

## **ABSTRACT**

The most interesting economic question involving beauty is its relation to an individual's economic success. Using a survey which 275 respondents are all women and work in the entertainment or service industry, this paper examines the impacts of women's looks on earnings. This study finds that above-average looking women earn 38 percent more than their less good-looking co-workers. The result is obtained by adjusting for many factors that possibly affect wages in order to isolate the effect of differences in beauty. This finding suggests that plain looking women should avoid occupation where physical attractiveness matters the most. They should choose occupation where the skills that they possess in abundance have a chance to bring them the biggest rewards, both monetary and non-monetary, as well as where the rewards for the good looks that people lack are less important.

Keyword : beauty premium, earning, labor, entertainment industry, service industry