

# Notes to staff

## Unintended Opportunities

- This is designed for assembly or tutor time.
- You can listen to the Pearl episode anywhere you get your podcasts to get the full story.
- You can also download the transcript for your own preparation.
- The assembly has been edited to fit more with students and be relevant to them.
- There are notes at the bottom of each slide for reference.
- We would love to hear how it has gone, email [admin@pixl.org.uk](mailto:admin@pixl.org.uk)



# PIXL

## Glow Up

IGNITING LEADERS, CHANGING LIVES

# Guess the industry being described?

## This industry:

- Grew by 11% in 2023.
- Sales reached £27.2 billion for products and services.
- It has beaten publishing, chemical manufacturing, creative arts and entertainment industries.
- The workforce increased by 10% from 2023-2024.
- Globally the industry is thought to be worth \$636.2 billion dollars.

# The Beauty Industry

**But why?**

# Why the sudden increase?

## Social media

- Influencers (both famous and less famous)
- 65% of all consumers come through an influencer!

# A whole new WORD

## glow-up

*noun* | GLOH-up

A striking transformation in a person's appearance; a makeover, a coming-of-age



### What does *glow-up* mean?

*Glow-up* is an informal term for a (perceived) dramatic positive change in someone or something's physical appearance. The related verb, to *glow up*, refers to undergoing or causing such a change.

Also spelled *glow up*, *glo-up*, or *glo up*.

Merriam Webster Dictionary

## How is *glow-up* used?

People most use *glow-up* to remark on exceptional changes in their physical attractiveness and style (or that of others), especially with celebrities and other public figures. Before-and-after images demonstrating such changes often accompany use of the term on social media, where it's also commonly used in content concerning cosmetic makeovers and self-care practices. While changes associated with *glow-up* are typically thought of as positive, the term is sometimes criticized for reinforcing problematic beauty standards.

Merriam Webster Dictionary

# The pattern is for all genders

Barclays data shows that over the last 5 years, men's spending on pharmacy, health and beauty categories has increased by 58.1% which is higher than the figures for women, which are 45.7% for the same period.

Source: *Connected: Focussing on Me and We*, Rachel Johnson (2026)

**Is beauty really about your appearance  
though?**

# Can we 'glow up' on the inside?

**YES!**



**Honesty makes you  
more beautiful.**

**Kindness is  
attractive.**

**Familiarity can  
help us 'glow up'.**

**We can go for the ‘double glow up’... but one is more important longer term than the other.**

# Glow up this week

## Try one of these:

1. Who can you be yourself with this week? Be honest about your feelings.
2. Find small ways to be kind, polite and encouraging.
3. When looking in the mirror say, “insides too!” to remind you that character is just as important, if not more so!

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