

Position Paper

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

Country: Arab Republic of Egypt

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

Artificial Intelligence is transforming the way people communicate, create content, and interact online. While AI-generated imagery and beauty filters have opened new opportunities for creativity and digital innovation, they have also contributed to growing concerns about unrealistic beauty standards and their impact on youth mental health. Constant exposure to digitally enhanced appearances can influence self-esteem, body image, and confidence, particularly among young people. Egypt believes that these challenges should be addressed through responsible governance rather than by limiting technological progress.

Egypt considers Artificial Intelligence to be an important driver of digital transformation, sustainable development, and economic growth. For this reason, the country supports a balanced approach that allows innovation to continue while ensuring AI is developed and used responsibly. In Egypt's view, AI systems should be transparent, accountable, fair, secure, and subject to meaningful human oversight. Users should be able to recognize when digital content has been generated or significantly altered by AI, and vulnerable groups, especially women, girls, and young people, should be protected from the harmful effects of misleading online content. As AI technologies operate across borders, Egypt also believes that international cooperation is essential for developing common principles and effective governance.

Egypt has already taken important steps to strengthen responsible AI governance. The National AI Strategy (2021) established the country's vision for using AI to support digital transformation and sustainable development. This was followed by the National AI Governance Framework (2026), which outlines key principles including transparency, accountability, fairness, privacy, security, robustness, and human oversight. More recently, Egypt introduced the National Guidelines for Generative AI (2026), encouraging responsible innovation through transparency, risk assessment, ethical development, and the protection of vulnerable groups. Although Egypt has not adopted legislation specifically regulating beauty filters or

AI-generated beauty imagery, these national frameworks provide a strong basis for addressing the challenges created by emerging AI technologies.

Looking ahead, Egypt supports practical and cooperative international solutions. These include encouraging the clear labeling of AI-generated or significantly altered content, expanding digital and AI literacy programmes so users can better recognize manipulated media, and promoting responsible practices by technology companies through ethical standards and appropriate risk assessments. Egypt also encourages stronger collaboration between governments, international organizations, academia, civil society, and the private sector to develop shared approaches to AI governance that protect individuals while continuing to encourage innovation.

Egypt remains committed to working with all Member States to ensure that Artificial Intelligence is used ethically, responsibly, and for the benefit of society. By strengthening transparency, accountability, and international cooperation, the global community can promote innovation while safeguarding youth mental health, protecting human dignity, and advancing the rights and empowerment of women and girls.