



Cultural Concept of Beauty and Effectiveness of Cupping Therapy: A Study of Female population of Cupping Centre in Chinese Hospital, Rawalpindi

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Abstract- The core uncover out about of my study is to look up the function of cupping therapy with culturally define concept of splendor. The available information indicates current structure of cupping therapy is very diverse and complex in Pakistan which indicates multiple indicators of preferences to cupping therapy that were extracted through research analysis. This research analyzes that focusing on economic, religious and cultural practices are enabling the increase of this apparoach of cupping therapy. Qualitative research methodology was used as the researcher by an exploratory research with a sample size of twenty womens under cupping treatment in Chinese Hospital, Rawalpindi. Data was collected through non-probability convenience sampling technique through Interview guide. The results of the research revealed that women used cupping therapy (accupancture and dry cupping) in order to attain their culturally define physical beauty standards. Women are more concerned about their outer appearance and adopt cupping as a treatment of diseases like hormonal imbalance, acne and obesity which confines their desired body image as set by the society. Women strive to have a fair, thin, long hair, brighten eyes and slim body by using the therapy of cupping as it is an economically and socially acceptable way to appear more desirable.

Keywords: Cupping Therapy, Culture Concept of Beauty, Religious perspective; Socially and Economically acceptable way.

I. INTRODUCTION

For centuries mankind has been altering its look to meet the set up thoughts of beauty. Beauty consists of idealized snap shots of appearances of women, which are interpreted and diagnosed regionally (Kottak, 2011). Beauty is no longer one's own, however a reflection of one's subculture (Meera, 2005). The notion of splendor displays the psyche of the humans and these principles of splendor range from society to society (Freedman, 1986). World fitness company has supported the exercise of Complementary and traditional or choice remedy device due to its wider fitness benefits, protection and minimal side-effects because it's pure approach alternatively than chemical sellers (WHO, 2001). In Asia, extraordinary societies are turning into extra superior and humans have approached one of a kind techniques for their sickness to make recuperation quicker and totally (Tasneem, khan. & Zehra., 2014). Cupping as a clinical strategy is based totally on the faith that there are a number of channels internal the human body. As lengthy as the power continues to circulate, the man or woman stays healthy. But, when there are obstructions in this flow, these problems happen themselves in the structure of ailments. Cupping therapy, via growing suction can discharge these obstructions and result in the physique to heal itself. This remedy is quite fine in treating an vast vary of troubles (Alin, 2017).

The present study was aimed to explore the effectiveness of cupping therapy in order to acquire the culturally define concept of beautification standards of female like slimness, brighten eyes, fresh skin, long hair, belly pack standard and fair complexion. The focus of present study is on the female population who are facing problem in getting their culturally define perfect physical beauty standards in the area of Rawalpindi. Current study is unique and important as it contributes to the academic literature as it aims to assess the evidence for or against the effectiveness of cupping as a treatment option to main cultural framework of beauty. It provides empirical evidences about the different aspects, directions and intensity of the issue within the context of Pakistani society.

Asian Concept of Beauty in Different Societies

The thinking of splendor is described pass culturally, and is rooted in surrounding settings and large values introduced in the neighborhood (Haselmann & Arden, 2014). In Senegalese way of life reflection of femininity empowered via the cognizance of being black reflect on consideration on as Natural beautiful. The relation between splendor and popularity might also additionally work the different way: symptoms of reputation frequently come to be considered as pleasing (Bourdieu, 1979). Such outcomes are additionally seen in splendor requirements (Banner, 1983), declare that every cultural crew has invented the beliefs and symbols it wants to replicate its herbal peculiarities. Most of the Western requirements originated from early artist's interpretation that depicted female in chubbiness and richness, which was once made these ladies show up prosperous due to the fact they should manage to pay for to consume greater meals than thinner women.

According to Freedman (1986), the Beauty is the a couple of area vicinity which suggest each and every way of life has their personal notion of splendor modified. In each society splendor displays the psyche of the human beings and its appreciation which modifications with the passage of time. There are distinctive requirements for female bodily beauty in exceptional cultures. Young girls are extra mindful to have a thin, slim physique as perfect physique photo even if they are no longer over weighted and viewed skinny (Jonnalagadda et al., 2004). For Asia, women's are regarded to be the ornamental and instrumental is the standards of female splendor (Freedman, 1986). In china, the notion of splendor is unique than relaxation of the world. The foot binding approach for smaller dimension feets for women's exhibit the rich heritage (Freedom, 1986). In Vietnam and Japan, women select a thinner physique photo and Taiwanese female additionally pick thinness as perfect physique measurement (Sano et al., 2008).

A research performed on Malaysian tertiary college students about their grasp of physique photograph discovered that higher amount of female population preferred a thinner physique dimension as perfect physique picture (Wong & Say, 2013). There are distinct sources from the place men and women look at beliefs of splendor pertaining to their physique image. In the current technology of globalization, peer agencies and media are the most necessary sources which have an impact on a person's understanding about his or her physique photo (Shroff & Thompson, 2006). Social acceptance or approval from mother and father additionally influences individual's physique photo grasp (Saher et al., 2014).

Cultural Concept of Beauty in Pakistani Society

According to Saher et al, (2014) the notion of Physical splendor is essentially refers to the aggregate of traits of a individual that delights the sight and the mind. Beauty is essentially to preserve stability in exceptional components of physique. A research carried out in city middle of pakistan revealed that women with splendor attributes of Tallness, Fairness, Slimness & Long hair are stunning ladies.

Ejaz (2017), has described the notion of bodily appeal is taken as pleasureable to girls body. Physical appeal is extraordinarily essential for lady to make bigger their self belief and self-esteem. Different human beings in more than one cultures outline splendor in distinctive ways. Therefore, the researcher defines lady bodily splendor like bodily fitness, slimness and fairness.

Cupping Therapy

Cupping is an historic scientific remedy and practiced via forming suction on the floor of the pores and skin over very small cuts permitting the elimination of inflamed, harmful, toxic or stagnant blood. Cupping remedy is extensively used all over the world in which a hole vessel is connected to the pores and skin floor via suction in order to stop and remedy ailments (Shixi & Yu, 2006).

Cupping Therapy is an historical scientific cure that depends upon growing a nearby suction to mobilize blood go with the flow in order to promote restoration and launch horrific blood, the remedy is a nicely regarded choice therapy in Asia and Middle East and additionally getting popularity in many European international locations and America as well. It is observed high-quality for blood disorders, pain relief, musculoskeletal disorders, inflammatory conditions, intellectual and bodily relaxation, depression, insomnia and different psychological troubles in more than a few researches (Tasneem et al., 2014).

History and Origin of Cupping Therapy

Traditionally, cupping remedy has been practiced in most cultures in one shape or another. The Arabic title for cupping remedy is Al-Hijamah which potential to minimize in measurement i.e. to return the physique returned to its herbal state. The exercise of Al-Hijamah has been phase of Middle-Eastern cultural exercise for hundreds of years with citations relationship again to the time of Hippocrates (400 BC). The first to include cupping remedy had been the historic Egyptians, and the oldest recorded clinical textbook, Ebers Papyrus, written in about 1550 BC in Egypt mentions cupping (Curtis, 2005).

Anthropologists additionally observed evidence in China of cupping relationship as some distance lower back as 1,000 B.C. Its administration used to be first documented by means of Ge Hong, in an historic article known as Handbook of Prescriptions for Emergencies (Baird, 2011). The Cupping method quickly unfold via the medicinal drug world, at some point of Asian and European civilizations in 1800s as it used to be famous therapy. Each united states of america is having their personal identify for cupping remedy and having their very own strategies of cupping. Here are some of the names that cupping is referred to in different cultures; Hijama, Baguanfa, Jiaofa, Bentusa, Vendouse, GacHoi, Bahnkes, Koyukuk, Ventosaterapia, Schra-pftherapie, KupaCekme, Jiaofa, Bankovani, Ventouzzes and Vacuume Therapy (Ullah et al., 2007).

Types of Cupping Therapy

The two principal techniques of cupping practiced wildly for the duration of records and additionally documented in the Ebers Papyrus, and Hippocrates were, (1) Dry Cupping: this technique includes developing a vacuum into the cup bringing blood and lymph to a pacific area, merchandising circulation and healing, In addition it will assist ruin adhesions between the pores and skin and underlying connective tissues, permitting for freer movement, pulling the neighborhood underlying tissue up into the cupping vessel. (2) Moist or moist cupping: This entails scarification of the pores and skin to extract blood. Wet Cupping is appreciated in the Middle East and Eastern Europe (Stovner, 2007).

As records moved on and we moved on in centuries, extra cupping remedy strategies devolved and have end up extra into global use. Cupping is then in addition categorised into six classes are as follows (1) Moving cupping: entails making use of oil on the pores and skin and gently transferring the cup; this is comparable to some massaging techniques. (2) Needle cupping: is the use of acupuncture with cupping. Here a needle is inserted and a cup is positioned over it. (3) Hot cupping: dried mugwort (*Artemisia vulgaris*) leaves or moxa is used and is heated both on the pores and skin immediately or with the aid of a needle. (4) Flash cupping: The cups are utilized to a area on the pores and skin and is nearly without delay eliminated this is repeated a number of instances in succession. (5) Herbal cupping: is when a natural tincture is utilized to the cups earlier than suction. (6) Water cupping: entails filling the cup with one 0.33 full with water then making use of the cups on the pores and skin (Al-Rubaye, 2012).

Efficacy of Cupping Therapy

There have been many research that given proof of the effectiveness of cupping in clinical fitness problems. According to (Hennawy, 2004), Cupping Therapy is indicated for blood disorders, ache relief, inflammatory conditions, intellectual and bodily relaxation, varicose veins and deep tissue rubdown and charges up to 50% enchancement in fertility levels. Cupping is an historical approach of cure that has been used in the remedy and treatment of a wide vary of conditions; blood illnesses such as hemophilia and hypertension, rheumatic stipulations ranging from arthritis, lower back pain, migraine, anxiousness and prevalent bodily and intellectual well-being.

Cao et al, 2010 recognized that cupping has been used for in many specific diseases. At the starting cupping technique used to be frequently used for minor factors however as time has moved on, we have discovered that cupping has many extra advantages and recuperation powers, like, Headaches along with migraine, asthma, Diarrhea and constipation, excessive blood pressure, sore throat Hypotension low blood pressure, coronary heart pain, Stomach pain, Hand, leg, and again pain, Osteoarthritis and gout Diabetes.

Marabani, 2013 quoted that one of the most frequent problems younger female face are menstrual stipulations such as irregular menstruation, polycystic ovarian syndrome. If these stipulations stay untreated, they can be a purpose of infertility which has turn out to be very frequent in today's society. I

accept as true with that the use of herbal varieties of treatment, such as cupping, can tackle the root motive of the condition.

According to Amin, 2016 mentioned that Hijama is very superb at treating menstrual problems which include painful periods, irregular periods. Hormonal imbalances are notion to be the motive of menstrual irregularities from a western clinical factor of view. Hijama has been proven to help the endocrine device in maintaining balanced stages of estrogen and progesterone in the body. Hijama therapy can additionally deliver a deep experience of leisure over the physique permitting it to characteristic on its easiest level. Hijama supply a natural, secure and superb way to unravel most menstrual irregularities.

Methodology

The present study was carried out to evaluate effectiveness of cupping therapy in order to acquire the define cultural standards of female beautification. Qualitative research methodology was used as the research by an exploratory research. Data for his study was collected from institute of Chinese Hospital, Rawalpindi for calculated sample size of twenty womens. Qualitative research methods are used in this research, and therefore it includes Indepth-interview and observational method. Researcher used non probability sampling technique and purposive sampling technique in order to ensure the data collection process. Interview guide was used as the tool of qualitative data collection which guide the researcher to collect the data about the Cultural Concept of Beauty and effectiveness of cupping therapy. Thematic analysis was used for qualitative data in which researcher specifies the gathered data and excluded the unessential data.

Setting the scene

The population for present study was consisted of the female population of Cupping centre in Chinese Hospital, Rawalpindi. The reason behind choosing this population depends on the nature of research. The target populations for the present study were the women patients who are using the cupping therapy to attain the cultural concept of Beauty purpose for at least six months. A Convenient sample of twenty female respondents selected from the universe.



(Source:www.Googlemaps.2019)

II. RESEARCH FINDINGS

Demographic Characteristics of the Respondents

The main purpose of the present study was exploring the cultural concept of beauty and effectiveness of cupping therapy among women. The present study was conducted by qualitative methodology and ten in-depth interviews were collected from female respondents. In this study the thematic analysis was used for qualitative analysis of data and the responses of respondent are presented under themes in the form of verbatim. Age of the respondent ranges 25-35, from city of Rawalpindi, Pakistan. Respondents were selected from cupping centre in Chinese hospital, Rawalpindi. Most of the respondents have graduates. All the respondents were muslims. The monthly income of the respondents ranges 20,000-40,000. The monthly income of their family ranges from 50,000 to 150,000. Most of the respondents were using the dry and wet cupping method in order to maintain the beauty standards. Most of the respondents were under treatment in Chinese center for approximately six months.

Cultural Concept of Beauty

Cultural concept of beauty is basically the women chose to alter their physical appearance to appear more desirable. Most of the respondents discuss that the social values and culture highly impact on the concept of beauty. Different respondents define beauty in diverse ways according to their perception which shaped by the society.

As one of the respondent told as:

"Concept of beauty according to me is slim and tall, glowing skin either tan color or white, curvy figure and standard weight according to height or features of body."

Most of the respondents highlighted that Beauty is basically prepared yourself according to the lens of culture where you live.

According to Saher et al, (2014) the notion of Physical splendor is essentially refers to the aggregate of traits of a individual that delights the sight and the mind. Beauty is essentially to preserve stability in exceptional components of physique.

Another respondent shared as,

"Concept of beauty in front of me is physically fit, belly pack standard, hair strengthening, slim and smart, zero size and glowing skin. I have measure beauty on the basis of these aspects because society has defined these characteristics. So I have opted these to be a part of society".

The above mentioned statement illustrated that the Concept of female beauty is basically the reflection of cultural perceptions and standards of aesthetics are indigenous to that area. Hence it is also approved through literature as like Haselmann & Arden (2014), defined that the thinking of splendor is described pass culturally, and is rooted in surrounding settings and large values introduced in the neighborhood.

Perception Regarding Cupping Therapy

Cupping therapy is consider as efficient process. The trust is very important for getting the successful results through cupping therapy. Most of the respondents highlighted that they are more inclined to use the cupping therapy as it has minimal side effects.

As one of the respondent told as:

"I have strong reliance on cupping therapy because it is authentic process for getting the beauty standards. It's also approved by the religious knowledge of Islam with their positive results. So, I have approached this".

Many of the respondents have strong reliance on cupping therapy because it is authentic process for getting the beauty standards. It's also approved by the religious knowledge of Islam with their positive results.

As one of the respondent said,

"When first time I apply cupping therapy I feel myself free from any of burden, before applying cupping therapy for the treatment of stomach disorder. I always felt pain and burning in my stomach but during application of fire cupping when blood comes out of my body I feel myself free from all diseases and I felt very relaxed".

Another respondent told as,

"I was suffering from the obesity which disturb my physical beauty features like slimness, belly pack standard but after the application of cupping therapy I found it positive result and attain the physical beauty standards".

Respondents shared their perception regarding cupping therapy that is alternative medical process which have no any side effect. It also enhancing the physical beauty features but also diminishing the diseases which affect the beauty standards. A report of World health organization (WHO) has supported the exercise of Complementary and traditional or choice remedy device due to its wider fitness benefits, protection and minimal side-effects because it's pure approach alternatively than chemical sellers (WHO, 2001).

Source of Motivation to Use Cupping Therapy

Most of the respondents have shared that their relatives who have positive experienced of cupping therapy, so they have used the cupping therapy after complete confirmation from friends, family members and internet. Most of the respondents highlighted that they are more inclined to use the cupping therapy as it is economically. The practice of cupping is also socially and religiously acceptable way to attain the beauty.

One of the respondents said as:

"I don't feel any swear pain with this procedure and used this method after complete study light as well as i felt change in my physical beauty after the succession of cupping method and felt myself as like teen age girl"

As one of the respondent told as,

"I used this method with strong belief after getting religious knowledge regarding that cupping system and Alhamdulillah completely get rid of the ailment that effect my beauty standards. Definitely cupping therapy has positive effects and its beneficial process".

The above statements of the respondents illustrated that women approach cupping therapy in order to maintain balance in their physique. Through cupping therapy they can attain societal standard of attractiveness.

Such outcomes are additionally seen in splendor requirements (Banner, 1983), declare that every cultural crew has invented the beliefs and symbols it wants to replicate its herbal peculiarities. Most of the Western requirements originated from early artist's interpretation that depicted female in chubbiness and richness, which was once made these ladies show up prosperous due to the fact they should manage to pay for to consume greater meals than thinner women.

Cupping Therapy as preferred Method for Treatment

Cupping therapy is considered as effective process in order to attain the beauty standards of society. Most of the respondents discuss that they felt positive effect of cupping therapy on their physical beauty. There are some diseases which effect on their physical beauty features and through cupping they have not only get rid of them but also attain perfection in physical beauty standards.

In previous research Ejaz (2017), has described the notion of bodily appeal is taken as pleasureable to girls body. Physical appeal is extraordinarily essential for lady to make bigger their self belief and self-esteem. Different human beings in more than one cultures outline splendor in distinctive ways. Therefore, the researcher defines lady bodily splendor like bodily fitness, slimness and fairness achieved through dietary patterns.

As one of the respondent told as:

"Yes it highly affects as when I apply it and I get rid from acne and loss weight as well"

Another respondent shared as,

"After using cupping therapy I feel myself recover from hormonal imbalance and view positive effects on my body Alhamdulillah"

As one of the respondent said as,

"I have been using cupping therapy since last 5 months. There are three main factors behind: its economically accessible, socially acceptable process and I also felt myself recover from Bulimia Nervosa. So approaching of Dry cupping is consider as effective for me in the attainment of beauty standards"

Another respondent told as,

"I approached cupping therapy for the treatment of high cholesterol and obesity disease as well. I applied cupping therapy for 6 months and take total 4 sessions and get rid of them completely and also meet the beauty standards"

The above mentioned statement illustrated that most of the female population who approached cupping therapy for their respective problems that hit their beauty perfection standards. So, they have found it effective process and felt their positive effects in attainment of beauty. Cupping therapy is socially acceptable process among Pakistani females.

Cupping Therapy and Physical Beauty Standard

The cupping therapy fairly influences the physical beauty standards of females. Majority of respondents told that the treatment with cupping method has significant influence on beauty with minimum side effects. The cupping therapy enhances the attributes of beauty like slimness and fairness of females.

As one of the respondents said as,

"I have approached the Cupping therapy because it help in fairness. Every single aspect / thing which associate with Sunna that ultimately have positive results in the attainment of beauty".

Another respondent shared as,

"There is strong relationship between cupping therapy and societal standards of physical beauty because I witnessed the shocking efficacy of cupping therapy on beauty. The Allopathic medicines have some other side effects and cannot give cureness very suddenly. Yes! Cupping therapy have 100% positive effects on enhancing my physical beauty"

The above mention statements illustrated that for centuries mankind has been altering its look to meet the set up thoughts of beauty. In order to main their beauty standards they approached to cupping therapy. Beauty consists of idealized snap shots of appearances of women, which are interpreted and diagnosed regionally (Kottak, 2011). Beauty is not one's own, but a reflection of one's culture (Jain, 2005).

III. CONCLUSION

Cupping is a traditional concept thought to assist in Cultural prerequisites and has grow to be more and more greater famous in certain environments. The existing study giving a overview on Cupping with its practicable purposes in Unani device of medication with a focal point on the Islamic viewpoint of this technique. This study was conducting to discover the cultural notion of splendor and effectiveness of cupping therapy as a remedy alternative to keep cultural requirements of beauty. Cultural values establish traits and practices to which their individuals are expected to conform. For centuries mankind are using of unique strategies to meet the mounted thoughts of beauty. Beauty consists of idealized photos of appearances of women, which are interpreted and diagnosed locally.

Many researches have been done on female beauty ideals however the effectiveness of cupping as a therapy to maintain the cultural framework of beauty is the least studied area in context of Pakistan. The

objectives of the study were to explore the most prevailing method of cupping used by female to maintain their physical beauty, to explore the factors that reinforces female to prefer cupping therapy and its influence on the attributes of beauty for women i.e. tallness, fairness, slimness and long hair, brighten eyes and belly pack standard. For this purpose qualitative research methodology was opted by researcher. The purposive sampling technique was used and researchers draw the sample size of twenty women under cupping treatment in Chinese Hospital, Rawalpindi.

Findings exhibit that like other cultures of the world in Pakistani society women have specific standards of beauty and cupping therapy helps to maintain that standard through curing the different diseases. Women are more concerned about their outer appearance and adopt cupping as a treatment of diseases like acne and obesity which confines their desired body image. The findings also elaborated that the most of the respondents discuss that the social values and culture guide the concept of beauty. Cupping therapy is economical and socially acceptable way to attain culturally define beauty standards. Females preferred to use this method for slimness, tallness, fairness and long hairs as it is considered by them to have minimum side effects.

Findings exhibit that we need to move back towards the alternative medical system which is cupping therapy because it is according to the Islamic teachings and Islam provides proper guideline to apply this method for treatment of different diseases. One more fact is that cupping therapy is the need of today era. Research revealed that there is need to create awareness in the people about the benefits of cupping therapy through campaign and the most important thing is government need to spent budget on this alternative medical system and hier trained people because we need qualified and trained staff of practitioners who have proper knowledge and higher studies related to cupping therapy and its use.

Acknowledgment:

The researcher wants to express her deepest and sincere thanks to the esteemed Supervisor, Dr. Neelum Farid Department of Sociology, International Islamic University, Islamabad for providing a platform, their valueable comments for improving quality of the paper and enabling me to conduct this study.

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