

# Body Image Redefined



The History, Psychology, & Sociology of Body Image Today

Body image is a **CHOICE** we make

We have the **POWER** to decide what is beautiful / attractive in our own eyes

QUALITY OF LIFE IS AN INSIDE-OUT JOB

Where we are headed has nothing to do with our shape and size, gender, orientation, ethnicity, or past

*If we don't stand up and **FIGHT** for our right to see our own unique beauty / attractiveness, who will?*

Why are so many of us suffering from **deadly** eating disorders and what can we do about?

**Girls** ages 11-17 prefer to be “stupid, paraplegic, or run over by a truck” than **FAT**. **Boys** ages 11-17 prefer a physical idea only achievable by use of illegal steroids. 40% of **fourth graders** have already been on a diet, and 67% of **all women** (ages 15-64) withdraw from life-engaging activities due to “feeling badly about their looks”.

\*Statistics courtesy of *Body Wars* by Margo Maine, PhD; Dove Campaign for Real Beauty

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The History, Psychology, & Sociology of Body Image Today

.....takes student participants on a compelling journey through the history, psychology, and sociology of the meteoric rise of poor body image in our culture today – and the \$60 billion dollar-a-year beauty and weight management industry that actively supports it.

This program gives your students:

- The power to say ‘no’ to poor body image using their words and their wallets
- The knowledge to decode hidden media messages that promote low body esteem
- The direct experience of how cultivating high self-esteem can help them succeed in school and life
- The tools to create an ongoing positive body image and self-esteem campaign on YOUR campus

To schedule this event, call us at 713-777-6003 or send an email to [rgc@key-to-life.com](mailto:rgc@key-to-life.com)



**Shannon Cutts** is the author of *Beating Ana: How to Outsmart Your Eating Disorder and Take Your Life Back* and the founder/director of *MentorCONNECT*, the first global eating disorders mentoring community

**MentorCONNECT**   
Relationships Replace Eating Disorders

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