

Position Paper

Committee: United Nations Commission on the Status of Women (UNCSW)

Country: United Mexican States (Mexico)

Agenda: Regulating the Impact of Beauty Filters and AI-Generated Imagery on Youth Mental Health and Body Image Standard

1. Background of the Agenda

The rapid expansion of artificial intelligence and social media has transformed the way young people perceive beauty and self-worth. AI-generated imagery and beauty-enhancing filters have normalized digitally altered appearances, creating unrealistic beauty standards that are often impossible to attain. Adolescents, particularly girls and young women, are increasingly exposed to content that promotes idealized facial features and body proportions, resulting in diminished self-esteem, body dissatisfaction, anxiety, depression, cyberbullying, and eating disorders. According to the World Health Organization, approximately one in every seven adolescents globally experiences a mental health disorder, with poor body image emerging as one of the significant contributing factors.

Although artificial intelligence has become an important driver of innovation, economic growth, and education, its misuse presents a growing challenge to governments worldwide. Existing regulatory frameworks were largely developed before the emergence of generative AI and therefore struggle to address algorithmic manipulation, deepfakes, and digitally altered beauty content. The issue is no longer solely technological; it is a matter of gender equality, public health, child protection, and the safeguarding of fundamental human rights. Consequently, international cooperation is essential to ensure that technological advancement does not compromise the dignity and psychological well-being of future generations.

2. Mexico's Position on the Issue

The United Mexican States firmly believes that technological innovation and the protection of human rights must advance together. While recognizing the immense opportunities offered by artificial intelligence, Mexico also acknowledges that AI-generated beauty filters and manipulated imagery reinforce discriminatory beauty ideals that disproportionately affect women and adolescent girls. Such practices deepen gender stereotypes, contribute to online harassment, and negatively influence mental health.

Mexico supports a human rights-based and gender-responsive approach to AI governance. The country's position is founded upon Articles 1 and 4 of the Political Constitution of the United Mexican States, which guarantee equality before the law, prohibit discrimination, and recognize the right to health. Furthermore, Mexico considers the protection of children in digital environments an essential state responsibility under the General Law on the Rights of Children and Adolescents (LGDNNA). The delegation therefore advocates balanced regulation that promotes innovation while ensuring accountability, transparency, and psychological safety for young users.

3. What Mexico Has Done

Mexico has progressively strengthened its legal and institutional framework to address technology-facilitated violence and protect vulnerable groups. The enactment of the **Ley Olimpia**, incorporated into the General Law on Women's Access to a Life Free of Violence and corresponding criminal legislation across all Mexican states, marked a significant milestone by recognizing digital violence—including the unauthorized distribution and manipulation of intimate content—as a punishable offence. Although originally designed to combat digital gender-based violence, this legal framework demonstrates Mexico's commitment to adapting legislation to emerging technological challenges.

Institutionally, the **National Institute for Women (INMUJERES)** promotes gender equality and campaigns against harmful stereotypes, while the **National System for the Comprehensive Protection of Children and Adolescents (SIPINNA)** develops policies aimed at ensuring children's rights and digital safety. Mexico's Ministry of Health has also expanded mental health programmes targeting adolescents and continues to encourage psychological support services for young people affected by cyberbullying and online abuse. Additionally, Mexico has actively participated in international discussions on the ethical governance of artificial intelligence and digital inclusion through UNESCO, the OECD, and the United Nations.

4. UN's Role and Mexico's Support

Mexico strongly supports the United Nations' commitment to promoting gender equality and ethical technological development. As a State Party to the **Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)** and the **Convention on the Rights of the Child (CRC)**, Mexico recognizes its international obligation to eliminate discriminatory stereotypes and safeguard children's physical and mental well-being. The delegation also welcomes the **UNESCO Recommendation on the Ethics of Artificial Intelligence**, which emphasizes transparency, accountability, fairness, and the protection of human dignity in AI systems.

Within UNCSW, Mexico believes that addressing the harmful effects of AI-generated beauty standards requires coordinated international action rather than fragmented domestic policies. The delegation therefore supports strengthening cooperation among Member States, UN agencies, technology companies, educational institutions, researchers, and civil society organizations to develop common standards for responsible AI development and safer digital environments for young people.

5. Mexico's Suggestions

Mexico proposes the establishment of internationally recognized guidelines requiring all social media platforms and AI developers to clearly label AI-generated or digitally altered images. Such transparency would enable users, particularly adolescents, to distinguish authentic content from manipulated imagery and reduce unrealistic beauty expectations. Mexico further encourages independent algorithmic impact assessments to evaluate how recommendation systems influence youth mental health before these technologies are widely deployed.

The delegation also advocates integrating digital literacy, media literacy, and body positivity education into national school curricula, enabling young people to critically evaluate online content and resist harmful beauty stereotypes. Governments should expand access to affordable mental health services, particularly for adolescents affected by cyberbullying, body dysmorphia, and eating disorders linked to social media use. Furthermore, Mexico recommends creating voluntary public-private partnerships between governments, technology companies, psychologists, educators, and youth organizations to promote ethical AI design while preserving freedom of expression and encouraging responsible innovation

Conclusion

The United Mexican States remains committed to ensuring that technological progress serves humanity rather than undermining it. Artificial intelligence possesses extraordinary potential to improve lives; however, without appropriate safeguards, it can also reinforce discrimination, unrealistic beauty standards, and serious mental health challenges among young people. Mexico therefore calls upon Member States to adopt collaborative, evidence-based, and rights-oriented approaches that promote ethical AI governance while protecting the dignity, equality, and psychological well-being of future generations. Through international cooperation and responsible innovation, the global community can foster a digital environment where authenticity is valued above algorithmically manufactured perfection.