

# SYNOPSIS



## The Beauty Craze

### Schönheitswahn

When the beauty craze meets the cult of youth, temptation quickly becomes a must. Is the media, with its flood of ever more perfect pictures of the body, responsible? Or is the beauty craze the necessary consequence of an increasingly superficial consumer society? «The Beauty Craze» analyses a development that has got under the skin of modern society and is calling our image of ourselves and others into question. An eye-opening documentary on the fear of ageing and the fading of youth, about the psychological and social roots of our longing for beauty, about today's trade in flawlessness, the psychology of beauty and success, about being, appearance - and about the beauty of ageing.

**Year:** 2014

**Run-Time:** 1 x 52 min.

**Directed by** Robert Gokl

**ORF**

Available worldwide

**Languages:** German (ORIGINAL) , English (DUBBED) , Spanish (SUB TITLE)

**Format:** 16:9

**HD**

» [SCREEN ONLINE](#)