

Beauty in the Scars



A Nike commercial a few years back didn't say a word. It simply showed a series of people with one thing in common: a nasty injury or scar.

There was a cowboy with a huge scar around his eye, a fellow with a bulbous cauliflower ear, and another man with horribly callused feet. There was no explanation – simply the Nike logo and “Just Do It.”



The advertisement has been criticized as being incomprehensible and extreme. But the key to the commercial was the background music. Joe Cocker sings, “You are so beautiful ... to me.”



To the wrestler with the misshapen ear, the surfer with a shark bite, the bull rider blind in one eye, injuries became their beauty marks. And to their fans, these athletes are beautiful because of their scars. “Beauty is in the eye of the beholder,” said Mike Folino, the creator of the ad.



Associates in Life Care, Century Park and Life Care at Home understand that point of view. Every day, we see men and women with wrinkled faces, grey hair or no hair at all, limbs that have been injured or even removed, and hands that quiver as they reach for a glass of water or pick up a book to read.

They are wearing the beauty marks of life – what the years have dealt them as they faced up to challenge after challenge that came their way. But we find attractiveness in them from the inner light that finds its way through tear-dimmed eyes, coming from the soul, and the wisdom they speak in soft voices.

God's grace is unassailable. Our beauty is found not in us, but in the One who looks down at us – injured, blind, and scarred, physically or emotionally – and sings, “You are so beautiful ... to me.”



– Beecher Hunter