



## Male Aesthetics and Haircuts: Reflections on pbudgets in the Contemporary Society porane

### Summary

Male aesthetics have been increasingly valued in the modern social context, with haircuts being one of the main elements of this visual and symbolic construction. This aspect goes beyond personal vanity, influencing social behavior, identity, and the status of the individual within different contexts. This article analyzes how haircuts reflect social values, lifestyles, and cultural trends, addressing their influence on male behavior and their relationship with the construction of self-esteem. To this end, a qualitative approach based on bibliographic review and sociocultural analysis is used. It is concluded that the choice of male haircut is not restricted to an aesthetic issue, but is inserted in a broader context of social belonging, self-affirmation, and nonverbal communication within society.

\* \* Keywords\*: male aesthetics, haircuts, behavior, identity, society.

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### 1.Introduction

Concern for appearance has always been a characteristic present in humanity, being an essential element in the construction of personal and social identity. For a long time, aesthetics was seen as a predominantly female field, but with the cultural and social changes of recent decades, male care for appearance has become more expressive and accepted, gaining strength in different spheres of society.

Among the various aspects that make up male aesthetics, the haircut plays a central role, functioning not only as a style choice, but also as a means of communication and self-expression. The way a man takes care of his hair can reflect his personality, his social status, his beliefs and even his professional occupation.

1 Furthermore, valuing appearance directly influences male self-esteem, impacting their confidence and performance in different areas of life, such as at work, in relationships

interpersonal relationships and building a positive public image. The male aesthetics market has followed this evolution, offering more and more options for cuts, products and services to meet the demands of this growing audience.

Given this scenario, this study aims to analyze the relationship between men's haircuts and the social behaviors they reflect, exploring their implications for individual and collective identity, cultural context and social interactions.

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## 2. The History of Men's Haircuts and Their Social Significance

### 2.1. The First Records and Their Meanings

Since the earliest civilizations, men's haircuts have played a symbolic and social role. In Ancient Egypt, for example, pharaohs and members of the elite kept their heads shaved and wore wigs as a symbol of status and hygiene. Among the Greeks and Romans, short haircuts were associated with discipline and membership in the army.

In tribal cultures, hair was a sacred element, representing strength and spiritual connection. Many indigenous peoples wore different hair styles to demonstrate age, hierarchical position, or marital status.

#### The Influence of Religion and Political Movements

During the Middle Ages, men's hair began to be regulated by religious and cultural norms. Catholic monks, for example, adopted the tonsure – a haircut in which the top of the head was shaved – as a symbol of humility and renunciation of worldly goods.

In the 20th century, hairstyles began to be influenced by political and cultural movements. In the 1960s and 1970s, long hair became a symbol of resistance against the establishment and traditional standards of masculinity, especially among hippies and civil rights activists.

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In the 1980s and 1990s, with the rise of consumerism and corporate culture, shorter, more sophisticated cuts became a trend again, reinforcing the idea of professionalism and organization.

## The Evolution of Styles Over the Centuries

- \*\* 1920s-1950s\*\*: Classic cuts, such as the slicked-back and side-part, were popular among men seeking a sleek, sophisticated look.
- \* \* 1960s-1970s\*\*: More natural and voluminous styles, such as the long hair of hippies and the Afro, marked this era of rebellion and identity affirmation.
- \* \* 1980s-1990s\*\*: More structured and geometric cuts emerged, such as the flat top and the mullet.
- \* \* 2000s onwards\*\*: Hair diversity grew, with the appreciation of personalized cuts and the influence of social media.

### 3. The Relationship Between Male Aesthetics and Social Behavior

Male aesthetics play a fundamental role in how men perceive themselves and are perceived by society. Haircuts, in particular, go beyond a simple style choice, influencing identity, self-esteem and social interactions. In a world where appearance is increasingly valued, the relationship between aesthetics and behavior becomes evident, affecting everything from self-confidence to the way an individual positions himself in his professional and personal environment.

#### 3.1. The Construction of Identity Through Hair

Hair can be a reflection of a man's identity, indicating his personality and group affiliation. Young men may opt for modern, bold cuts as a way of asserting themselves, while business professionals often adopt more conservative styles to convey seriousness and credibility.

#### 3.2. Self-Esteem and Personal Well-Being

Studies show that appearance is directly related to emotional well-being. Men who are satisfied with their image tend to have greater self-confidence and social performance. Going to a barbershop can be a moment of relaxation and self-care, contributing to mental health.

Different professions and social contexts require specific cuts. A lawyer might opt for a discreet, straight cut, while an artist might adopt a more creative, casual style.

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#### 4. The Influence of Social Media and the Beauty Industry

In recent years, men's aesthetics have been largely shaped by the rise of social media and the exponential growth of the male-focused beauty industry. The rise in self-image, driven by easy access to visual content and tutorials, has contributed to a transformation in the way men perceive and adopt haircut trends.

##### 4.1. Social Networks as Trendsetters

Instagram, TikTok and YouTube directly influence male aesthetics, making cuts like the **fade**, **buzz cut** and **pompadour** popular globally.

##### 4.2. The Rise of Modern Barber Shops

Contemporary barbershops have revived the tradition of male grooming, offering a sophisticated and personalized environment, reinforcing the importance of hair aesthetics.

#### The Men's Hair Products Market

The grooming market has grown exponentially, offering pomades, waxes, shampoos and conditioners specific to each hair type.

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#### 5. Conclusion

Men's haircuts go beyond mere aesthetics, playing a significant role in the construction of identity, social behavior and the perception of masculinity. The way a man chooses his hairstyle reflects not only his personality, but also his professional and cultural context.

With the rise of social media and the beauty industry, male aesthetics has become a

a constantly evolving field, where trends change rapidly, and self-care is increasingly valued.

By understanding the relationship between haircuts and behavioral aspects of society, it is possible to recognize that male aesthetics is not just a question of vanity, but a cultural phenomenon that accompanies social transformations and redefines standards of masculinity.

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