How the Media Has Influenced Body Image Perceptions

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Love Your Body Week, Women’s Center  
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“Research has indicated that children as young as age five begin to demonstrate preoccupation with body image and weight, with the desire to be thin.” (McGuinness, 2009, p. 21)

- Children have access to more forms of media and media usage has increased dramatically (full-time job)
  - Access to television, computer, video games, videos
  - Less activity; more passive activity leads to snacking; snacking can lead to compulsive eating; less nutritional value in the food advertisements targeted to children

- Parent obsession about dieting sets an example for children
“Media exposure has been found to constrain young women’s conceptions of femininity by putting appearance and physical attractiveness at the center of women’s values.”  (www.about-face.org/resources/facts-and-research/doby-image/)
Self-Concept

- Overall image that a person holds of him or herself based upon an evaluation of attributes

- Everyone has a self-image—who he or she is
  - inner, more private, self
  - outer, more public, self

- Self has different components (role identities) that are active at specific times
Components of the Self-Concept
Content, positivity or negativity, intensity, stability over time, and accuracy

Self-Esteem
Refers to the positivity of a person’s self-concept

Real and Ideal Selves
Ideal - how a person would like to be
Real - realistic appraisal of who we really are

Fantasy: Bridging the Gap Between the Selves
When the gap between the real and ideal self is large, those consumers are good targets for fantasy appeals
Infusium 23® Hair Care

Before

Maria 28

After

Slow my before picture?
Oops... dropped it in the shredder.

“Before Infusium Frizz Control, I hated my hair, a lot. It looked like a bird’s nest. After Infusium? Frizz is gone...and so is the shredder.”

New Infusium Frizz Control instantly smooths frizzy hair into free-flowing, shiny hair that lasts for hours, even in humidity.

INFUSIUM 23® The New Frizz Control you’ll believe in.

With up to 85% better frizz control. Guaranteed.***

infusium.com

DISCOVER A SMOOTHING BRUSH SO ADVANCED...
SEE UP TO 10 YEARS DISAPPEAR IN A STROKE.*

"SMOOTH IS THE NEW YOUNG."
Andie MacDowell
Andie is wearing Visible Lift Smooth Absolute in Sand Beige (172). “Based on objective measures. lorealparis.com ©2011 L’Oreal USA, Inc.

New VISIBLE LIFT.
SMOOTH ABSOLUTE
FOUNDATION

Our Luxurious Smoothing Brush with thousands of soft bristles fills lines and smoothes wrinkles from above.
Hydra-Collagen Complex plumps and hydrates from below.

91% of women saw smoother skin instantly.

Because you’re worth it™
L’Oreal Paris
DATE OF BIRTH:

10-04-

Your age is your business. Keeping it secret is ours. Celebrate whatever birthday you want with Total Effects 7x and concentrated intensive Restoration Treatment. Both fight 7 signs of aging. Together they outperform the moisturization of three top department store regimens.
A perfect cover story.

Introducing VIVE FOR MEN THICKENING SHAMPOO

THICKENS HAIR FOR BETTER SCALP COVERAGE. VIVE for Men with Regenium-XY technology gives up to 50% thicker-looking hair for better scalp coverage.™

NEW TECHNOLOGY FORTifies FROM ROOT TO TIP FOR A THICKER HEAD OF HAIR.

www.vivetomen.com
ISAAC MIZRAHI talks to MEN about WRINKLES

"Women already know about StriVectin... it's the number-one-selling wrinkle cream in the entire world (including France, of all places).

But it's time that men got with it. Men get old too, and they get wrinkles. There's nothing to be embarrassed about. Just walk into the store and ask for it by name... StriVectin... the stretch-mark cream turned anti-wrinkle phenomenon."

-ISAAC MIZRAHI

"if you have skin... you need" StriVectin

For Those Who Don't Know the StriVectin® Story

It is a remarkable turn of events, arguably one of the strangest in the history of cosmetics: women across the country began putting a stretch-mark cream called StriVectin-SD® on their face to reduce the appearance of fine lines, wrinkles, and crow's feet.

Women bought as much StriVectin® SD that it quickly became... and still is... the #1 prestige skin cream in the entire world (including France, of all places). Did everyone go mad? Well, not really. Although StriVectin-SD® functional components were already trademarked by licensed MDs, documenting their ability to visibly reduce the appearance of aging stretch marks... the success of StriVectin® as an anti-wrinkle cream was "a total shock," says Alix Gressman, national brand manager for Klein-Bender, maker of StriVectin.

"When samples of the 'stretch-mark formula' were first handed out to employees and customers as part of market research, the tubes were simply marked 'Topical Cream' with the lot number undreamed. Some people mistakenly used the samples on their face. As we began to receive feedback from users, we look 10 years younger! And My crow's feet have visibly disappeared, we knew we had something more than just the most effective stretch mark cream. The point was driven home when retailers began reporting that almost as many people were purchasing StriVectin® as an anti-wrinkle cream as were buying it to reduce stretch marks."

As stories spread about StriVectin® ability to reduce the appearance of fine lines, wrinkles, and crow's feet, StriVectin® reached "cult-like" status among the most savvy consumers... including a long list of famous Hollywood faces. One net is history.

Today, the stretch-mark cream is an international phenomenon, that sales records around the globe... including England, Italy, Spain, France, Germany, Sweden, Portugal, Australia, and throughout Asia.

Looking for StriVectin®? Don't bother with Neiman Marcus, they don't have it... Your best bets are Sephora shops, Lord & Taylor, Dr. James, or Saks 5th Avenue (they always try to keep it in stock) or, believe it or not, the pregnancy section of your local GNC.

Call 1-800-404-3972 or order online at www.StriVectin.com.

For more information, visit www.StriVectin.com.
Body Image

- Body cathexis
  - a person’s feelings about his/her body (importance of features)
  - relates to self-concept
  - [http://www.dove.us](http://www.dove.us)
http://www.youtube.com/watch?v=kx6_zvQB46E
Can you give your daughter a better body image by setting the table?

Studies show that teen girls who have family dinner 5 times a week are 33% less likely to develop eating disorders.

Make dinner happen on any night.

See how powerful dinner can be. Go to letsfixdinner.com Let's fix dinner.
Wake up to the look of a mini lift in the morning.

No, you aren’t dreaming.

new regenerist night

New Olay Regenerist Continuous Night Recovery works in a time-released fashion, hydrating hour after hour, while increasing surface-cell renewal by 50%. This overnight sensation lets you wake up to the look of a mini lift. It works like a dream.
This could be your body.

Soloflex could be the way.

For a free brochure and video, call
SOLOFLEX® 1-800-356-5344
Cosmetic Surgery

- ≈13.1 million surgical and nonsurgical procedures done in the U.S. in 2010, up about 5 percent from 2009 (ASAPS)
2010 Quick Facts
Cosmetic and Reconstructive Plastic Surgery Trends

Percentage change 2010 vs. 2009
13.1 million cosmetic procedures  ↑ 5%
1.6 million cosmetic surgical procedures  ↑ 2%
11.6 million cosmetic minimally-invasive procedures  ↑ 5%
5.3 million reconstructive procedures  ↑ 2%

2010 Top 5 Cosmetic Surgical Procedures

<table>
<thead>
<tr>
<th>Procedure</th>
<th>2010 vs. 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breast augmentation</td>
<td>↑ 2%</td>
</tr>
<tr>
<td>Nose reshaping</td>
<td>↓ 1%</td>
</tr>
<tr>
<td>Eyelid surgery</td>
<td>↑ 3%</td>
</tr>
<tr>
<td>Liposuction</td>
<td>↑ 2%</td>
</tr>
<tr>
<td>Tummy Tuck</td>
<td>↑ 1%</td>
</tr>
</tbody>
</table>

Breast augmentation continues to be the top cosmetic surgical procedure and has held the title since 2006. Silicone implants were used in 60% of all breast augmentations in 2010, compared to 50% in 2009.

Although not among the Top 5 Cosmetic Surgical procedures, facelifts experienced significant growth in 2010 with nearly 113,000 procedures, up 9%. Facelifts have not experienced growth since 2007, before the recession.

2010 Top 5 Cosmetic Minimally-Invasive Procedures

<table>
<thead>
<tr>
<th>Procedure</th>
<th>2010 vs. 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Botulinum Toxin Type A</td>
<td>↑ 12%</td>
</tr>
<tr>
<td>Soft tissue fillers</td>
<td>↑ 3%</td>
</tr>
<tr>
<td>Chemical peel</td>
<td>no change</td>
</tr>
<tr>
<td>Laser hair removal</td>
<td>↑ 5%</td>
</tr>
<tr>
<td>Microdermabrasion</td>
<td>↓ 9%</td>
</tr>
</tbody>
</table>

Injectables remained robust in 2010, with soft tissue fillers like fat injections rising 14%.

2010 Top 5 Reconstructive Procedures

<table>
<thead>
<tr>
<th>Procedure</th>
<th>2010 vs. 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tumor removal</td>
<td>↑ 2%</td>
</tr>
<tr>
<td>Laceration repair</td>
<td>↑ 7%</td>
</tr>
<tr>
<td>Scar revision</td>
<td>↓ 6%</td>
</tr>
<tr>
<td>Hand surgery</td>
<td>↑ 4%</td>
</tr>
<tr>
<td>Breast reconstruction</td>
<td>↑ 8%</td>
</tr>
</tbody>
</table>

Breast reconstruction is new to the Top 5 Reconstructive procedures. It replaces maxillofacial surgery in 2010, to claim the fifth spot.