------------------|------------------------------|
| a) 10 Amino acids | b) Oil soluble vitamins | c) 11 Water soluble vitamins |
| d) 14 Minerals    | e) Carbohydrate         | f) Essential fatty acid      |

All these elements are necessary for our body, health and beauty. Lack of any of these reduces immune capacity and the cause for diseases. Excessive elements like calcium can create problem of kidney stone. Like that, person's positive or negative approach also affects the health and beauty. Therefore it is important that, are you optimistic or pessimistic?

According to Ayurveda diet, dietary regimen, seasons, lifestyle makes human physic and his tendency. Social interactions of human being take place according to these things such as illness.

Health can be defined as "A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." - W.H.O. (B.C. Rai, 2003: 1).

A condition or quality of the human organism expressing the adequate functioning of the organism in given condition, genetic and environmental. - WHO, 1957

"A state of relative equilibrium of body forms and functions which results from its successful dynamic adjustments to forces tending to disturb it. It is not passive interplay, between body substance and forces impinging upon it but an active response of body forces working toward readjustment." - Perkins

The word 'Nutrient or food factors' is use for specific dietary constituents such as proteins, vitamins, minerals, fats and carbohydrates. They require for the promotion, protection and maintenance of health and beauty, in all groups of the population. Malnutrition is one of the major reason of serious diseases and ill health. It comprises factors such as one. Under-nutrition, 2. Over-nutrition, 3. Imbalance and 4. Specific deficiency. The WHO definition presents three specific dimensions of health

- 1) Physical      2) Mental      3) Social

Many more may cite, viz. spiritual, emotional, vocational and political dimensions. All these dimensions interact with each other, though they differ in nature. The science of Physical Health in an individual is 'a good complexion, a clean skin, bright eyes, lustrous hair, with a body well clothed, with firm flesh, not too fat, a sweet breath, a good appetite, sound sleep, regular activity of bowels and bladder are smooth, easy, co-ordinate bodily movements'. All the organs of the body are of unexceptional size and function normally, all the special senses intact, the resting pulse rate, blood pressure and exercise tolerance are all within the range of 'normality', for the individual's and age and sex. In the young and growing individual, there is a steady gain in weight and in the future, this weight remains more or less constant. (K. Park, 2007, p.14). It is a say that, 'Birth is the start of life and beauty is the art of life.' (Radio talk, 2015).

'A thing of beauty is a joy forever'. When our eyes are set on anything beautiful, it has a lasting impression. It is forever captured in the recesses of our memory. However, different people have understood the phrase 'beauty' differently. To some it means physical appearance, particularly of women. So much importance was attached to beauty, to others it is a concept with a much deeper meaning. Beauty taken in this sense lies in the eyes of the beholder. What is ugly to one's eyes can be beautiful for other's eyes and vice-versa.



It is said that beauty is mirror of health. Both are based on anatomy and physiology of particular person. There are 11 systems in human body (Know it all P-40, 41). Such as Integumentary system (skin, hair and nail), Muscular system, Skeletal system, Circulatory system, Nervous system, Digestion system, Respiratory system, Urinary or Excretory system, Reproductive system, Immune and Lymphatic system, Endocrine system. Harmony means 'being at peace with the self, community, God and Cosmos'. Ancient Indians and Greeks supported the concept that, disease is a disturbance in bodily equilibrium. Harmony of all these systems creates health and beauty.

Beauty of women is closely related to Endocrine and Circulatory system. Endocrine system includes ovaries, which activate within the 10 to 12 years of an age by OSH (ovaries stimulating hormone). And one third of blood supply goes to the skin, which is biggest organ. Developments of female curves/physic take place due to it. These developments affect beauty of women. Shape, form and complexion of face are natural gift but skin can be maintained glossy and bright. Therefore, it is must to know how to maintain beauty of face. Due to the pimples in youth age, many can face mental restlessness. Some people have habit of eating strong pungent and strong soured food, along with extreme tea drinking and night awake can cause for pimples. (Kulkarni, 2015, P-3). Girls face several health and beauty problems due to hormonal imbalance. If androgen, progesterone level increases in women, she loses her feminine characteristics. Her breast become flat, voice become husky, get male pattern facial hair growth, nature become dominant etc. She faces beauty problems, such as pimples, pimple scars, coarse skin, crust, blackheads, whiteheads etc. Above-mentioned hormonal imbalance attacks her health and beauty. She may suffer from pigmentation, alopecia, hair loss, premature graying hair etc. These problems also lead to a stigma (Dr. Deshmukh, 2015). In this age, awareness of self is developed into girls. At the age of 16 to 18, girls are converted into beauty. If she gets proper nourishment, compare to any other age in her life, she looks more beautiful.

Pregnancy gives her completeness but it affects on her health and beauty a lot. If she does not get proper diet in the period of pre and post pregnancy, physical problems get started and could remain for her entire life. Such as anemia and problems related to bones, which affect her skin color, posture, physical efficiency, strength, stamina and fitness. Which leads to decrease her health and beauty.

Extra care and high calorie food in the period of pre and post pregnancy can lead towards obesity, which invites further repercussions like high B.P., cardiovascular diseases, gestation diabetes, cause of cancer, etc. Which also affects beauty. (Dr. Hiremath, Radio Talk, 2016).

Therefore, diet always should be qualitative, at proper level and should be according to personal physical demand. Same way menopause is also an important period of woman's life. In this period, hormonal changes create calcium deficiency, which can lead towards disease like osteoporosis. Along with negligence of diet can lead towards anemia. Hormonal imbalance also can cause for psychological disorders, such as depression, loneliness, etc. In this period, she also can get pigmentation, acne rosacea, superfluous hair (unwanted male pattern hair). Due to such problems affected her beauty, can give psychological instability. Therefore, to avoid these problems it is necessary that, women should have proper diet, and should maintain physical and mental stability, which lead to health and beauty.

Excessive calories can cause of obesity, which has been proven, disease now. Among reasons of obesity, genetics and thyroid can also cause for obesity. Due to the today's McDonald culture, consumption of fast food in every strata of society has increased (Dr. Mohan Patil, interview), along with untimely eating and sedentary lifestyle causes for increasing obesity. High B.P., Diabetes, Heart disease, possibility of Cancer, is the results of obesity. Limitations on physical movements, which in

turn led to more obesity, PCOD, in some women infertility, etc., are some physical repercussions of obesity.

There are also psychological repercussions of obesity. Attitude of other people towards such obese person can affect on that person and can cause for inferiority complex, frustration, reclusiveness and affect as limitations on personality development. Due to obesity acceptance by other people, get reduced, especially in the case of marriages.

**STATEMENT OF PROBLEM ;** The present study introduces the facts that diet affects health and beauty of women.

**OBJECTIVES OF STUDY :**

- i)To know factors, affect health and beauty.
- ii)To understand awareness of diet of women.
- iii)To know the effects of diet relating health and beauty

**METHODOLOGY :**

- i)Method of study;Content analysis method is used.
- ii)Sources of Data Collection;The study has relied on the primary and secondary data,an interview schedule,case studies and books,journals,reports,radio and T.v.talks,and internet.

**Table No : 1**  
**Classification according to their opinions about**  
**Factors affect to Health & Beauty**

	Frequency	Percent
Emotions	240	80.0
Skin Deceases	183	61.0
Diabetics	119	39.7
Blood Pressure	131	43.7
Viral Infections	148	49.3
Osteoporosis	97	32.3
Arthritis	94	31.3
allergies	140	46.7
Gray hair	149	49.7
other hair problems	160	53.3
sebum disorders	95	31.7
skin color disorder	125	41.7
facial wrinkles	148	49.3
Bad effects of fast food	209	69.7
air pollution	197	65.7
water pollution	174	58.0
pesticides	129	43.0

The above table gives the magnitude of various reasons that have bad effect on health and beauty. The major factor is personal emotions as opined by 80 percent respondents. Some are external factors such as air pollution, water pollution and pesticides. However, 69.7 percent said that the reason is consumption of fast foods outside. Some have the problems, may be hereditary such as gray hair, hair problems, osteoporosis, facial wrinkles etc. Some of the respondents are suffering from allergies, which affects on health and beauty.

Views about Obesity are sign of Bad Health: Obesity relates to physical and psychological health.

**Table No.2 a**  
**Classification of respondent according to vies about**  
**Obesity is sign of Bad Health**

	Frequency	Percent
Yes	208	69.3
No	92	30.7
<b>Total</b>	<b>300</b>	<b>100.0</b>

Obesity is becoming a problem in the present era of modern life style. One should know about the causes and consequences of obesity. In the present study, 69.3 percent women are aware of obesity. Still 30.7 percent are not aware of that.

**Obesity is sign of bad health**  
**(Open ended Question)**  
**Table No.2b**

	Frequency	Percent
Invite Diseases	97	32.3
Stigma due to changing norms of health & beauty	93	31.0
No comfortable in modern lifestyle	22	7.3
No Idea	88	29.4
<b>Total</b>	<b>300</b>	<b>100</b>

In the opinion of the respondents under study, 32.3 percent said that obesity invites various diseases and 31 percent said that it is a stigma due to changing norms of health and beauty. In addition, obesity reduces comfort in the modern life style.

Nutritional status is a positive health and beauty indicator. Nutrition may be defined as the science of food and its relationship to health and beauty. Along with diet regular exercise, adequate sleep, relaxation, pure atmosphere, positive thinking, regular health check-up etc. are the factors, which help to maintain health and beauty.

Factors maintain Health & Beauty: There are some factors in surrounding environment, which nourish health and beauty to show respondents view about it. This question is raised here.

**Table no.3**  
**Classification of Respondent according to**  
**Views about maintain health and beauty.**

	Frequency	Percent
Balance Diet	264	88.0
Regular Exercise	247	82.3
Adequate Sleep	226	75.3
Regular Health Checkup	193	64.3
Regular Dentist Visit	135	45.0
Gym	143	47.7
Beauty Parlor	146	48.7
Need of Relaxation	198	66.0
Entertainment	177	59.0
Cosmetics/Home care	151	50.3

According to most of the respondents (88 percent), balanced diet is a major factor to maintain health and beauty, 82 percent said regular exercise, 66 percent said that need of relaxation and 64 percent said that regular health checkups are required. In the second category where less than or equal 60 percent respondents mentioned the factors as cosmetics or health care, entertainment, beauty parlor, gym and regular dentist visit to maintain health and beauty.

Benefits of Balanced diet: In Marathi it is said to be at the time of lunch and dinner the shloka, "Anna he purn bramh". Intake of food is ritual to Hindus. They respect food as a god Brahma, a creator, so they worship food as a Bramha. It means pure, fresh and balanced diet is priority to maintain health and beauty. To view the respondent's opinions about benefits of balanced diet this question raised here.

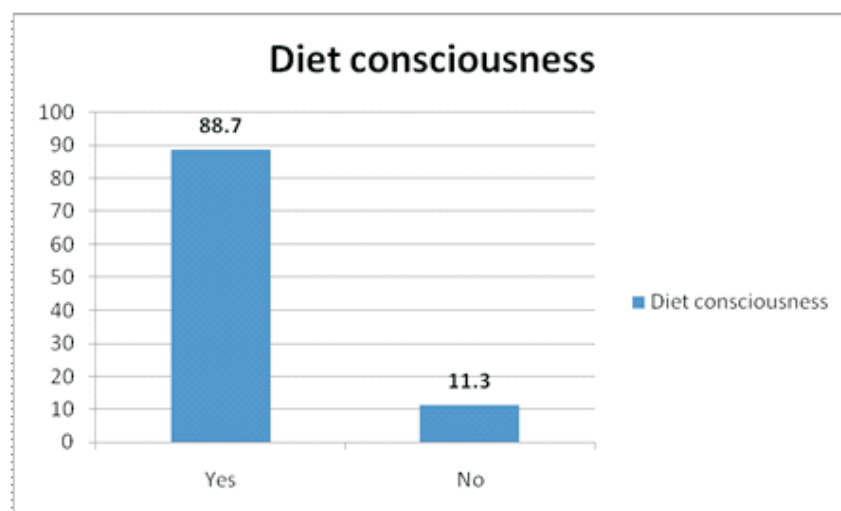
**Table no.4**  
**Classification of respondents according**  
**To views about benefits of balanced diet**

	Frequency	Percent
Health	268	89.3
Healthy skin	222	74.0
Attractive Figure	169	56.3
Fitness	235	78.3
Happiness	202	67.3
Improve Immunity	176	58.7
Activeness	196	65.3
Anything else	99	33.0

In general, the dieticians and nutritionist prescribes balanced diet, which helps in various ways. Some of the benefits are shown in the above table through the opinions of respondents. The major benefits are healthy life (89.3 percent), to maintain healthy skin (74 percent), to maintain fitness (78.3 percent) and to fill the life with happiness (67.3 percent). Also the balanced diet keeps the people active (65.3 percent) and improves immunity (58.7 percent) 56.3 percent respondents are stated attractive figure is the benefit of balance diet. Thus observed shows that there are several benefits of balanced diet. Thus, this table no. 5.8 shows that several benefits are of balanced diet are regarding health and beauty.

Diet consciousness: Diet is an important factor to well being of life. Thus to know the perceptions of respondents about it this question is raised here.

**Table no. 5**  
**Classification of respondents according to their**  
**Perceptions about Consciousness of Diet**



Above bar chart shows that, in order to maintain the physical health and beauty, proper diet is required. From the current study, it is observed that 88.7 percent women are having diet consciousness. Only 11.3 percent are not having diet control.

Reasons of Gym Popularity: Gym is a modern concept of exercise based on scientific knowledge. To test the reasons of popularity of gym among women this question raised here.



**Table no.6**  
**Classification of respondents according to their**  
**Opinions about reasons of gym popularity.**

	Frequency	Percent
Convenience	151	50.3
Proper guidance	178	59.3
Regularity	138	46.0
Diet Guidance	172	57.3
For Regular check ups	119	39.7
Better Results	163	54.3
Enjoyment	106	35.3
Changing Exercise Routine	129	43.0
Energetic Atmosphere	100	33.3
Status	106	35.3
Stress Release	137	45.7
To adopt modern Style	126	42.0

The above frequency table shows that various reasons for gym popularity from the respondent's point of view. Among them, the major reasons are proper guidance from gym (59%), diet guidance (57.3%) and better results (54.3%), convenience (50.3%).

However, less than or equal to 50 percent respondents have mentioned the following reasons for which the gym is popular: for regular checkups, enjoyment, changing exercises routine, energetic atmosphere, status, stress release and to adopt modern life style. It shows that women in Kolhapur are not just in favor of obsession.

#### **Hypothesis -1: Modern life style affects health and beauty**

To test the above hypothesis, consider the following frequency table. The average proportion is calculated and is considered for testing.

#### **Health & beauty problems of modern lifestyle.**

	Frequency	Proportion
Spondylitis	206	0.69
Knee Joint pains	141	0.47
Arthritis	198	0.66
Eye problems	238	0.79
Stress problems	191	0.64
Heart problems	167	0.56
Diabetes	189	0.63
Depression	163	0.54

dietary problems	147	0.49
Insomnia	207	0.69
Blood pressure	109	0.36
PCOD	144	0.48
Malnutrition	195	0.65
Obesity	220	0.73
Hair problems	205	0.68
Skin problems	205	0.68
Average	183	0.61

### The formal hypothesis is as follows:

**H0:**  $p = 0$  . The proportion of women agreed that modern lifestyle affects health and beauty adversely is insignificant

**H1:**  $p > 0.5$ , the proportion of women agreed that modern lifestyle affects health and beauty adversely is significant .The

Suitable test is Z-test for significance of proportion and the test results are as follows:

### CONCLUSION :

- 1) However, 69.7 percent said that the reason is, consumption of fast foods affect health and beauty. Some have the problems, may be hereditary.
- 2) In the present study, 69.3 percent women are aware of obesity. Still 30.7 percent are not aware of that.
- 3) In the opinion of the respondents under study, 32.3 percent said that obesity invites various diseases and 31 percent said that it is a stigma due to changing norms of health and beauty.
- 4) According to most of the respondents (88 percent), balanced diet is a major factor to maintain health and beauty.
- 5) The major benefits of balanced diet are healthy life (89.3 percent) .To maintain healthy skin (74 percent). To maintain fitness (78.3 percent). To fill the life with happiness (67.3 percent). Also the balanced diet keeps the people active (65.3 percent) . Improves immunity (58.7 percent).
- 6) In order to maintain the physical health and beauty, proper diet is also required. From the current study, it is observed that 88.7 percent women are having diet consciousness.
- 7) 56.3 percent respondents are stated attractive figure is the benefit of balance diet. Thus, this table shows that several benefits are of balanced diet to maintain health and beauty.
- 8) Reasons for gym popularity from the respondent's point of view shows that among them, the major reasons are proper guidance from gym (59%), diet guidance (57.3%) and better results (54.3%).
- 9) The hypothesis indicates that the proportion of women agreed that modern lifestyle affects health and beauty adversely is significant .

### RECOMMENDATIONS :

1. Balance diet is a major factor, required to maintain health and beauty.

2. Women should know about her physical and psychological changes, according to age.
3. Avoid fast food, which leads to obesity.
4. Obesity invites several diseases, and create stigma, therefore keeps it away.
5. Take care of nutrition intake do not only on taste.
6. Harmonal imbalance is a major cause of physical as well as psychological problems. So consult doctor when you feel any this type of health or beauty problem.
7. Make balance between calorie intake and consumption.
8. Take help of dietician, nutritionist and gym for control weight.
9. Urbanization, modernization and globalization are essential factors for development of society, therefore cope-up and adjust with the side effects of them.
10. Modern life style affect health and beauty, so take limited advantages of technology, and luxuries .i.e.to avoid use of lift
11. Maintain personal hygiene to prohibit diseases and beauty problems.
12. Be workaholic, optimistic, happy and think positive. This life style increases health and beauty.

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