

"BE YOURSELF OR RATHER BE YOUR BRAND!"  
CARE OF THE SELF AS A CONTROL TOOL IN A COSMETICS FIRM

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**Abstract**

Care of the self, a technique for governing the individual in society, proves to be equally a control technique for the individual in the firm. In a firm dedicated to the cult of beauty, there is a blurring of the lines between employee and consumer individual. This blurring makes care of the self a control tool whose rising power over individuals is all the greater because it is nurtured and maintained by the individuals themselves.