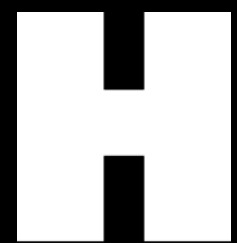




## LAURA CHASE

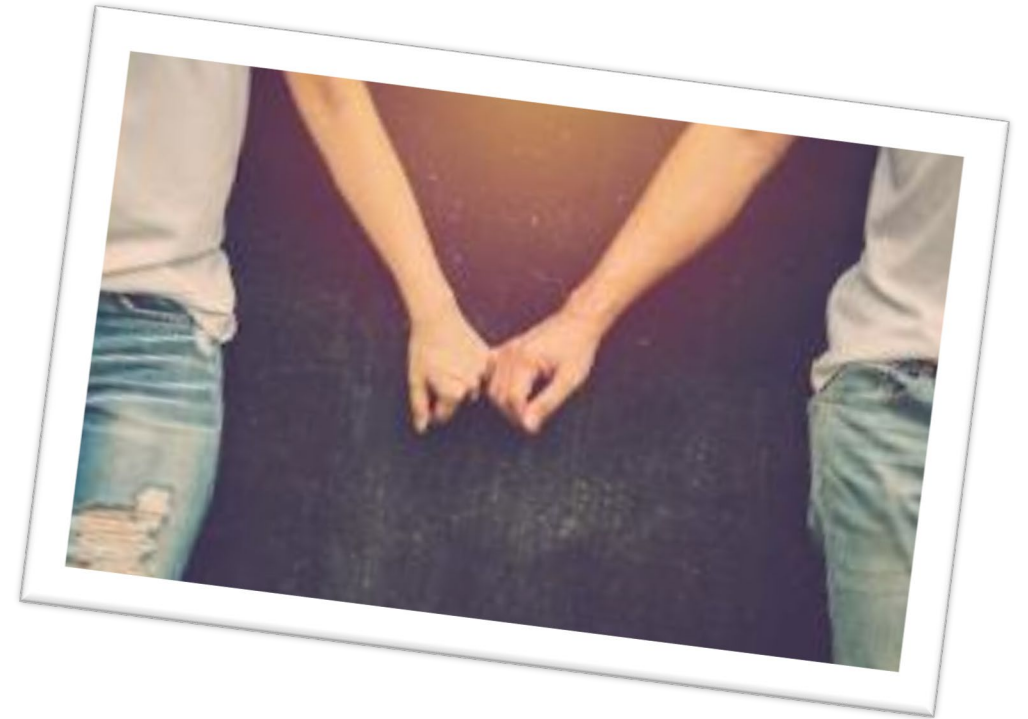
Head of Create Development -  
Hearst





**HEARST**

“CONSUMERS THAT ARE  
**EMOTIONALLY**  
**CONNECTED** TO A  
BUSINESS **SPEND TWICE AS**  
**MUCH** AS HIGHLY  
SATISFIED CUSTOMERS”







**MAKE A  
DIFFERENCE**

**CHANGE THE  
FACE OF  
BEAUTY**

**ADVERTISING  
FOR GOOD**

# Women's Health

## ONLY 4% OF WOMEN FEEL BEAUTIFUL...

NEGATIVE  
INNER  
CRITIC

FOCUS  
ON OUTER  
SHELL

SHORT  
TERM FIXES

ONE SIZE  
FITS ALL

CHANGING THE WAY WE THINK, FEEL AND SPEAK

ABOUT OUR BODIES

FOR US AND FOR FUTURE GENERATIONS



ADDRESS NEGATIVE LANGUAGE

SUPPORT A POSITIVE MINDSET

FUTURE PROOF



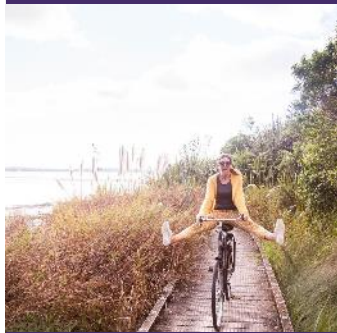
COSMOPOLITAN



BRAND REACH  
3.5M

AVERAGE  
AGE  
32

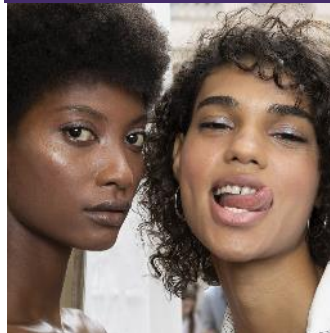
prima



BRAND REACH  
544K

AVERAGE  
AGE  
53

ELLE



BRAND REACH  
1.2M

AVERAGE  
AGE  
33

Red



BRAND REACH  
577K

AVERAGE  
AGE  
45

Women'sHealth



BRAND REACH  
735K

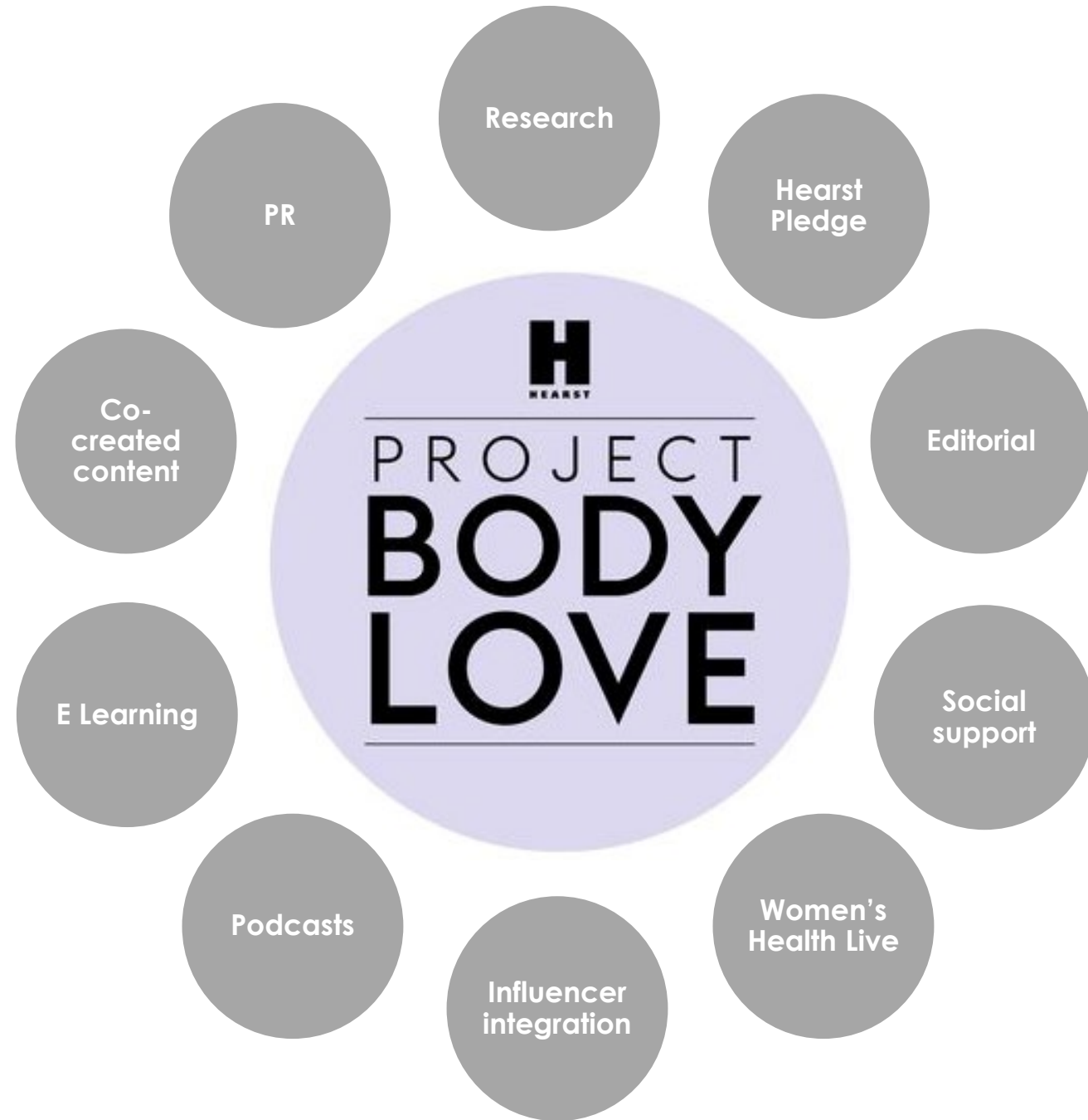
AVERAGE  
AGE  
41

Good Housekeeping\*



BRAND REACH  
2.3M

AVERAGE  
AGE  
53





# How do you feel about your body?

We suspect it's complicated. Earlier this year, *Women's Health* launched Project Body Love - a confidence campaign with the goal of changing the way you think, feel and, crucially, talk about your body. It's a lofty ambition, since the starting point is bleak. Some 87% of girls grow up thinking the world will judge them on their looks, rather than the make-up of their minds; and only 4% of UK women feel beautiful. Change doesn't happen overnight - it takes time, and an empathetic ear. We started by getting nine body-confidence thought leaders in a room to discuss the state of play. We quizzed 1,468 women on how they felt about their bodies, asked 50 to record their thoughts in diaries and hosted discussion groups where we unpacked the big issues. In total, we spoke to 2,500 women to better understand how they think and feel about their bodies on a day-to-day basis. Some things surprised us, other didn't. But one message came through loud and clear. From comparing their body with a stranger's on the internet to letting a bad day become a body-based crisis, women have an inner critic - and she has a lot to say. Here's the good news: the biggest barrier to body confidence is the mind, so a positive body image is in reach. Read on to see what we learned from the biggest piece of body-confidence research we've ever commissioned - and how you can use it to feel, and speak, better about your body

WORDS | NIKKI OSMAN

## The inner critic

When we asked what factors damaged your body confidence...

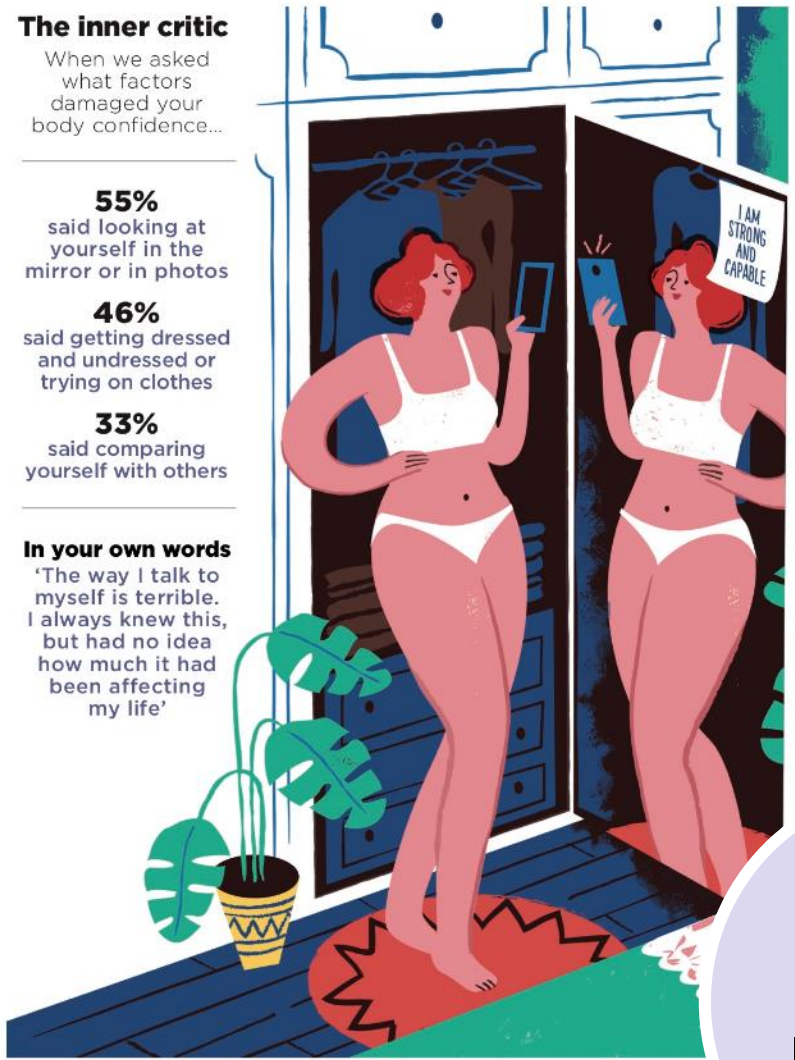
**55%** said looking at yourself in the mirror or in photos

**46%** said getting dressed and undressed or trying on clothes

**33%** said comparing yourself with others

## In your own words

'The way I talk to myself is terrible. I always knew this, but had no idea how much it had been affecting my life'



BODY OF EVIDENCE

Address negative language



I'm happy  
with the  
way I am  
today

Support a  
positive  
mindset

Women'sHealth #PROJECTBODYLOVE





**Support a positive mindset**

Cognitive strategies

Mindful breathing exercises

Body functionality

Connect with nature





# 'WHY I'M PARENTING WITH BODY IMAGE IN MIND'

The way we feel about ourselves is informed by a tangled web of influence, but research suggests that positive body image begins at home. Clemmie Hooper aka @mother\_of\_daughters, midwife and mother of four, shares her blueprint for raising confident girls

WORDS | CLEMMIE HOOPER



Little women: Clemmie with Anya, 12, Marnie, eight, and twins Otille and Dellah, three



Navigating life as a mum of four girls with husband Simon (below right) aka @father\_of\_daughters



I've been a midwife for 13 years, a mum for 12; each role as challenging and rewarding as the other. The transferable skills I've learned along the way have shaped the way I think and feel about my body. But it's my four daughters – the eldest is 12, the youngest (twins) are three – who remind me daily that they're sponges, picking up on the language and behaviour that I put out into the world. I grew up in the 90s, when diet culture was rife. My mum and her friends were always on some kind of weight loss plan, and slimming shakes and low-fat foods weren't just spoken about, they were all over the house. No one thought about the impact, on body or mind, of living life in this way; it was only ever about dropping

a dress size or more. But the impact is real – I've seen for myself how negative body image can get its claws into women at a time when they're vulnerable. As a midwife, I've cared for thousands of women, many of whom have struggled with eating disorders and low self-esteem even at a time when their body is doing something incredible. I wish they could see themselves as I see them; I'm never more amazed at the power of the human body than when I watch a woman give birth. It's a combination of my own lived experience and the women I've encountered in my job that's made me realise how I deal with body image has to feed into my parenting style.

## 'I've seen for myself how negative body image can get its claws into women'

For me, it starts with food; enjoying it for the joyful thing that it is, rather than weighing up its worth in calories – and avoiding the kind that comes in a can with an illustration of a tape measure on the front. The kitchen is the hub of our home, and food is central to our family life. Cooking is a communal experience; so is eating it. And while I won't pretend that dinner isn't fish fingers and chips every now and again, we never think of it or label it as 'bad', because there's no such thing. I'll never swerve pudding because I'm 'trying to be good' – ice cream got me through more teenage heartbreak than I care to mention and it won't do me any harm now.

Our family doesn't own a set of scales, either. When I was 12, I could have told you how much I weighed on any given day to the pound, along with the number of calories in a can of my favourite fizzy drink. Not having scales means there's no discussion of weight or kilos. My eldest daughter has just turned 12 and, happily, I've never heard her talk about her size. I think it helps, too, that we're a naked household; I get changed in my bedroom with the door open and take showers while coaching my girls for tests and counselling through friendship stress. I encourage them to see my body as it is, not see me as a pair of control pants or grabbing at it with despair. We also talk about the things that bodies can do – the big things, like labour, but also the little things, like kitchen. And we don't just talk about many other things that are worth valuing, like showing kindness to someone or trying your best at school – this kind of praise is for and know to go.

It isn't always easy, and you can't control the influences of the world. But what my daughters hear at school or from popular culture. And some issues,

STRONG MIND

Future proof





# The **BODY** confidence coach

H  
PROJECT  
BODY  
LOVE

RAISING, COACHING AND MENTORING YOUNG WOMEN  
WITH BODY IMAGE IN MIND

In association with

Women's Health



## Editor's letter

As a child, I was taller and stronger than my friends, and I developed insecurities because of it. I was four when I began weighing myself - which feels all the more upsetting now that my own daughter, Nell, is that age. Nell is my mini me, and as well as inheriting my stubborn streak and confidence, she's inherited my build. She's already wearing clothes for six and seven-year-olds and she's at least a head taller than her friends. At a friend's barbecue recently, she ran up to me and whispered in my ear, 'He called me fat,' after another child commented on her appearance.

Since *Women's Health* launched Project Body Love, our campaign to change the way women think, feel and speak about their bodies, our research has revealed a complex web of influences informing body image. And we know that children internalise this messaging from a young age.

With that in mind, we've enlisted the help of experts in body image, along with parents and teachers, to bring you a practical guide to raising, coaching and mentoring young women, from the toys to buy for babies to the language to use around teenagers. The research is ongoing, and no guide can make up for hands-on experience. But becoming more aware of our collective habits, and their impact, is a positive step towards ensuring the next generation of young women are more confident than their parents.

I'm determined to equip Nell with the self-belief to counter any criticism levelled at her, and grow up celebrating her intelligence and charm. I tell her she's pretty, but also kind, clever and strong. And as for the child who called her fat, I told her to tell him, 'I'm big and strong like my mammy.'

Claire Sanderson, Editor-in-Chief, Women's Health  
Follow me on Instagram @clairesanderson

Uplift of

**37%**

in amount of  
women with  
high body  
confidence

**EVERY**

age group  
saw increases

**Halved**

claims that  
nothing had  
an impact

**1 in 2**

said the  
content made  
them feel  
happy



**H**  
HEARST

PROJECT  
**BODY  
LOVE**

*always  
discreet*

**77%**

more likely to agree  
P&G 'helps me feel  
more positive about  
myself'

**69%**

more likely to say  
they are 'very likely'  
to buy P&G



MAKE A DIFFERENCE

CHANGE THE FACE OF BEAUTY

USE ADVERTISING FOR GOOD

Comfort

SWAP  
SHOP



## THE BRIEF

Millennials and Gen Z'ers

Brand engagement

Drive purchase



**90%**

**WANT TO KNOW  
MORE ABOUT  
SUSTAINABILITY**



COSMOPOLITAN

ELLE

# I Tried 5 New Trends Without Buying A Thing

Turns out my wardrobe had a lot of potential

BY DELPHINE CHU 03/06/2019



I'm a strange shopper, I'll admit. Real life shopping gives me palpable anxiety - something to do with crowds and the indecision fatigue when presented with so much choice, so I mostly

TO TRIAL IN MY MUM'S EVENTUAL MAMI DRESSES... LIKE I COULD SWEEP INTO THE WORLD CHANGERS

**AN ODE to MY WARDROBE**  
WHAT DOES it TAKE to HONE a SIGNATURE LOOK? ONE WRITER REVEALS her Sartorial Journey  
WORDS BY JESSICA VINCE COLLAGE BY CHLOE SHEPPARD

has made a big difference. No, I'm loathe to donate my dresses so they last longer, using Comfort products to ensure that my favorite pieces stay in good on me. Now pregnant with an ever-changing body and an awareness of every penny spent, I'm all dressing like my kid self's dream. In fact, my perfection has worked awfully, more delicate perhaps, but just as busy. I'm reweaving favorites that still, now with Vegeanes and great earrings (current choice: chunky gold hoops from Ana Hana) rather than skulking out on a new wardrobe that will be possible in a few months. Besides, why should I ditch my signature style just because I'm having a baby? Fabrics dressed in love and kindness. They've become an ever-lasting part of my wardrobe and will always be my style vintage. And hey, let's be honest, a little twinkle doesn't hurt either. *Continue the joyful journey of your closet with Comfort. Visit [comfort.us.uk/uk](http://comfort.us.uk/uk)*

**PASTEL PALETTES**

"AS A SIX YEAR OLD, FLOATING ABOUT IN A PASTEL GOWN WAS JUST ABOUT THE ONLY THING I WANTED TO DO"

**BEAUTIFUL BEAUTIFUL BEAUTIFUL**

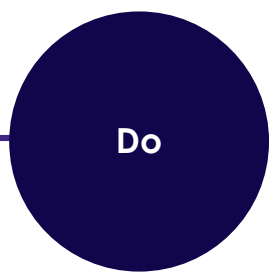
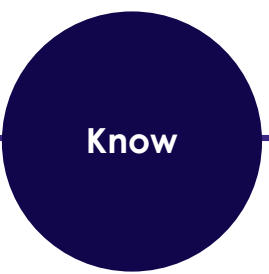
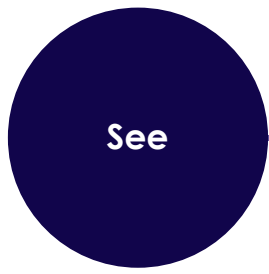
**FEARLESS**

**MY WARDROBE IS MY SIGNATURE**

**I'VE ACCUMULATED A BELOVED REPERTOIRE THAT NOT ONLY MEANS MINIMAL FUSS IN THE MORNING BUT HAS BECOME A TRADEMARK**

**IN any variation I could get my hands on - vibrant prints, voluminous sleeves, pastel palettes... Dresses became the building blocks of my wardrobe. They made me feel good, feminine and free.**

**To some, the idea of looking your personal style around a single piece may sound restrictive, but for me, embracing a signature silhouette (loved and preferably inherited) has been liberating. The accumulated beloved repertoire that not only means minimal fuss in the morning but has become something of a trademark. Taking care of my wardrobe**





# SWAP SHOP

**5,149**  
ATTENDEES  
OVER 5 DAYS

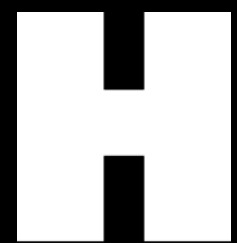
**21**  
ARTICLES

**1.4M**  
WOMEN 24-45

**79%**  
CLOTHES LOOK AND  
SMELL BETTER WITH  
COMFORT

**2 IN 3**  
PURCHASED OR  
PLAN TO  
PURCHASE





**HEARST**