Abstract
The central issue of this research work focuses on the variables involved in the social representation (RS) of female production operators in the maquiladora industry in Ciudad Juárez to know how the (RS) is influenced by lifestyle and work environment and how it affects their interests in the labor and personnel. The results of the research induce actions that translate into actual practice of public policy "existing" managing its momentum before government bodies in order that the results given in percentages, are taken for the benefit of lifestyle and the working environment of women production operator.

Keywords
Social representation, gender, work environment.