Contents

Acknowledgments ix

Introduction 1

1. Navigating and Negotiating Latina Beauty 39
2. The Importance of Space and Latina Audiences 63
3. Revisiting Hypersexuality 82
4. Intergenerational Readings 113

Conclusion: Consuming Citizenship and Consumer Citizens 135

Appendix A. Participant Demographics 143
Appendix B. Interview Questions 145
Notes 147
Filmography 153
References 157
Index 177