

The thrust of this paper is that there is an existential relationship between beauty and identity and that identity alteration through the beautification of the body and the mind can produce a new human either for good or for bad.

The paper observes that human beauty is multidimensional. There is an outer beauty as well as an inner beauty. Outer beauty relates to human's physical appearance, while inner beauty is connected to human inner (psychological, ethical, spiritual) nature. If carefully and reflectively juxtaposed, outer and inner beauty can function harmoniously to produce a human being who is capable of living a good life. However, human beings are agential beings who are capable of initiating and carrying out actions that can enable them alter their identities, either for good or for bad. Within the physical, bodily realm, identity can be altered through many forms of bodily beautification, such as skin bleaching, piercings, tattooing, and cosmetic surgeries, making use of technologically derived chemical agents. In many instances, such identity alteration produces a being of double consciousness in the Duboisian sense; a person of split personality who can no longer say precisely who s/he is. In some other instances, attempts to alter bodily identity through beautification by cosmetic surgery has led to premature death. On the other hand, within the realm of the inner, minded realm, identity can be altered through the molding and beautification of one's character, resulting in the creation of a new human being who is capable of using his/her new found identity to change the world and humanity for the better.