

# *Stereotypes of perfect models on social media*



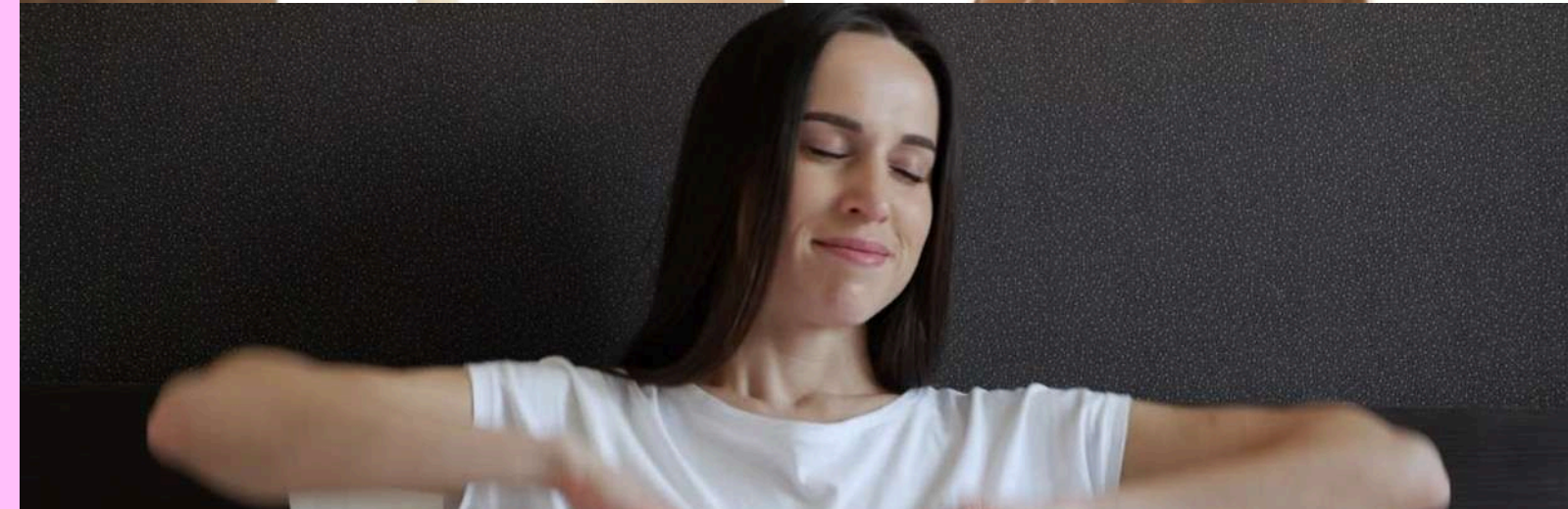


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## *The perfect awakening*

People on social media wake up with their hair in order, bright skin and a ready-made cup of coffee.

No signs of sleep, no sleepy expression, no pillow printed on the face.





# *The movie-like couple*

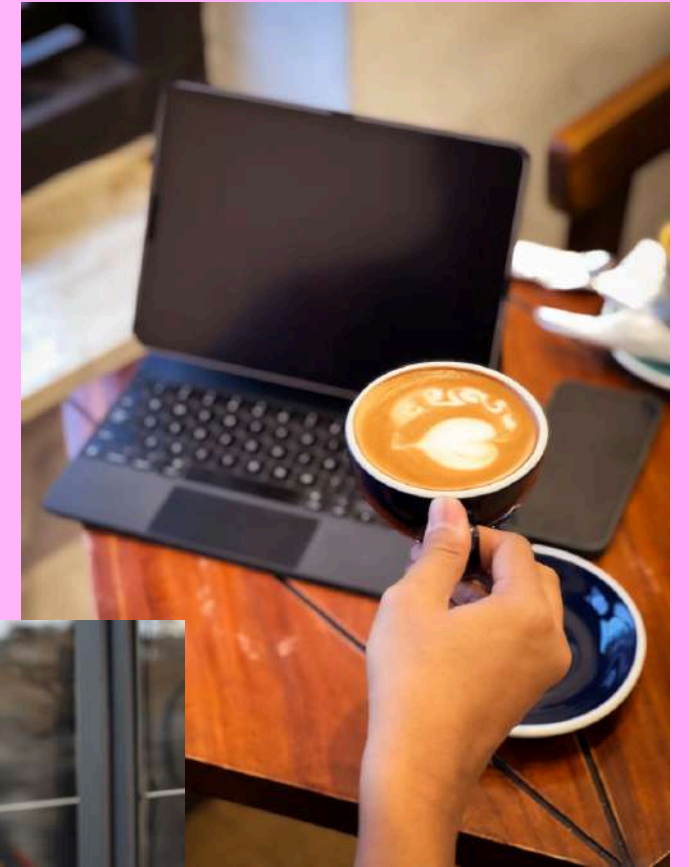
- Romantic trips
- candlelit dinners
- perfect gifts
- never an argument
- never a dull moment
- perfect house





# *The successful entrepreneur*

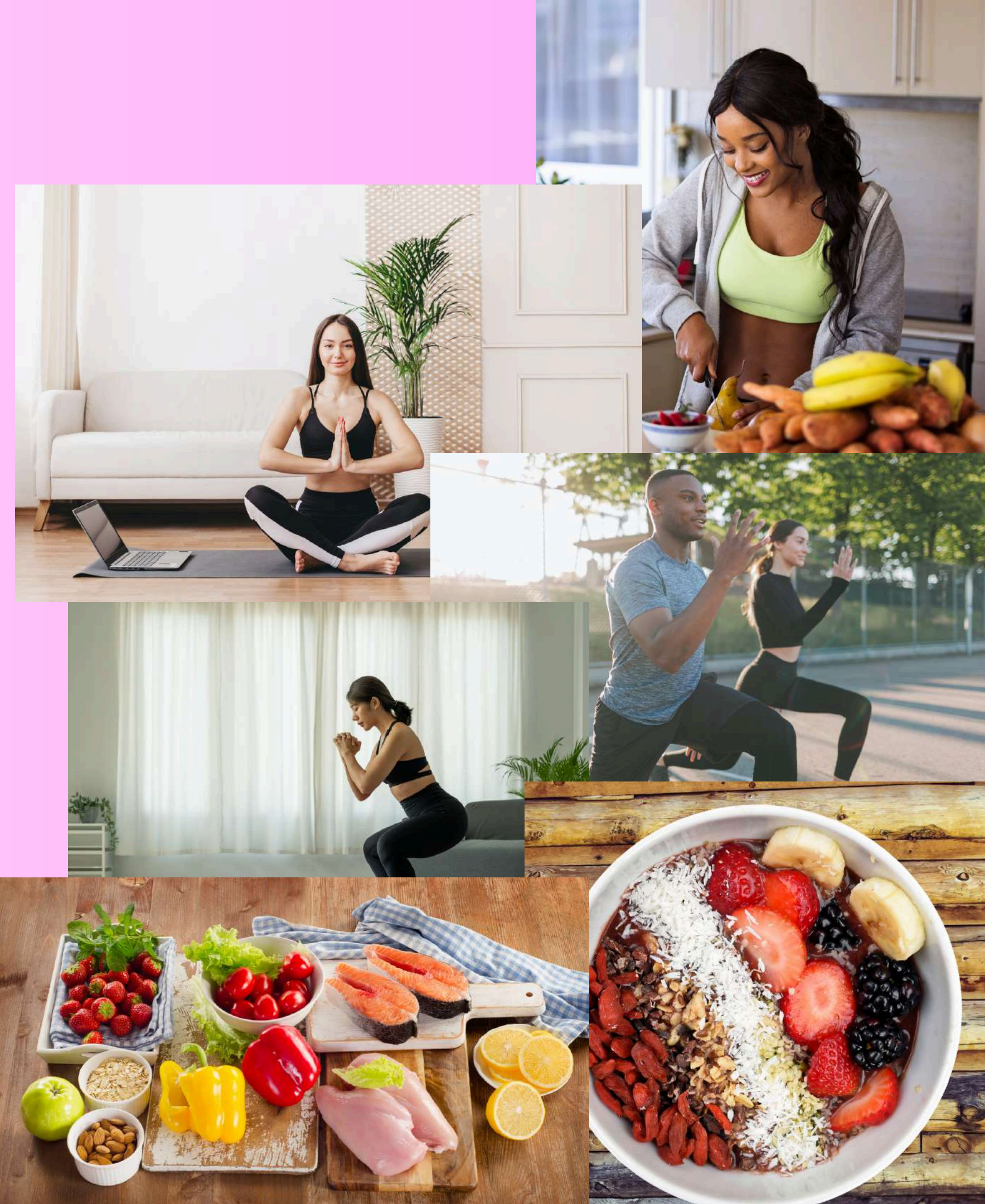
- laptop on a trendy café table with cappuccino on the side
- motivational caption
- work 24/7 e no sleep
- everyone is millionaire
- They started with nothing and made it from their own





# Active life

- 100% healthy eating: noly clourful salads, smoothies and aesthetically perfect dishes. Never a pizza or a sandwich in a hurry.
- perfect body: photo of workout in the gym, yoga or outdoor physical activity.
- nature and mental well-being: scenes of people relaxing in nature, meditating or practising mindfulness





# *influencer's stereotype*

- perfect appearance: flawless skin, well-kept hair, toned body
- She\He always looks put-together and has stylish outfits, even for daily activities
- She/He wakes up early, does yoga, drinks only healthy smoothies and reads personal growth books

