

WoW Nation

Scripture: How beautiful on the mountains are the feet of those who bring good news, who proclaim peace, who bring good tidings, who proclaim salvation, who say to Zion, "Your God reigns!" (Isa. 52:7 NIV)

Beauty

Beauty and image are perennial hot topics in media and entertainment circles. However, much of what's celebrated as beautiful or ideal in pop culture is actually pretty ugly. Waif-like, surgically-enhanced figures peddle everything from perfume to luxury cars in glossy magazine ads. Promiscuity and immorality are the order of the day in award-winning sit-coms on the small screen and box-office hits on the big screen. Boorish behavior rules reality TV. Violence and illicit activity are rewarded in top selling video games. And vulgarity, misogyny, violence *and* illicit activity earn artists much sought-after "street cred" (respect) on the music scene, particularly the urban music scene. To recap, that's unhealthy body images, promiscuity, immorality, boorish behavior, violence, illicit activity, vulgarity and misogyny—these are the "beautiful" things, the images that are packaged neatly by media and entertainment executives and sold to us by Madison Avenue executives. *Why?* It's all for the purpose of lining their deep pockets.

As wise and wonderful women of God, we have to maintain a proper perspective about such things. We cannot afford to take our cues from the world when it comes to matters of beauty and image. Instead, we must take our cues from the Word of God. And Isaiah 52:7 gives us the absolute definition of true beauty. It states, "How beautiful on the mountains are the feet of those who bring good news, who proclaim peace, who bring good tidings, who proclaim salvation, who say to Zion, "Your God reigns!" (NIV) *Did you get that?* God's standard of beauty, true beauty, is reflected in those who...

- *Bring good news*
- *Proclaim peace*
- *Bring good tidings*
- *Proclaim salvation*
- *Say to Zion, "Your God reigns"*

Read the list again and rejoice, ladies. *This is true beauty.* God, Master and Commander of the Universe, views as beautiful those who **bring good news** (share the gospel of Jesus Christ), **proclaim peace** (promote unity and discourage strife), **bring good tidings** (share good news and information), **proclaim salvation** (confess Jesus as Lord and offer Christ to others) and **say to Zion, "Your God reigns"**

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(declare that the God of Israel is sovereign; He's God Almighty, the One True and Living God). Women who do these things have eternal beauty. Their beauty endures regardless of age or the effects of time. That's true beauty. It's beauty to which we can all aspire. Better still, it's beauty that won't break the bank! 😊

So update your beauty regimens today, ladies. Start spreading the good news, proclaiming peace, bringing good tidings, proclaiming salvation and declaring God is sovereign. And if you really want to make the enemy mad, share this awesome "beauty secret" with all of the fierce and fabulous women you know!

Godspeed, beautiful and beloved women of God.