

POSITION PAPER

AGENDA- REGULATING THE IMPACT OF BEAUTY FILTERS AND AI GENERATED IMAGERY ON YOUTH MENTAL HEALTH AND BODY IMAGE STANDARDS

COMMITTEE-UNCSW

PORTFOLIO-KINGDOM OF NETHERLANDS

INTRODUCTION

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The Netherlands has a strong tradition of **children's rights**, **gender equality** and evidence-based health policies. It is home to the seat of international law in **The Hague** and consistently ranks among the top countries in child wellbeing. But Dutch doctors, teachers and parents are ringing the alarm bells about the **psychological impact** of beauty filters and AI-generated images on adolescents. They link the unrestricted use of these tools to the increase **in body dissatisfaction, disordered eating, anxiety and depression** among young people in the Netherlands. The problem goes much further, affecting the mental health of young people and equality between the sexes, as girls and young women are often affected **by appearance-centred algorithms and filter technologies**.

BACKGROUND

- **Beauty filters use augmented reality and artificial intelligence to instantly change a user's face and body in photos and videos.** This includes smoothing skin, reshaping jaws, making eyes bigger, and slimming waists. AI-generated imagery can now create completely synthetic “idealized” bodies and faces that do not match any real person. These tools are built straight into platforms like **Instagram, TikTok and Snapchat**, exposing adolescents to an unceasing stream of algorithmically perfected images, which can be indistinguishable from unfiltered reality. This exposure is increasingly being linked in clinical and public health research with:
 - **Body Dysmorphia and Dissatisfaction:** constant exposure to filtered and AI-generated faces skews adolescents' **internalized beauty standards** and self-perception.
 - **Eating Disorders:** Teenagers' comparison with **unattainable, algorithmically-generated bodies** has been linked to restrictive eating and other harmful behaviors.
 - **Non-Consensual Sexualised Imagery:** generative AI tools have been used to create “undressing” and **deepfake sexual images of real minors** and young people without their consent, causing additional psychological harm.
 - **No Digital Trust:** as synthetic and real imagery become **increasingly indistinguishable**, young people find it difficult to develop a healthy, reality-based sense of their own bodies and identities.
- **The Amsterdam District Court** ruled against X and its AI system, Grok, in a landmark ruling, finding that the platform's generative tools had been used to generate non-consensual sexualized and “undressing” images—including of minors—and ordered the

companies to stop the practice under penalty of **€100,000 per day**. This ruling illustrates both the severity of the threat and the Netherlands' willingness to hold AI developers accountable through the judiciary as well as legislation.

KINGDOM OF THE NETHERLANDS' PERSPECTIVE

The Netherlands believes that **protecting youth mental health and body image from AI-driven distortion** requires coordinated national and international action, combining **platform accountability, transparency, and digital literacy**. While the Netherlands has no single overarching law devoted exclusively to beauty filters, it has advanced a growing body of policy **that collectively addresses this issue**:

- **National Guidelines for Healthy and Responsible Screen and Social Media Use (2025)**

which recommend that children under 15 should not use appearance-driven social media platforms and that risks of intensive use involve addictive design and negative self-image.

- **School Smartphone Restrictions**, introduced across primary and secondary schools nationally, have been proven to reduce bullying and increase student wellbeing and concentration. - Judicial Action on Non-Consensual AI Imagery

- **The Amsterdam District Court's binding order against X/Grok**, imposing liability on platform operators for harmful generative outputs, not only users.

- **Support for EU-level transparency rules**, including Article 50 of the EU Artificial Intelligence Act which will require machine-readable and human-visible labels on AI-generated and substantially manipulated images from August 2026, and active Dutch government calls for the European Union.

PROPOSALS

To adequately address the psychological harms of beauty filters and AI generated images for adolescents and to maintain digital innovation and freedom of expression the Kingdom of the Netherlands suggests the following actions:

Mandatory Labeling of Modified and AI-Generated Images

- Building on the labeling system created by the EU AI Act, require social media platforms and content creators to attach clear, visible, and machine-readable labels to any image or video that has been substantially changed by a beauty filter or created by AI.

Independent Algorithmic Risk Evaluation

- Require platforms to regularly undertake and publish assessments of the mental health impact of appearance-altering features on minor users, with the findings reviewed by independent regulators and public health authorities.

Youth Digital and Media Literacy Curricula

- Integrate mandatory, age-appropriate education on **recognizing filtered and AI-generated content** into national school curricula, empowering young people to critically evaluate the imagery they consume and produce.

Legal Accountability for Non-Consensual AI Imagery

- Establish **binding international standards and enforceable penalties** holding AI developers and platforms, not solely end users, liable for enabling the generation of non-consensual sexualized or deceptive imagery of minors, in line with the precedent set by the Amsterdam District Court.

International Cooperation Hub in The Hague

- Leverage The Hague's status as a global center for international law and justice to host a **permanent international working group** on AI-generated imagery standards, bringing together regulators, platforms, and child-rights experts to harmonize cross-border enforcement.
- **CONCLUSION**

The Kingdom of the Netherlands sees the unchecked spread of beauty filters and AI-generated images as a direct danger to the **mental health, self-esteem, and dignity of young people around the world**. This issue disproportionately harms girls and young women. Through **labeling, algorithmic accountability, digital literacy, and strict legal penalties** for non-consensual AI imagery, the Netherlands reaffirms its commitment to a safe and honest digital environment for youth. Only through ongoing international cooperation, clear regulations, and shared responsibility **among governments, platforms, and educators** can the global community ensure these new technologies empower young people instead **of distorting their self-image**.