“from a seed a flower grows as do people who blossom in life”

PRESSURE TO BE THIN

“THE UNACCEPTABLE DEMANDS”

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The purpose of this document is to highlight unacceptable demands on young people within society

CELEBRITIES

DANCE

MEDIA

POP STARS

RETAILERS

EFFECTS ON THE BODY

MEDICAL CONSEQUENCES

MODELLING
INTRODUCTION

An eating disorder has the highest mortality rate of any other mental health illness, with a staggering 20% of people dying each year as a direct result of their illness or through suicide.

It has no barriers when it comes to age or gender and anyone can develop an eating disorder, SEED have support the parents of a five year old and an 80 year old male who had had issues around food for the duration of his life.

Surveys show that an unacceptable number of school girls use starvation or ridding themselves of their food through vomiting or laxatives as a way of controlling body weight and shape.

These methods become habit forming and the cycle becomes very hard to break.

They often go on to develop severe and enduring eating disorders which dominate their lives for many years and have a profound effect on anyone who is part of their life.

People often do not consider how the behaviours affect their body and can lead to long term problems in later life.

The unacceptable demands are made on people following a career in dance, modelling, and media to be thinner and waif like in appearance giving the message that being thin is acceptable in this industry.

Sadly people of all ages aspire to that image, striving to be thinner and slimmer in their quest to be accepted.
MEDIA and CELEBRITIES

Media covers many categories, the one in this section is about Magazines.

WHAT YOU SEE ISN’T ALWAYS WHAT YOU GET!

https://www.youtube.com/watch?v=UToGBorgDgo  - Is a video produced by Dove called Body Talk—it shows the behind the scenes tricks and tips to make someone look exactly how they wish. ‘They’ being the Media. Here is another link cover digital editing—well worth a look http://bit.ly/GCblogEJanx

Even Kate Moss is airbrushed for any imperfections, her face is slimmed down digitally this is called DIGITAL EDITING.

Hair colour, eye colour can be changed, breasts enhanced to look bigger and hips slimmed down to look smaller.

This is not the real world!!

How often do you see the ‘perfect’ human being walking down the street, NEVER, because (1) there is no such thing a ‘perfect’ and (2) everyone is a different shape and size with different hair and eye colour to name a few.

Patron of SEED and Emmerdale Actress Gemma Oaten says:-

“Look at the picture on the right and know that it took a long 4 hours to be red carpet ready, if I had my way I would have gone with hair scrapped back and in my pyjamas.

What I mean is, I like who I am from the inside, you should always be confident to love yourself too!”

When we see people on the red carpet they have had their hair and makeup done professionally. False eye lashes positioned to ‘perfection’, no glue showing for the camera’s! Hair full and glossy—framing the face just right for the ‘perfect’ look. Body tanned without streaks!

Dresses that have been fitted and styled to show off their bodies to the max! Accessories that match ‘perfectly’

Don’t forget the time spent in the salon having nails manicured toenails pedicured, and eyebrows and upper lips waxed. Ouch!

Add all that together and you can estimate at least 6 hours to look ‘perfect’ Is this real! Absolutely NOT!

Hats off to them—they lead the lifestyle many can only dream about but no one sees the bit where they roll out of bed pile their high on top in a scruffy top knot, no time for makeup—just grab those ‘Sunnies’ and hide the eye bags!!

Be proud of who you are and comfortable in the skin your in!

Celebrate being Individual

Be a leader not a follower!

You are gorgeous just the way you are!!
RETAILERS

Remember the Top Shop Mannequin?

What were they thinking! - It caused uproar and people campaigned to have the mannequin removed.

"Becky Hopper photographed her friend Georgia Bibby – who is a UK size eight to ten – standing next to the model at the Topshop store in St Stephen’s shopping centre, Hull, two days ago.

“It was my friend who first pointed it out when we walked into the store,” Ms Hopper, who is currently studying history at Hull University, told The Independent.

“I was shocked. I’d never seen one so skinny before.”

“I genuinely haven’t ever seen anyone that size,” Ms Hopper said, adding that Topshop still have not contacted either of the pair.”

It’s clear that mannequins aren't always meant to be a representation of real body sizes, but this is yet another blunder by Topshop. Their main demographic is teenage girls, and they're going to see rake thin legs and think that's what they need to be, in order to be fashionable/popular/attractive.

Retailers must take responsibility for their actions and reflect on the potential damage they are doing to their customers.

Recently, there have been big steps made in the fashion industry towards a healthier-looking body image. Real women have been presented in catwalks during fashion week at shows like Jean Paul Gaultier and department store Debenhams announced in November last year that it would be rolling out size 16 mannequins across the country alongside its standard size 10. However, there is still a trend for models and mannequins that could be considered too thin.

The budget fashion house sparked controversy after a customer shared on Twitter a picture of a mannequin with jutting ribs and concave stomach in the window display of its Glasgow branch.

Concerned shopper Mel Fraser tweeted the image of the dummy to Primark bosses saying:

“Dear Primark, is it really necessary that these new mannequins have protruding ribs? ... I’d just like to see mannequins in all different shapes and sizes in all stores rather than young girls thinking this is the only way to be.”

Primark replied promptly promising an investigation, but her picture had already spread quickly on the internet with over 1400 shares and social media users slamming the use of such mannequin as “shocking”, “disgusting” and “utterly terrifying”. Yesterday the store announced it is currently changing its window displays. The store was forced to remove the dummy and in a tweet it said: “The mannequin you describe will not be used in this way again.”

RESULT !!!!!!
10 WAYS TO LOVE YOURSELF

1. Breathe deeply and tell yourself if you are alive for a purpose, as long as you are breathing you are meant to be in this life, physics is in you

2. Take a walk in nature and experience what it is to be part of and connect to the Universe, to the earth

3. Eat a balanced diet, sleep well, rest when necessary and play without inhibition

4. In as much as possible, find work…. (paid, employed, voluntary, creative) that you enjoy and which nourishes you

5. Take time to read works from authentic people on Love, Creativity and Self Development

6. Learn to nurture both the child and the adult within you, seek assistance on this if necessary

7. Express yourself creatively (whatever that means for you) you have a right to be heard

8. Learn to say ‘No’ when you need to

9. Learn to recognise (and silence) your inner critic

10. Take a risk (within wisdom) to receive LOVE

By Leighah Darcy-Beadle
Nov 2014

For additional Information see Appendix 1.0 “Body Image” accompanying this document Unacceptable Demands
Ana Carolina Reston (Deceased) - Brazilian Model
This is the shocking image of a Brazilian model who lost her life to anorexia in her quest to stay thin for her profession.

Unacceptable demands are put on young people to be stick thin.

How can modelling agencies stop this—SIMPLE—don’t use them!

Who is taking responsibility—It Seems NO ONE!

"Whenever her parents asked, Georgina pretended that she was eating a healthy Japanese diet. However, when her mother and brother came to visit during Georgina’s final week in the Far East it was patently obvious that she was not.

'Mum has since told me that she was shocked to see how thin I’d become,’ says Georgina. 'She begged me to eat with her and my brother but I always had an excuse for why I wasn’t able to. Georgina returned to London, where she worked on photoshoots for Top Shop, Gap and designer Giles Deacon, among others.

'Nobody ate on these shoots, which could go on all day, and we would survive on adrenaline and caffeine drinks. On the occasions I couldn’t fit into a dress, I felt so humiliated. The stylists would give me a look, and that would make me eat less and walk even more.

'Mum was wary, but she could see how excited I was to be part of the whole fashion industry and didn’t want to stand in my way. When she tried to talk to me about how thin I was, I’d get cross and it would turn into an argument, like so many conversations between a mother and her teenage daughter, I suppose."

"My lips and fingers were blue because I was so thin that my heart was struggling to pump blood around my body. The make-up artists would have to disguise it with concealer."

Read more: http://www.dailymail.co.uk/femail/article-2442084/Anorexic-model-Georgina-Wilkin-organs-failing-designers-booked-her.html#ixzz3ZSwyLAGm

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At LAST SOMEONE IS MAKING A STAND!

France votes to ban ultra-thin models in crackdown on anorexia

Modelling agencies protest as those employing models considered too thin face fines of up to €75,000 and six months in prison.

Let the rest of the country take example from the French.

How many more young people will die in their quest to be a model?
DANCE

Just thinking back to when I was between the ages of about 13 and 19...when I had so much belief in myself and my talents, I began seriously writing poetry (age 13) both in English and French, and deemed it worthy of publication and would unabashedly show it to people.

I would design wedding dresses and believe they were worthy of making it into the shops; planned to sign up to a local modelling agency, as I believed I was attractive and slim enough.

I believed I could be a professional dancer and so worked hard for this goal, despite any opposition about how hard it is to make it in dance.

I would audition in dance, drama, singing, with the belief I had a good chance of making it into the shows.

I believed I could write a book that would be well read. I had dreams and I wasn't afraid to share them.

I was not over-confident or arrogant, but had good belief in myself, and was willing to take the risk and work hard.

I still have some of these qualities, but have also been through a lot of pain, for example, being told I was ‘too big’ for classical ballet (at 125lbs) - which at that time, in the ballet world, unfortunately it was, but I had not thought I looked out of place for ballet at all.

When I was 19 I began the diet and followed by a couple of years or so of Anorexia; Then began the competitiveness of the world out there.

I never stopped believing or working for my dreams, even if some of them changed a bit (I no longer design wedding dresses), even if I went about it the wrong way at times..e.g.Anorexia.

I didn't start out planning for Anorexia, it was just a sensible diet at first to lose a few pounds. I just love the unabashed belief in oneself and the hope that comes with youth for some (though I acknowledge adverse childhood can leave some with no confidence in youth, and also temperament plays a part). It is sad what society tries to knock out of youngsters when they step foot into the world of making their dreams a reality.

Leighah Darcy-Beadle

May 2015
**MEDICAL RISK IN EATING DISORDERS AND THE AFFECTS ON THE BODY**

<table>
<thead>
<tr>
<th>Brain &amp; Nerves</th>
<th>(Can’t think right, fear of gaining weight, sad, Moody, irritable, bad memory, lamiing changes in brain chemistry)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hair</td>
<td>(Hair thins and gets brittle)</td>
</tr>
<tr>
<td>Heart</td>
<td>(Low blood pressure, slow heart rate, fluttering of the heart [palpitations], heart failure)</td>
</tr>
<tr>
<td>Blood</td>
<td>(Anemia and other blood problems)</td>
</tr>
<tr>
<td>Skin</td>
<td>(Bruise easily, dry skin, growth of fine hair all over body, get cold easily, yellow skin, nails get brittle)</td>
</tr>
<tr>
<td>Kidneys</td>
<td>(Kidney stones, kidney failure)</td>
</tr>
<tr>
<td>Muscles &amp; Joints</td>
<td>(Weak muscles, swollen paws, fractures, osteoporosis)</td>
</tr>
<tr>
<td>Intestines</td>
<td>(Constipation, bloating)</td>
</tr>
<tr>
<td>Hormones</td>
<td>(Periods stop, bone loss, problems growing, trouble getting pregnant. If pregnant, higher risk for miscarriage, having a C-section, baby with low birthweight, and postpartum depression)</td>
</tr>
<tr>
<td>Body Fluids</td>
<td>(Low potassium magnesium and sodium)</td>
</tr>
<tr>
<td>Brain</td>
<td>(Depression, fear of gaining weight, anxiety, dizziness, shame, low self-esteem)</td>
</tr>
<tr>
<td>Chooks</td>
<td>(Swelling, soreness)</td>
</tr>
<tr>
<td>Mouth</td>
<td>(Cavities, tooth enamel erosion, gum disease, teeth sensitive to hot and cold foods)</td>
</tr>
<tr>
<td>Throat &amp; Esophagus</td>
<td>(Sore, irritated, can tear and rupture, blood in vomit)</td>
</tr>
<tr>
<td>Blood</td>
<td>(Anemia)</td>
</tr>
<tr>
<td>Heart</td>
<td>(Irregular heartbeat, heart muscle weakened, heart failure, low pulse and blood pressure)</td>
</tr>
<tr>
<td>Skin</td>
<td>(Abrasion of knuckles, dry skin)</td>
</tr>
<tr>
<td>Stomach</td>
<td>(Ulcers, pain, can rupture, delayed emptying)</td>
</tr>
<tr>
<td>Muscles</td>
<td>(Fatigue)</td>
</tr>
<tr>
<td>Intestines</td>
<td>(Constipation, irregular bowel movements [BM], bloating, diarrhea, abdominal cramping)</td>
</tr>
<tr>
<td>Hormones</td>
<td>(Irregular or absent periods)</td>
</tr>
<tr>
<td>Body Fluids</td>
<td>(Dehydration, low potassium, magnesium and sodium)</td>
</tr>
</tbody>
</table>

**Anorexia Nervosa**

**Bulimia Nervosa**

http://seedeatingdisorders.org.uk/page/keeping-safe

Don’t bury your head in the sand thinking the eating disorder is only about mental health. In truth the physical consequences of the illness can be life threatening. Being aware of what exactly can go wrong is a step in the right direction. Sufferers must take responsibility and check in with their GP regularly. If the GP is not supportive—find another GP, and share documentation available.

Medical Risk in Eating Disorders (Version 2009) written by Prof Janet Treasure OBE in partnership with the Royal College of Psychiatry explains what needs to happen in the case of medical risk in eating disorders.

Don’t be fobbed off—medical oversight may be vital!

http://www.kcl.ac.uk/ioppn/depts/pm/research/eatingdisorders/resources/GUIDETOMEDICALRISKASSESSMENT.pdf
### EMERGENCY TELEPHONE NUMBERS

<table>
<thead>
<tr>
<th>Service</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samaritans</td>
<td>08457 90 90 90</td>
</tr>
<tr>
<td>Saneline (Self Harm)</td>
<td>0845 767 8000</td>
</tr>
</tbody>
</table>

### ROUTINE TELEPHONE NUMBERS

<table>
<thead>
<tr>
<th>Service</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEED Eating Disorder Support Services</td>
<td>01482 718130</td>
</tr>
<tr>
<td>SEED Resource Room/Admin</td>
<td>01482 344084</td>
</tr>
<tr>
<td>B-eat (Beating Eating Disorders)</td>
<td></td>
</tr>
<tr>
<td>Adults Line</td>
<td>0845 634 1414</td>
</tr>
<tr>
<td>Youth Help Line</td>
<td>0845 634 7650</td>
</tr>
</tbody>
</table>

### WEBSITES

- [www.seedeatingdisorders.org.uk](http://www.seedeatingdisorders.org.uk)
- [www.b-eat.co.uk](http://www.b-eat.co.uk)
- [www.rapecrisis.org.uk](http://www.rapecrisis.org.uk)
- [www.mindhey.co.uk](http://www.mindhey.co.uk)
- [www.sane.org.uk](http://www.sane.org.uk)

### E MAILS

- hello@seedeatingdisorders.org.uk
- marg@seedeatingdisorders.org.uk
- Adults: help@b-eat.co.uk
- Youth: FYP@b-eat.co.uk

SEED are here to help you!

DON'T SUFFER IN ISOLATION!

Footnote:

Visit [www.seedeatingdisorders.org.uk](http://www.seedeatingdisorders.org.uk) for comprehensive information about eating disorders and for services that we offer.