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FACT SHEET

FOR IMMEDIATE RELEASE - 09/24/19

SOCIETY OF UNATTRACTIVE PEOPLE, LOOKISM AND WHAT TO DO

Why does Society Of Unattractive People exist?

SOUP's main priorities are to enact legislation and advocate fairness and equality for people who may not be conventionally "attractive." It is a nonprofit group founded in 1993 by Dana Plezzy.

Lookism

- Lookism can be defined as "prejudice or discrimination on the grounds of a person's appearance" [Webster's New World College Dictionary].
- Lookism has been around since the 1970s. Today, economists, sociologists and psychologists alike pay close attention to the lookism that occurs in everyday life and examine how it affects people and society as a whole [Merriam-Webster].

Discrimination

- As it is now, there is no law restricting discrimination based on physical appearance. Studies show that looks end up affecting how lawyers and doctors treat clients and patients [CareerBuilder].
- Most notably, this issue shows up in employment opportunities and paychecks. Someone is more likely to get hired if they are well-groomed, and good-looking people make about 12 percent more money than those who may be less attractive [Business Insider].

Title VII

- Title VII of the Civil Rights Act of 1964 prohibits employment discrimination based on "race, color, religion, sex and national origin." In employment, other biases are not limited.

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