

A photograph of a woman's arm and shoulder. She is smiling and holding a white waxing strip against her skin. She is wearing a green and white patterned top. The background is dark.

THE BIOPOLITICS OF BEAUTY

COSMETIC
CITIZENSHIP
AND
AFFECTIVE
CAPITAL
IN BRAZIL

ALVARO JARRÍN

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The Biopolitics of Beauty: Cosmetic Citizenship and Affective Capital in Brazil



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The Biopolitics of Beauty examines how beauty became an goal of nationwide health in Brazil. Using ethnographic fieldwork completed in Brazilian hospitals, the writer shows how plastic material surgeons and sufferers navigate the general public health system to transform beauty right into a basic wellness right. Beauty could be comprehended as an immaterial form of value that Jarrí which maps onto and intensifies the public hierarchies of Brazilian culture.affective capital,”n explains how plastic surgeons became the main proponents of a raciology of beauty, using it to get the backing of the Brazilian state. The reserve historically traces the national nervous about beauty to Brazilian eugenics, which founded beauty as an index of the nation’ Patients encounter beauty as central to national belonging and to gendered aspirations of upward mobility, plus they become entangled in biopolitical rationalities that complicate their ability to consent to the dangers of surgery. From right here, Jarrí’s racial improvement.n calls “ The Biopolitics of Beauty explores not merely the biopolitical regime that produced beauty a desirable national task, but also the delicate ways that beauty is loaded with affective value within everyday social methods therefore becoming the terrain upon which race, class, and gender hierarchies are reproduced and contested in Brazil.



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