

TIMELINE (PART 3)

Body Image Group
Session 4

1

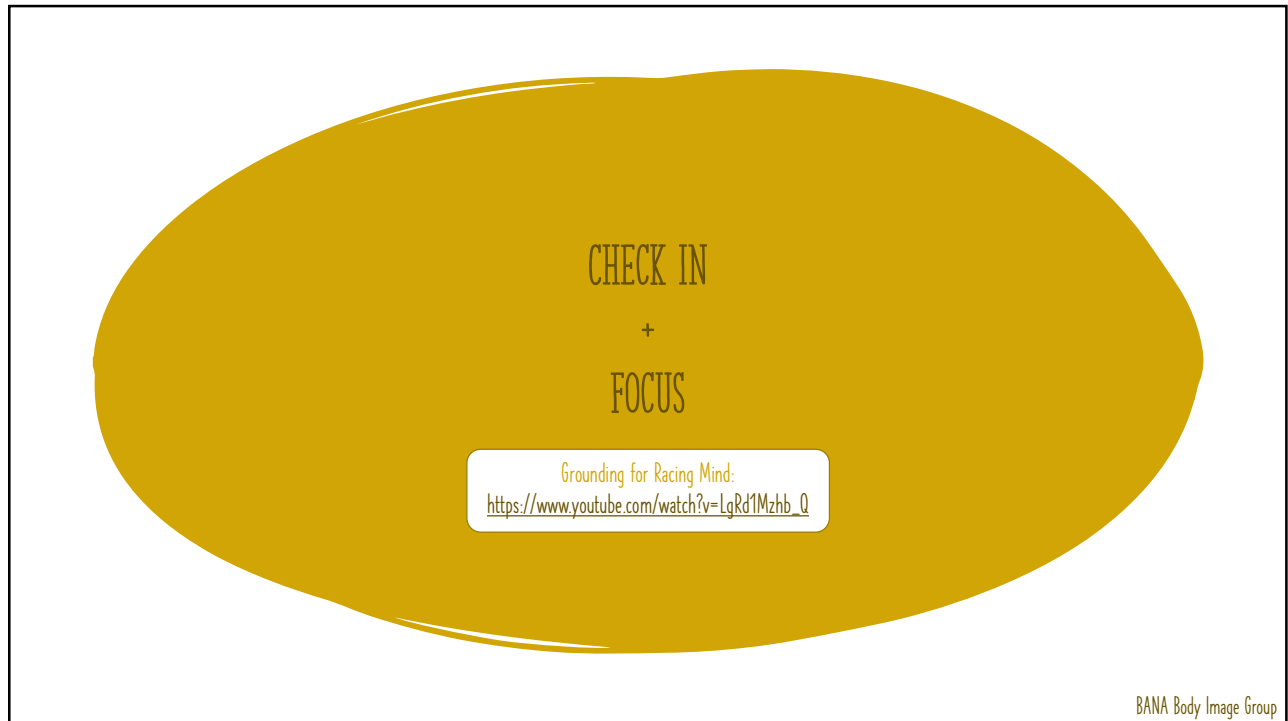


AGENDA:

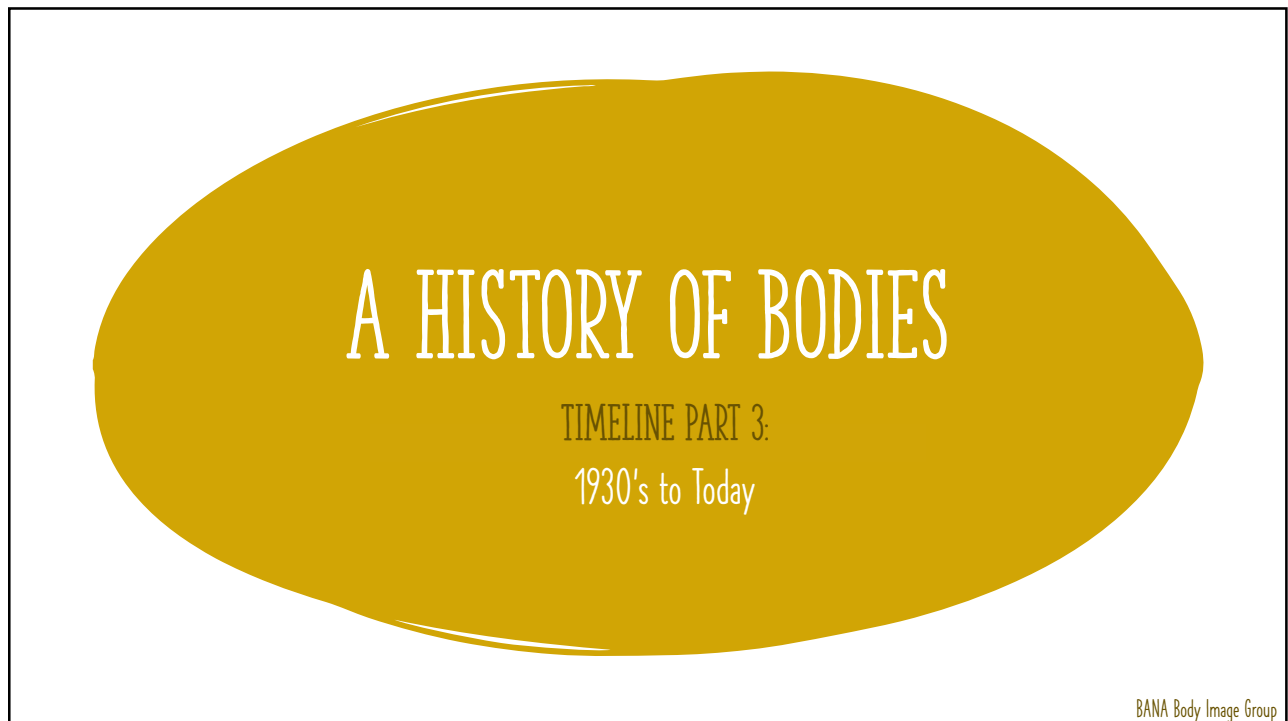
- Check In & Focus
- Review Homework
- Review Part 3 of Timeline:
 - 1930's - 2020's
- Check Out & Grounding Activity

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3



4

DISCLAIMER:

We can see throughout history the body has acted as a canvas for dominant discourse to play out.

This timeline will look at the various depictions of bodies through art, literature, & other forms of media, as well as the stories & ideals they tell from the time-period.
Please keep in mind, we will be referring to popular culture as examples & these may not all be relevant for you as an individual.

PLEASE NOTE: the following slides contain overt discussions surrounding classism, ableism, racism, colourism, eugenics, transmisia, cisheterosexism, misogyny, & misogynoir.

Our timeline will focus on body image in the Western world – with this comes inevitable gaps in knowledge & information. As the dominant culture dictated the narratives that were captured – & omitted – in historical documents & research, we will not be able to capture the entire scope of body image & human diversity.

PLEASE ALSO NOTE: this timeline serves as an introductory & basic overview of historical movements & events. Please see our reference list for continued learning.

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DISCLAIMER:

The ways in which we all experience the world are uniquely impacted by our various identities.

The lived experiences & identities of the facilitator(s) & all group members – both visible & invisible – will naturally differ.

We will all interact with the following content in deeply personal ways as we are all touched by this history.

We invite you to reflect on this in whichever way feels most meaningful to you.

If the content of this presentation is difficult for you, let the facilitator(s) know & please refer to our resource list for support.

"If we are struggling to reject the lies we've been told about our devalued identities, we will not be able to build healing relationships with others.
The devastating truth is until we are able to heal our internalized stigma, we will not allow ourselves the opportunity to be seen and loved for who we are"

(Kinsey, 2022, p. 30)

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RECAP:

Going into the mid 20th century, we see that prominent anti-fat beliefs *pre-dated* health arguments. Fat bodies were deemed undesirable & uncivilized for centuries before the research was shaped to support this idea.

There is continuation & intensification of using what is societally determined as "attractive" as a form of social currency. Specifically, who can be labeled as "desirable" was determined very early on as well as the ramifications of this label & what it grants access to.

- Deeming certain bodies as ugly became "a way for barring a person's access to status, work, & love, functioning as an absence of capital" (Talley, 2014).
- The concept of desirability "determines who gains & holds both social & structural power through the affairs of sensuality, often predicated on anti-Blackness, anti-fatness, transphobia, misogyny, cissexism, queer antagonism, & all other structural violence" (Harrison, 2021, p. 13).

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MYTH OR FACT:

Throughout human history, when exposure to the "other" increases, those in power try to dehumanize & remove power from groups of people to justify their ill treatment.

Throughout human history, when exposure to the "other" increases, so does the commodification of their bodies & labour.

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MYTH OR FACT:

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RETURN OF BMI (1910's-1930's)



Paper bag ad for Bile Beans, circa 1939

- The American Medical Association kept increasing publications related to women's bodies
 - le: doctors stated women should avoid being underweight from 0-30 years & then should avoid being overweight from 30-death.
- Re-introduction of the BMI; used as frame of reference in insurance/medical industries to determine costs & who can access insurance
 - Companies often utilized skewed, unrepresentative & inaccurate self-report data
 - Despite it not being intended for medical use or for individuals, the BMI became legitimized
- A shift from thinness as the previous health concern to focusing more on fatness, & new ways to monitor it became commonplace, such as calorie counting
 - Medical publications further increased, detailing how women should live & what their bodies should look
 - Adoption of metabolism diets, such as the grapefruit diet
- An increase in medical articles demonizing southern & eastern Europeans due to their body shape & weight; as well as articles debasing Jewish people for being fat & demonizing their cultural foods.

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1930'S

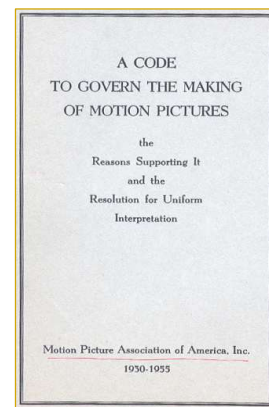
<https://www.youtube.com/watch?v=2Yz4ucqK0xc>


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11

1930s

- The silver screen became popular, promoting the idea that the camera "puts on weight" &, thus scaring all genders of actors into losing weight
- Introduction of the Hays Code: set of guidelines to censor content exposed to viewers (to promote religious & traditional values).
- The code prohibited or limited topics such as:
 - Same sex relationships or intimacy
 - Extramarital affairs
 - Ridicule of the church
 - Sexual nudity
 - Illegal drugs
 - Profanity




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1930s


Boris Karloff in *The Mask of Fu Manchu* (1932) publicity still




Emperor Ming the Merciless-Charles Middleton, 1938



Film poster for "Daughter of the Dragon", 1931



1930s



A Western about Major Robert Rogers, the tough frontiersman who led a grueling expedition to Canada in 1759 to "punish a fearsome Indian tribe" and seek a northwest passage to the Pacific (1940)


- Media representation of people with disabilities was largely discriminatory & focused on narratives of villains or victims in need of charity
- Media representation of BIPOC remained similar to what was shown in art throughout time (subservient or demonization)
 - Asian women overly sexualized: "Dragon Lady" (temptress) or "Lotus Blossom" (delicate & in need of saving)
 - Asian men are cold, intelligent, and calculating: a threat
 - Start of the golden age of Westerns: Indigenous peoples depicted as villains & "macho cowboys" popularized

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1930s

Viennese Suit Styles in the 1930s



Renée Lacoste (right) wearing the polo shirt she invented, 1933



1930s

- Women were encouraged to appear slender & curvy at the same time - now with large breasts, hips, & a defined waist
 - "Blonde bombshell" & "hourglass" become ideal body types
- Greater emphasis on dresses & feminine fashions, as androgynous fashion was associated with lesbians from the 1920s
- Men encouraged to be tall & lean, with broad shoulders & a narrow waist
- This time also marks the introduction of anabolic steroids & its use in both the Olympics & in army troops, such as the Nazis



Actress Jean Harlow, 1931

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1930s

DANGEROUS TO BE SKINNY

THERE'S NO NEED TO BE SKINNY NOW. I'LL TELL YOU A QUICK WAY TO GAIN.

I'M SO LONELY AND UNHAPPY. NOBODY LIKES A SKINNY GIRL.

New discovery adds solid, healthy flesh quicker than BEER

Astonishing gains with sensational double tonic. Richest imported beer yeast now concentrated 7 times and combined with energizing iron. Adds 5 to 15 lbs. in a few weeks.

PHYSICIANS know well that skinny, anemic, run-down men and women are far more liable to serious infections and fatal wasting diseases than the strong, well-built person. For years doctors prescribed beer to put flesh on these scrawny, weak, nervous people.

COMPARE YOUR

Printed by professional models

6 WEEKS AGO
YEA SKINNY

NOW
WE NEED TO
BE THIN

Thin? New easy way adds pounds so fast you're amazed!

Astonishing gains with new double tonic. Richest imported brewers' ale yeast now concentrated 7 times and combined with iron. Gives 5 to 15 lbs. in a few weeks.

NOW there's no need to have people calling you "skinny", and losing all your chances of making and keeping friends. Here's a new easy treatment that is giving thousands solid, beautiful flesh and attractive curves— in just a few weeks.

As you know, doctors for years have prescribed yeast to build up health. But now with this new discovery you can get far greater tonic results than with ordinary yeast— more health, and also put on pounds of firm flesh— and in a shorter time.

Not only are thousands quickly gaining beauty-bringing pounds, but also clear, radiant skin, freedom from constipation and indigestion, new pep.

Concentrated 7 times

May, 1934 Ionized Yeast ad.

LOSE FAT
... LOOK and FEEL YEARS YOUNGER ...

HOW MODERN WOMEN KEEP YOUTHFUL— BANISH FAT

Ads for Kruchen Salts, sold for weight loss. Delineator ads from May and April, 1933.

druggists. Ionized Yeast Co., Inc., Dept. 2310, Atlanta, Ga.

YOU'D NEVER THINK THEY ONCE CALLED ME SKINNY

Ad for ionized yeast, 1934.

Delineator, March 1933, page 97.

Ads for Kruchen Salts, sold for weight loss. Delineator ads from May and April, 1933.

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15

1940'S

<https://www.youtube.com/watch?v=m6DsUOnufsU>

THE PERFECT MAN

BRITISH PATHÉ

0:01 / 0:40

The Perfect Man (1941)

British Pathé 3.24M subscribers


Join Subscribe

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1940s



- Eugenics continued, with Nazi Germany attempting to systematically eradicate Jewish people, BIPOC, disabled people, & LGBTQIA+ people to further the goal of an Aryan race
- Classic "pin-up" girl is introduced to lift soldiers' spirits & remind of what was waiting for them at home
- Women regularly used butt & hip padding, cosmetics, & hot rollers to ensure a "perfect" presentation
 - Looking unattractive was likened to lowering the morale of your nation & unpatriotic
 - "Beauty was your duty" slogan popularized
 - Red lipstick as symbol of victory & companies made lipstick to match red on uniforms



The WORN Archive: A Fashion Journal About the Art, Ideas, and History of What We Wear (1939)




Betty Grable in her famous 1943 pin-up. It became one of the biggest-selling photographs of World War II, selling over five million copies.


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1940s



- After World War II, there were concerns surrounding fertility & the future of the nation, as well as muscularity among men
- Pressures to marry & produce children rose ("nuclear family"), leading to baby boomers
- Led by Charles Atlas, a fitness movement took off, based on the idea that physical size would give you confidence and power
 - "The Insult" advertisement:
 - Charles Atlas came to fame in one of Bernarr Macfadden's physique competitions



Advertisement for Charles Atlas' "Dynamic Tension" bodybuilding system. Advertisement from the pulp magazine *World Tales* (September 1941, vol. 36, no. 1)



ad for the Charles Atlas "Dynamic-Tension" fitness program

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1940s



John Grimek on the cover of Strength and Health magazine, September 1945

- 1948: first Mr. Universe was held, bringing emphasis on barrel chests & sculpted legs
- Icons like Superman don padded chest suits to appear more muscular



Kirk Alyn portrayed the Man of Steel in two 15-part movie serials in 1948 & 1950



Marlene Dietrich in Morocco, 1930 film

- Androgynous clothing items like pants returned in mainstream fashion, & so lesbians sought out other ways to distinguish themselves & socially signal their presence (ties, suits, etc.)
- Terms like "butch" emerged

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1950'S

<https://www.youtube.com/watch?v=EQrvaRltBBE&t=64s>



Vintage Commercials (1950s, 1960s, 1970s)

Free The Kinescope! 11.9K subscribers

1.8K Share Download

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1950s

- Increase in jobs & post-war prosperity led to heavy focus on capitalism & a consumerism-driven economy
 - With men back from war, society was focused on promoting marriage & children (ie: Baby Boom)
 - Women were pressured to obtain the "M.R.S. Degree" & focus their life on obtaining a husband
 - Rise in marketing targeted toward the ideal housewife

- Media focused on hyper feminine ideals & fashion
 - The hourglass figure reigned supreme
 - Playboy launched in 1953 with Marilyn Monroe on its cover (without her consent)
 - Girdles & shapewear promoted to achieve the ideal body



Grace Kelly, 1954



Marilyn Monroe, 1950's

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1950s

- Rise in marketing:



Alcoa Aluminum twist off ketchup bottle ad, 1953



Chase & Sanborn coffee ad, Life Magazine, 1952




Van Heusen ad, 1940s

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22

1950s


- "Executive" look takes off with men, emphasizing tall boxy frames & broad shoulders to appear domineering & large, distinguishing them from women
 - "Clean cut" American businessman aesthetic (crew cut or very coiffed hair) also rises to represent "wholesome" ideals, promising a better future for America
- Intentional avoidance of anything that could be linked to Black people, whether hairstyles, outfit choices, or music preferences
 - Black Americans adopted many fashion choices that represented white culture (straightened hair, outfits, changes in voice & tone, etc.)
 - Pressures to live a "wholesome" & "normal" life for the sake of society led to rising tensions for Black Americans, LGBTQIA+ people, & anyone with differing political views



The Supremes with Mary Wilson, Florence Ballard, and Diana Ross (1950s-60s)



1951 men's topical weight, Diction and Wool suits



OFFICIAL HAIR STYLES for MEN and BOYS

We appreciate the existing hair naturally... the way you like it

1950s Mens Hair Styles

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1950s

- Counterculture emerged with youth, ushering in new ideas surrounding race
- 1950s music scene reflected cultural discourse surrounding relationship between Black & white communities
- Rock & roll, founded by Black people, both intensified racism & simultaneously challenged dominant racial discourse
 - Dichotomy between viewing rock & roll as reflective of "dangerous, rebellious, uncivilized & sexualized nature" of Black culture vs. inspiring & uniting force that targeted prejudices
- Figures like Elvis made rock & roll accessible to white listeners



Jailhouse Rock with singer Elvis Presley, 1957



Chuck Berry 1957



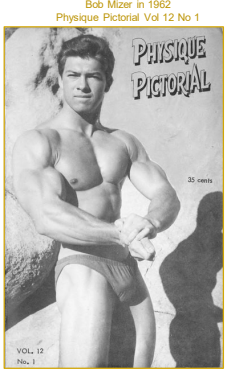

15 year old Jimi Hendrix, 1957

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1950s

- Intersection of homophobia & misogyny as femininity was often weaponized against gay men
- Increase in the fetishization of masculine bodies at the time with the distribution of magazines like *Physique Pictorial* & *Beefcake*, which targeted gay men
- Research regarding fatness & health continues, despite indications that fatness did not explicitly cause numerous health conditions
- Famously, Ancel Keys (who popularized the modern BMI) noted that fatness does not itself cause heart disease, but that it was still to be avoided as it was "ugly" & "repugnant", which was as equal of concern as mortality

Ancel Keys, 1957

"Maybe if the idea got around again that obesity is immoral, the fat man would start to think" (KEYS, 1961)

"Obesity" is "ugly but does not itself cause CHD" (KEYS, 1975)

"Obesity" is "disgusting ... ethically repugnant" (KEYS, 1961)

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1960'S

<https://www.youtube.com/watch?v=tXxsJuh5kss>



counter and you may find some surprises. But there's one trick, the models use it.

How To Be Attractive | Vintage 1960's Guide for College Girls

glamourdaze 795K subscribers

44K

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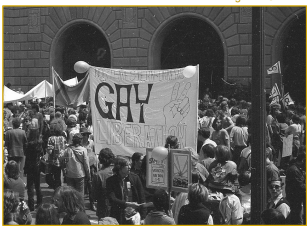
1960s

→ 1960s were a time of great counterculture movements:

- Anti-war movement
- Asian American Civil Rights Movement
- Chicano Movement
- Civil Rights Movement
- Fat Acceptance movement
- Black is Beautiful movement
- Gay liberation movement
- Second wave feminism



Untitled (Black is Beautiful Poster from 1971)



1970's Northwestern University Gay Liberation group at the anti Vietnam war demonstration in Washington DC



The Civil Rights Act of 1964

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1960s

Gay liberation movement

- Encouraged people to live authentic lives, in the open to counteract shame & stigma

Fat Acceptance movement

- Seen as the originator of what we know now as the Body Positivity movement
- Began with fat, queer, Black women who hoped to make space for marginalized folks

Civil Rights movement

- Ended segregation in public places & banned employment discrimination on basis of race, color, religion, sex or national origin

"Black is Beautiful" movement

- Aimed to challenge & redefine beauty standards perpetuated by white supremacy
- Embraced natural hair, skin colour, & other physical traits that were historically weaponized against Black people

Second wave feminism

- Women joining the workforce
- Birth control pill
- New demographic of the "Single Girl": Liberated women with their own income, not forced to marry

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1960s

- At the same time, we see a shift back to thin body ideals, free from curves
 - Shapewear replaced by diet & exercise
 - Rise of Weight Watchers
 - The "Twiggy" [Lawson] aesthetic takes off
 - Return to slick & slender bodies for men & non-emphasis of muscles



The Beatles, early 1960's

- "Ready to wear" fashion more common, targeting working women & cementing models in magazines as fashion & body icons
- Steroids in the competitive sports/bodybuilding world became commonplace, with little to no public awareness



Twiggy Lawson, 1967



Françoise Robinson on cover of 1969 Vogue


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29

REFLECT:

Can you think of other ways people alter their bodies discretely or with little public awareness?

What impact do these manipulations have on body image?




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1970'S

https://www.youtube.com/watch?v=d5k2yT_wXdl




British Pathé Join Subscribe 108 Share Download

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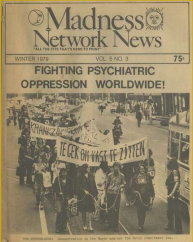
1970's

- Rise of "wellness culture", focused on the mind, body, spirit, & environment, as well as holistic health
 - Rejection of convenience foods of the 50s/60s
 - Fixation on "whole" foods & vegetarianism
 - With a segment on 60 Minutes, "wellness" becomes household term
 - Diet books emphasizing personal responsibility in terms of health
 - Wellness exclusionary in nature: often only those with disposable income & free time could pursue this, making it a status symbol



Insight Meditation Society (IMS), 1977
"Sitting in the Upper Walking Room"

- This movement also took off within marginalized communities; likely fueled by centuries of discriminatory mainstream practices & medical mistrust
 - Anti-psychiatry movement fueled by centuries of unethical tests & institutionalization
 - I.e: The Tuskegee Study, which tricked African American men with syphilis into enrolling into a free medical care program without knowing they would receive no treatment & be left to die for the sake of research, deeply affected Black communities & left them with a fear & distrust of public health organizations & medical interventions



Madness network news (vol. 5), 1979

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REFLECT:

What 1970's diet culture view(s) do we see recycled in modern society?



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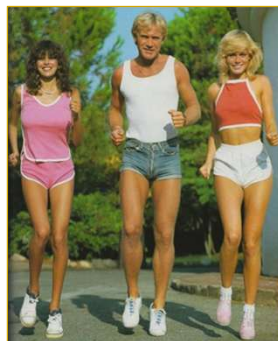
33

1970s

- People now expected to not only be thin, but also athletic
 - Larger emphasis on long legs
- Rise in revealing outfits for men
 - Creation of Playgirl in 1973 -- 20 years after Playboy



Linda Carter as Wonder Woman (1975)



Source of photo unknown



Farrah Fawcett & Lee Majors, cover of People Magazine, July 1977

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1970s

- Increase in LGBTQIA+ arts in the spotlight
- Gender-bending outfits became more commonplace
 - For lesbian women, trans & non-binary people, it became more socially acceptable to dress in androgynous ways, noting that their main function is not to always be catering to the male gaze



Mick Rock, David Bowie "Life On Mars", London 1973



Elton John, 1970s




Divine, 1970s -
inspired story from "I Am Divine"

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1980'S

<https://www.youtube.com/watch?v=PjyluxYyRjw&t=1s>



1984 Special K Pinch an Inch Advert
 Cereal & Other Ads
 18K subscribers

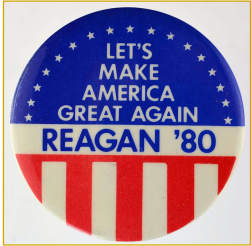
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1980s

- Baby boomers entering adulthood, leading to significant increase in consumerism
- Era of excess in fashion, linked to traditional views on strength & power
 - strong shoulders, large frames, shoulder pads, powersuits



A button from Ronald Reagan's 1980 presidential campaign



Cindy Crawford, 1980s Armani ad

- Poor economy led to focus on restoring hope in the country & asserting America as a "great" power
 - Reagan's famous slogan: Make America Great Again

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1980s

- BMI took world stage due to reports made by the U.S. Department of Health & Human Services, making it a household name
- Emerging neoliberal narratives – backed by political administrations at the time (Reagan, Mulroney) – promoted "taking control of your own health", focusing on exercise & food intake
 - Biases in research linked health outcomes to poor personal choices
- Social determinants of health were largely ignored, despite "new" concerns regarding the health of BIPOC populations
- Rise in fees for service programs (ie: fitness centers, weight loss) further isolated marginalized communities from accessing care
- AIDS crisis impacted people of all genders & sexuality, most notably the gay community
 - Homophobia & ableism intersect, as gay men with HIV/AIDS are likened to people with disabilities



Keith Haring, Ignorance = Fear / Silence = Death, 1989, Offset lithograph

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1980s

- Concerns rise with appearing "too skinny" – as this was associated with death & illness – leading to social rejection
 - Major importance placed on exercise, muscularity & being toned for everyone
 - At-home aerobic exercise became popular

- Increase in drive for muscularity to signal to others you were free from disease, categorizing people as "healthy vs. unhealthy" or "disabled vs non-disabled"
 - Ableist narrative interwoven with body image ideals



Sylvester Stallone starred as Vietnam veteran John Rambo in five "Rambo" films (from 1982-2019)



Cindy Crawford, 1992 in NYC



Jane Fonda's Workout VHS in 1982




80s nylon shell tracksuits

- Fashion trends reflected desire to look athletic (ie: tracksuits, windbreakers)
- Supermodel era begins


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1980s


- Muscularity framed as masculinity
- Increase in male nudity in fashion (toplessness, crop tops, short shorts or briefs)
- Rise in products and industries catered to perpetuating these body image ideals:
 - Chippendales
 - Men's Fitness & Men's Health magazines
 - First Calvin Klein underwear campaign for men
 - Conan the Barbarian, Rambo, etc.
 - Muscle beaches, – the return of the Ancient Greek gym – where men train in revealing outfits together & rate each others' bodies
 - Another parallel to Ancient Greece: an increase in male nudity in art/media
 - Steroid use & "pumping iron" became popular




Arnold Schwarzenegger – Mr Olympia 1970 - 1975, 1980




1987 Chippendales Calendar



Olympian Pole Vaulter, Tom Hintnaus for Calvin Klein, 1982



Joe Weider's Muscle & Fitness Magazine March 1984



Caitlyn Jenner, "Can't Stop the Music", 1980

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1980s

THE RISE OF THE ADONIS COMPLEX 59

The evolution of G.I. Joe, continued.

Star Wars figures, then and now.

All images retrieved from:
 The Adonis Complex: The Secret Crisis of Male Body Obsession,
 by Arnold Andersen, M.D.

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1980s

Glamour Magazine

Year	Percent of Female Models Undressed	Percent of Male Models Undressed
1950	12	2
1960	20	8
1970	26	12
1980	18	14
1990	16	21
2000	26	26

Cosmopolitan Magazine

Year	Percent of Female Models Undressed	Percent of Male Models Undressed
1950	17	6
1960	16	3
1970	28	4
1980	16	10
1990	29	24
2000	29	36


Graphs retrieved from:
 The Adonis Complex: The Secret Crisis of Male Body Obsession,
 by Arnold Andersen, M.D.

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1990'S

<https://www.youtube.com/watch?v=sUxklipoQKs>



Special K Ad 1996
JAROOOSA
1.85K subscribers Subscribe

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1990s

- World Health Organization (WHO) publicly declared "obesity" as their global enemy
 - Task force enlisted by the WHO, funded by weight loss drug companies, shifted BMI measures against medical recommendations
 - More people suddenly considered "overweight" & "obese"
 - Shift in recommendations for use of BMI with children

1998 CNN Report:
 "Millions of Americans became "fat" Wednesday - even if they didn't gain a pound - as the federal government adopted a controversial method for determining who is considered overweight."



Brad Pitt in 1999 film, *Fight Club*

- Women engage in extreme restriction, exacerbated by use of drugs & cigarettes
 - le: term "Heroin Chic"
 - Notably curves reverted to undesirable
- Men were encouraged to be as lean as possible while still maintaining a toned physique
- One of the highest rates of anorexia nervosa during this decade



Kate Moss, 1994

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1990s



- Some advancement in diversity through advertisements & research
- RuPaul and drag highlighted in MAC's Viva Glam campaign
- Two spirit term formally acknowledged
- Transgender studies emerges as a discipline



At the third annual Intertribal Native American, First Nations, Gay and Lesbian American Conference, held in Winnipeg, Manitoba in 1990, activist Albert McLeod proposed Elder Myra Laramée's term two-spirit to refer to the Indigenous LGBTQ community.

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2000'S

<https://www.youtube.com/watch?v=nHNN72pThxc&t=4s>




Yoplait Light (Yellow Polka Dot Bikini) Commercial The WB KBWB-TV (Feb 04, 2005)

Rene Gonzalez 3.7K subscribers 90 ...

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2000s




The "Fab Five" Thom Filicia, Ted Allen, Carson Kressley, Kyan Douglas & Jai Rodriguez in "Queer Eye For The Straight Guy," 2003

- Advertisers began marketing to LGBTQIA+ population, popularizing reductionistic portrayals
 - Emphasis on palatable gay men who are well groomed & conform to feminine ideals
 - Will & Grace; Queer Eye for the Straight Guy; Sex & the City




Gisele Bündchen, Victoria's Secret Fashion Show 2000

- Importance placed on gaining strength & appearing toned
 - Response to "too thin" heroin chic - bounces back to "strong & healthy", over "unhealthy skinny"
 - Low rise jeans popularized for everyone, to show off abs
 - Rise in yoga classes, personal trainers, surgical procedures & spray tanning
 - Victoria's Secret fashion show, with segments highlighting models' workout regimes



Britney Spears' 2001 VMA "Slave For You" Performance



Usher in 2000, Second Annual Teen Choice Awards

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2000s

- Onset of "obesity epidemic", further demonizing fat bodies



- Black citizens shown to have the highest BMI rates in research studies at the time, labeling them as the most "diseased" in society
 - Bringing back previous ideologies surrounding fatness, immoral appetites, & inability to "control" one's desires



- Reality TV gaining popularity, some shows with hyperfocus on weight, lifestyle change, or unrealistic appearance ideals:
 - The Biggest Loser premieres 2004
 - America's Next Top Model premieres 2003
 - Keeping Up With the Kardashians premieres 2007
 - The Bachelor premieres 2002



America's Next Top Model, Season 1 Cast

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2010'S

<https://www.youtube.com/watch?v=owGykVbfgUE>



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2010s

- Desire for curves & hourglass in women returned, notably only in the butt & breast area
 - More specifically, exaggerated hourglass, unrealistic for most bodies
 - Rise in plastic surgeries & photoshop
 - *American Society of Plastic Surgeons* stated buttock augmentation surgery increased by 252% between the years 2000 - 2015
- A return for muscularity for men; barrel chest & building muscle / definition all over
- Influencer culture begins, & "highlight reels" on social media accounts exacerbates comparison making

Kim Kardashian, 2018 Met Gala



Chris Hemsworth as Thor, 2011

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50

2013



Epidemiologist Katherine Flegal, art by James Provost

→ Landmark study conducted by Katherine Flegal involved reviewing all available medical studies over previous decades relating to weight & mortality -- produced enlightening points:

- "Overweight" individuals had lower risk of death than those in "normal" weight category of BMI
- Those with mild-to-moderate "obesity" had comparable rates as those with "under" & "normal" weights
- Interestingly, Flegal & colleagues were ostracized for their work, & highly rejected in the professional community, despite empirical backing

QUOTE:

➤ "Grade 1 "obesity" overall was not associated with higher mortality. Overweight was associated with significantly lower all-cause mortality" (Flegal, 2013)

Notably, 2013 was also the year Binge Eating Disorder first appeared in the DSM

→ Other studies began to accompany this one, indicating a shift in views in the medical field


- Unfortunately, the public outcry against these findings was louder than those in support, as for some it is more difficult to change deeply rooted anti-fat bias they have been exposed to their whole lives

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51


2020s

In June 2024, a member of BANA staff collected overtly diet-promoting/wellness-based ads that appeared in a 1-hour window from their Newsfeed. Here's what they saw:



Visit site


Workout Plan for Women
Reveal flatter abs and toned body with HARNA workout plans.



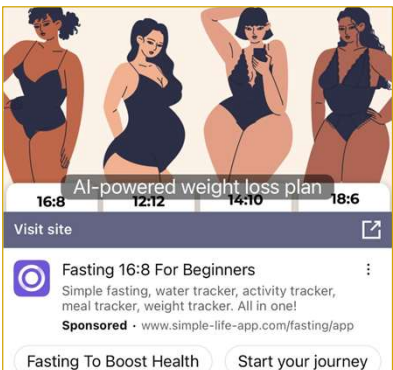
Ozempic®
Prescribed online.
Delivered free.

felix

On Demand Treatment For Canadians
Felix delivers to your door quickly and discreetly.



3 ways to use APPLE CIDER VINEGAR for WEIGHT LOSS




AI-powered weight loss plan

16:8 12:12 14:10 18:6

Visit site

Fasting 16:8 For Beginners
Simple fasting, water tracker, activity tracker, meal tracker, weight tracker. All in one!
Sponsored · www.simple-life-app.com/fasting/app

Fasting To Boost Health Start your journey



NO MORE GAS & BLOATING

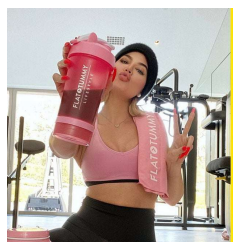
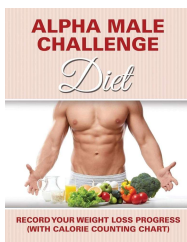
5 Foods Causing You Gas and Bloating + How To Fix It!

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REFLECT:

What are some examples of ads/marketing you have been exposed to (recently or historically)?



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2020s

- Reality TV returning to popularity with greatly manipulated bodies & unrealistic appearance ideals:
 - Love Island
 - Too Hot Too Handle



- Increased rates of non-surgical cosmetic procedures (ie: botox, fillers), as well as cosmetic surgeries
 - Often rooted in ageism

- Rise in the use of apps to find sexual or romantic partners



- Exacerbates rejection sensitivity for some
- Pressures to present oneself through limited images adds to unrealistic appearance depictions in social media
- Catfishing becomes a phenomenon, often driven by fear of judgement
- Apps often promote reductionistic labels & "types" that confine 2SLGBTQIA+ users into a stereotype
 - Sexual-minority men who are larger in size fetishized as "type" rather than normalized (ie. Bear)



- INFOSPHERE → In last 2 years, 90% of the world's data was generated

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2020s



Swyneth Paltrow's skin-care routine for GOOP

- Renewed interest in "wellness" culture, defined today as: (Harrison, 2023)
 - "A practice of seeking to prevent illness & prolong life, as opposed to simply treating diseases, with a clear emphasis on individual choice & responsibility"

- Wellness as an active & unending pursuit, & became a hobby for many
 - le: "It's not a diet, it's a lifestyle"
 - Rise of fitness trackers on phone, watches, or rings
 - Rise in weight loss drugs (ie: Ozempic)

- Emphasis on "holistic" & "natural" practices, as well as "whole" and "clean" foods
 - Noom & WW re-branding - emphasis on "clean girl" from black/brown internet communities

- "Pretty privilege" in wellness culture deems "naturally pretty" & "healthy" as superior
 - "No makeup makeup"
 - Glowy skin to emphasize health & youthfulness
 - Trend in celebrities undoing their plastic surgery
 - Rise of celebrity brands focused on "wellness" (ie: Goop, Poosh)



2018 Apple Watch Activity Rings

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2020s



Twitter Co-Founder, Jack Dorsey, 2014

- With women, there is promotion of cleanses & auras, & more eastern influences - reminiscent of the 1970s

- With men, emphasis on "science"
 - Use of terms like "engineering, optimal performance, & unlocking your full potential"

- Rise of "biohacking", promoted by ultra rich in tech industry, to "hack" your biology & increase productivity
 - le: Jack Dorsey (co-founder of Twitter), Joe Rogan, & Dave Asprey
 - Reward through extreme deprivation
 - "Upgrading" yourself



AURA CLEANSING RITUAL OIL
Premium Quality Ritual Oil

Lemon Verbena
Dried Flowers
Gold Flakes
Himalayan Pink Salt



BIOHACKING

NUTRIGENOMICS BIOTECH IMPROVEMENT MEDITATION EXERCISE REGENERATION

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2020s

- Men are employed roughly at same rate as the 1940s, when America was recovering from the Great Depression
- Gender role conflict:
 - Gender role conflict is defined as: a psychological state in which socialized gender roles have negative consequences on the person or others
 - Gender role conflict occurs when rigid, sexist, or restrictive gender roles result in personal restrictions, devaluation, or violation of others or self
 - "Gym Bro" culture
 - Alpha vs. beta males
 - Social media influences

— Jordan Peterson

Jordan Peterson quote

Ben Shapiro quote

"The ultimate in manliness is 'Get married, protect your family, provide for your kids and your family, provide a space for them to grow in safety and security, and provide them roles and responsibilities.' This is the role of a man; this is what a man does."

Joe Rogan

Joe Rogan quote

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2020s

- Increase in representation of diverse bodies in media
 - Does not necessarily translate to equal opportunity or accessibility, as we see effects of rainbow capitalism & tokenism
- Increased representation in spaces, like Sports Illustrated, can be a double-edged sword
 - Diverse bodies are appearing more, but they are still heavily commodified (still showcasing historically desired body parts & using photoshop)

2023 RuPaul's Drag Race

Hunter McGrady for Sports Illustrated, 2022

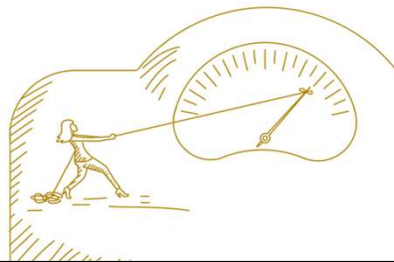
Alok Vaid Menon, 2019

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REFLECT:

As we have now reviewed a large portion of history, what trends & ideals have you noticed repeat themselves most?



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SUMMARY:

Throughout the 20th & 21st century, we can see that the times marginalized people have made the greatest social & political gains are *also* the times when societal standards for "ideal" bodies became significantly more limited.

Behaviours have been & still are policed, & people are forced into conformity, lest they become othered & deemed defective:

- With advancements in gender equality, there has been a push for more limiting & binary definitions of men & women, cementing preconceived notions of gender
- Even with increases in representation of diverse bodies, society adapted by placing the same limiting ideals onto the people who have historically been left out of the conversation

Historically, fatness & health have acted as double agents. "They are used to tell fat people who & what they are, but they are also used to tell thin people who they should not want to become. [...] The pursuit of health has been turned into a way "to abuse, to dominate, & to subjugate" (Harrison, 2021, p. 37).

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HOMEWORK:



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1) Weekly SMART Goal

2) Make A New Story: Access your "Origin Story" & locate your "Points of Power"

Our body shame is a story whose chapters began being written in some of our earliest memories.

Body shame is not a thrilling page-turner, but a grueling text of embarrassment, judgment, & grief. Our story may have made us believe we would never have love, we would never be good enough, we would always be rejected. Decades later we find ourselves still stuck, the body-shame story on loop in our minds.

Here is the awesome truth: we do not have to keep that story.

Reflect on your earliest memory of body shame:

- Where were you? What was the experience? How did it make you feel?
- What story or stories did you create about yourself because of this experience?
- In what ways is the story still with you today?
- How does it inform your choices or your behaviour? How would your actions/feelings change if you were free of that story?
- Can you identify four traits that made you powerful or unique at that time?
- Consider how you might respond to your body-shame origin story differently today using new insights.

61

CHECK OUT + GROUNDING

5-4-3-2-1 Grounding:
<https://youtu.be/30VMIEmA114?si=xS3HjzvzlpEV-NdN>

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62