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Making Fashion Inclusive: How does culture and the fashion industry have an effect on women's body image, and how does this affect women's psychology?

The fashion industry and the media are both prominent factors in why people have certain perceptions of acceptable and unacceptable body image. This comes down to cultural beliefs that are enforced in society by leaders in religion and the fashion industry, as well as celebrities and the use of social platforms, specifically ones where you can share images. This essay will explore what effect this has on people that conform to these leaders beliefs, psychologically as well as physically. Thus my aim for this study is to explore and identify why all of these aspects take part in women's psychology in order to help us understand what needs to be changed to avoid these problems getting worse. By looking at theoretical studies like *The Self Discrepancy Theory* by Edward Higgins, Thorstein Veblen's concept of *conspicuous consumption* and *The Objectification Theory* by Barbara Frederickson, women's thoughts and responses to these cultural standards will become more clear. As the Kardashians' body shapes are currently obsessed over by many women, it is important to acknowledge their role as well as other celebrities role in women's mental health problems, as it can encourage further physical damage like cosmetic procedures or body altering illnesses like anorexia and bulimia. The fashion industry's display of the body will also be discussed, as their failure to portray body image truthfully in catwalk shows, photoshoots and clothing advertisements is what teaches women damaging cultural body standards. These standards are emphasised by the male gaze (Mulvey, 1975), particularly in movies or paintings, which adds to the pressure placed on women to look a certain way in society. I then conclude that fashion and culture contribute to certain psychological and physical problems among women.

Culture has a big impact on how we choose to appear to others, this is because of our want for being accepted in society. The *Oxford English Dictionary* (2019) definition for culture is, "the ideas, customs and social behaviour of a particular society or people". The parts of our appearance that we are able to alter or be in control of are heavily influenced by a particular culture, this is seen through our clothing and body modifications as well as the things we post on our social media. Fashion, in particular, is influenced by culture, different fabrics, colours and styles are worn and idealised in different countries. The constant updates and advertisements of what is currently trending in fashion, often reflects society's current beliefs, and ideas. People conform to these ideas in a form of non verbal language. The way we dress symbolises meanings and communicates to our observers. As mentioned by Fred Davis, "Clothing styles and the fashions that influence them over time constitute something approximating a code" (Davis, 1994, P.05), this code consists of different fabrics, texture, colour and patterns which symbolise different meanings. Davis states that clothing is a part of culture by saying how it "must necessarily draw on the conventional and tactile symbols of a culture" supporting that cultural beliefs are what influences our decisions on what to wear, by putting forward certain codes to follow. This is evident in clothing worn by people who follow a religion's rules or codes of dress. For example, many muslims wear headwear or clothing to cover up their body, making it quite easy to identify if someone abides to the islamic culture. This observation highlights how the body is displayed differently in every culture. Therefore, depending on what a culture believes, how the body is dressed or presented will symbolize these beliefs.

Religion in particular has certain beliefs and rules about how the body is displayed to others. In the islamic culture it is believed that women's beauty should be hidden and protected from any possible marital or sexual partner. They do this by wearing a veil to cover their face and hair which signifies as a form of protection. They also wear clothing that covers the body, particularly concealing sexualised body parts like the cleavage and the legs. The book *The body in religion - cross cultural perspectives* states that "Veiling embodies the belief in female modesty" (Greenberg, 2017). Some people could argue that this is suggesting that women's bodies are not admired or highly thought of in this culture because their bodies are not being flaunted and celebrated around others. This need to hide the body could make women feel restricted and ashamed of their bodies, resulting in "deterioration of the esteemed sense of self" (Lamia, 2011) which often leads to the development of depression. However, it could be said that women's bodies are greatly valued in this culture because of the veils use as protection from harm to the body, suggesting that it is considered important enough to be protected. In the Quran references are made regarding how women should be clothed "say to the believing women that they should lower their gaze and guard

their modesty and they should not display their beauty and ornaments" (BBC, 2009), indicating that the use of the veil as protection is to avoid sexual objectification from the male gaze. Proposing that females are in danger when exposing themselves to males, and highlighting how in this culture males have more freedom and power than women. The western culture's view on the body contrasts from Islamic views. The female body is advertised everywhere on social media, in fact being made the central focus in many magazines or Instagram posts. Celebrities and influencers flaunt their bodies in order to be praised by others on how good they look. Therefore making the body a subject of admiration and making women more vulnerable to the dangers of the male gaze and discriminatory comments, "bodies that do not conform to a culture's standard of wholeness are devalued, discriminated against and marginalised" (Greenberg, 2017), meaning that women are more likely to be body monitoring in order to achieve approval from their culture. Normal people aspire to achieve the same recognition as these celebrities as explained in an article on GraziaDaily "we want our friends or strangers to be intrigued by what we're up to. It gives our lives purpose, which can otherwise feel very mundane" (Langley, 2016), this indicates that people who use Instagram are not content with their life as they seek approval from others. Although it can sometimes boost a person's confidence when they receive the recognition they intended for, it can also drastically impact a person's self worth, "low self esteem can harm your mental health, leading to problems like depression and anxiety" (NHS, 2017). This proves that hiding or flaunting your body to excess, and following rules regarding the way your body is portrayed can have psychological effects on women.

Another element to consider is that beauty ideals differ from culture to culture, as seen in the body adornments and modifications people adopt around the world. Something that may be considered beautiful in one part of the world may not be as appealing in another. For example, in certain cultures a pale skin tone is considered more beautiful than darker skin tones and vice versa (Sukumaran, 2019). This is because of the associations a culture makes with them, "skin whitening creams and powders remain popular throughout the world today, wherever white skin is associated with status and beauty" (Demello, 2007, p.83), which indicates that higher social status can be achieved even if it is attained artificially. Suggesting that an unnatural body image can still be considered beautiful in some cultures. For instance, Japanese Geishas use heavy white face powder to whiten their skin because they associate pale skin with wealth. This is supported in an Asian news article, "in Asia, there is a deeply rooted cultural notion that associates dark skin with poverty and working in the fields, whereas pale skin reflects a more comfortable life outside of the sun, and therefore, a higher socioeconomic status" (Sukumaran, 2019). This form of adornment is adopted still to this day by the Japanese and Chinese culture, and involves people avoiding sun exposure, using makeup or creams or going to more extreme lengths like skin bleaching or cosmetic procedures to achieve the desired look. The Westernised cultures put their bodies in danger too when altering the colour of their skin, however they desire a more tanned and dark complexion, because in this culture it is believed that being tanned means you have enough disposable income to take part in the leisurely activity of going on holiday, therefore giving off the message of wealth. A paler complexion is associated with sickness and low health, which is why a tan is considered more attractive. This cultural preference is usually achieved by safe options like wearing fake tan or dark makeup, however some take more drastic measures like, sun exposure, sunbeds and risking skin cancer or using chemically infused tanning pills, indicating that people are prepared to risk harming and putting their bodies in danger to achieve their culture's beauty beliefs. Conforming to cultural standards of beauty can have positive psychological effects, "people endeavor to conform to and live up to cultural standards to attain and maintain self esteem which helps to protect us from existential concerns about being a fragile organism destined to die and disappear" (Morosini, 2016), therefore supporting that, putting our bodies at risk to fit in with culture's body image standards makes us feel like our life has more purpose, by boosting our self esteem and making us feel more powerful than nature. Nonetheless if an attempt is made to conform, but it is deemed unacceptable this self esteem can be knocked and have the opposite effect.

We are able to assess what these cultural standards are by evaluating the 'codes' given off by people's clothes or appearance. It is a helpful way for us to work out a person's cultural beliefs, however, it is not always accurate. As mentioned by Dick Hebdige, "A sign does not simply exist as part of reality- it reflects and refracts another reality. Therefore it may distort that reality or be true to it" (Hebdige, 1979, p.13), suggesting that not everything indicated by a sign is true to reality. Instagram is a good example of this idea of a distorted reality, because of its photo adjusting features. The application allows its users to edit their photos using a variety of effects like photo filters and lighting improvement options. This allows people to

alter their real life appearance into something better suited to the ideas supported by their culture. The problem with Instagram is that followers only see a glimpse of a person's life which is not even necessarily portrayed truthfully. "Media images are "frozen" in a way living bodies are not" (Kyrola, 2014), this quote is particularly important when it comes to the portrayal of the body on social media. Naturally our bodies look different in all sorts of angles, in different lighting and at different times of the day. However, a photograph will only capture when and whatever angle or lighting you decide on and nothing else, meaning that our reality becomes artificial. People use the power of images to distort reality because of cultural pressures and expectations for body image.

This idea of a deceived perception is initiated in the book *Fashion theory: A reader* (2007). Entwistle mentions about the relationship between our bodies and how we are able to alter the way we want to be perceived by others. "Dress is both an intimate experience of the body and a public presentation of it" (2003, P138-149). The 'intimate experience' is how we are able to use our clothes as a way of displaying our characteristics to others giving them a more personal insight into our personality, and revealing what our interests or feelings on that day may be. For example, if we are having a particularly bad day, we may not wear bright or bold clothing or make as much effort with our appearance, which could help people to work out our mood. However a 'public presentation' of our bodies does not necessarily mean we are presenting ourselves truthfully. How we dress can be used to disguise the undesired parts of our bodies and highlight the parts that you and the public approve of. This shows how much of an impact society's body shape expectations can have on our body image and self esteem. A quote from 'Mirror, Mirror- Dr Linda's Body Image Revolution' could suggest why we use clothing in this way. "when you feel bad about your appearance and expect negative social reactions because of it, then a logical course of action is to use what you wear as a defence. This suggests that we hide or highlight parts of our body to avoid getting hurt by negative comments from the public, therefore using clothing as a form of protection for our psychological health. It also shows how much control societies opinions can have over our physical appearance, without us even realising the extent of this.

Fashion is a way we communicate through clothing, by helping people form an initial thought or opinion on someone before actually conversing. The book language of fashion says that "Dress is a strong form of meaning, it constitutes an intellectual, notifying relation between a wearer and their group" (Barthes, 2013). This shows that our clothing is what puts us into a particular social group, and allows us to assess what social group we are in as well as become aware of other people's. This could be seen as a positive thing as clothing is a good way of expressing ourselves to others. However it also leads to many of us 'judging a book by its cover', therefore taking a person's appearance into consideration before actually getting to know them. Although this is a natural human trait, some people aren't prepared to look further than appearance, therefore limiting the amount of relationships they can form with people. This is why it is important for you to wear what most reflects you as a person, as it will not only make you feel more comfortable, but will also make forming relationships with our compatible peers a lot easier.

As mentioned in the book 'The feminine ideal' women in particular are still very much under the influence of societies fashion and body trends. "Even if the female body has today been liberated from tight and confining corsetry, it has by no means been liberated from idealisation and alteration to conform with contemporary perceptions". This means that although women are not constricted to wearing corsets in this day and age, they are still constricted and pressured into looking the way that women are idealised to look like by society, suggesting that women are in fact still not completely free to look or wear whatever they want. This is because of the media's constant reminders and pressures on women to look like certain celebrities and influencers seen on the television, Instagram and in magazines.

Deidre Kehoe's (2019) article on body image focuses on the effect the media has on young people's self esteem, "TV and film often only show one kind of body type, which can send the message to young people that they shouldn't feel good about their bodies unless they conform to the images that mainstream culture promotes" (2019). This can result in many people setting themselves up for feelings of failure and disappointment due to the false images produced by the media. Many videos or images are edited on Photoshop giving people the wrong perception of what our bodies should look like, as most of the bodies portrayed are highly unrealistic and naturally unachievable. A theory that supports this point is the 'Self discrepancy Theory' by Edward Higgins (1987). According to Maser (1990), Higgins argues that "perceived discrepancies between the

actual own self and ideal self (own or other) represent the absence of positive outcomes (i.e, the nonattainment of hopes and wishes)”. This suggests that if a person becomes aware of the differences between their own body image and the body image of a person they idealise, the outcome will be a feeling of failure to reach a certain standard or goal, which could lead to depression.

On instagram, in particular, many influencers post photographs of themselves promoting underwear brands, waist trainers, beauty products and sometimes even showing off new cosmetic procedures or surgeries they have recently had. The Kardashians amongst other celebrities are big participants in this trend. They all regularly promote waist trainers aimed to make your waist smaller. Helping them achieve an unnatural hourglass figure of a tiny waist, big hips and a larger bust. This is teaching people that only this type of body image is acceptable as other body weights and shapes aren't glorified as much. Social media and celebrities like the Kardashians are currently promoting an artificially made body type which is idealised by normal people. Therefore encouraging people to try and alter their natural body type by using high risk methods like cosmetic surgery or body modifying garments.

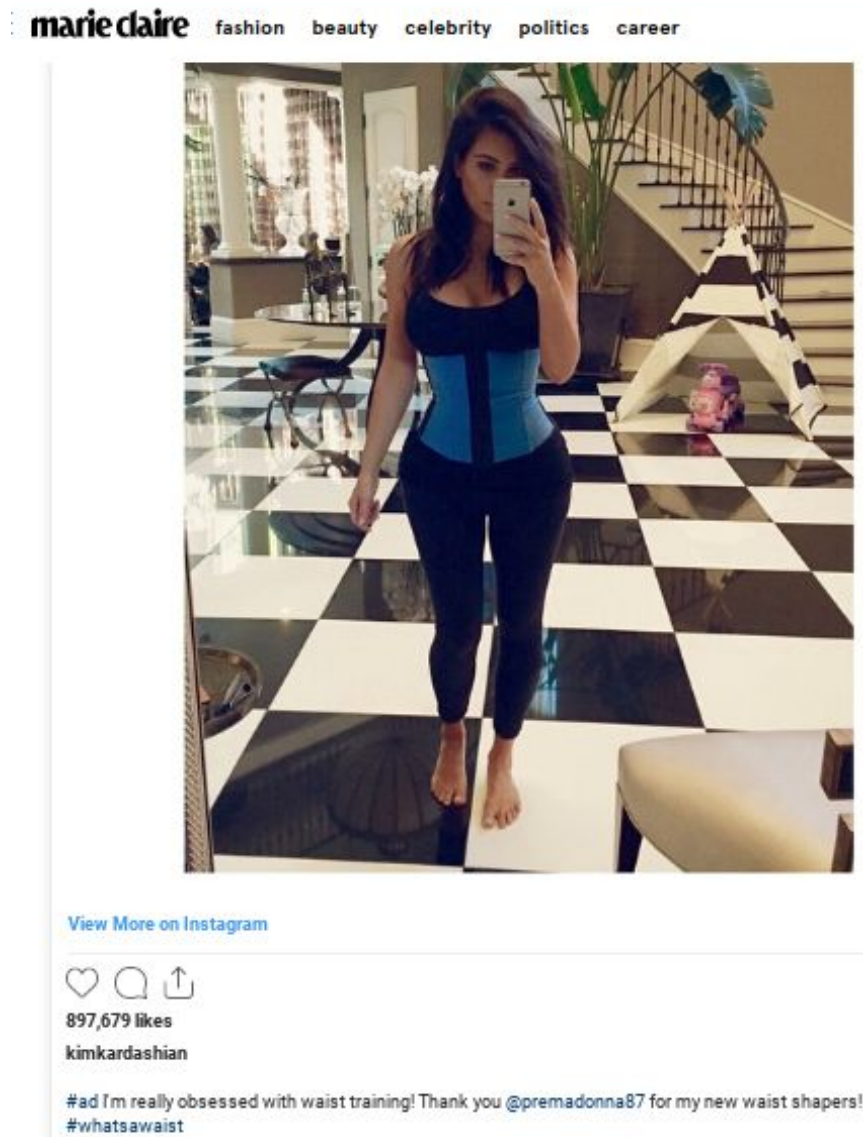


Fig 1 : Kim Kardashian's instagram post promoting the use of waist shapers

Above is a post on instagram by Kim Kardashian promoting a brand of waist trainers. In the caption she writes “ I’m really obsessed with waist training” as well as thanking the brand that has paid for her to promote the product to her thousands of

followers. Not only does this show celebrities inconsideration for their viewers mental and physical health, but it also shows the effect it can have on them too. The fact that she says she's really 'obsessed' with waist training suggests that this modifying body garment already has a lot of power and control over her. A lot of teenagers in particular, are heavily influenced by these celebrities, which is why it is very concerning that these products are being obsessed over and advertised in a positive way. Many of Kim Kardashian's followers aspire to be and look like her, which is why this post could result in them developing the same mind set of obsessing over changing the shape of their body. This highlights the danger of Instagram to the younger generations mental health, as pictures like this can steer their thoughts into the symptoms of a body dysmorphic disorder. As stated on the NHS website one of the symptoms include; "worrying about a specific area of your body" (NHS, 2019) which in this case, making people more conscious about the size of their waist. It also explains how the disorder can be caused by being bullied or abused as a child. In a way Kardashian's post could be seen as a form of abuse, not just to her own body but potentially to her followers bodies too. Therefore supporting that, Instagram can play a part in the development of problems with mental and physical health, because of cultures idealised body image and beliefs being portrayed through these images.

The Kardashians ostentatious presentation of themselves on social media indicates that western cultural beliefs currently consist of the idealisation of a very luxurious, expensive and over the top lifestyle. The large following the Kardashians have on social media proves this. Their grand spacious houses, luxurious cars and designer clothes contribute to the idea that over the top is best. Even their body shapes are exaggerated using fillers and implants, creating boobs, bums and lips far too big in proportion to their natural shape. The fact that these procedures often cost hundreds and thousands of pounds, signifies to others that they must be quite wealthy to be able to have and afford the upkeep of these body modifications. "cosmetic surgery is not typically covered by health insurance, so beauty is becoming increasingly a sign of upper class status, as only the wealthy can afford to undergo these procedures" (Demallo, 2007, P85), suggesting that wealth is a factor that is desired in western cultures, and our appearance can often be a good indicator to how much money we have.

The Victoria's Secret fashion show has also proven to play a role in certain mental health issues amongst young girls. Only models that are very thin and very tall are seen walking in their shows, which suggests that it takes a certain type of look to model and wear their products. This not only puts pressure on ordinary girls to look a certain way but also the models that have to consistently starve themselves and exercise like mad to meet the expectations of viewers and casting agents. In an article by the Telegraph, Erin Heatherton, a former Victoria's Secret model, opens up about the struggles she had mentally from the show. "In my moment of failure, I stood in the face of adversity. I was struggling with my body image and the pressures to fulfill the demands of perfectionism upon me" (Spedding, 2016). This implies that any standard below society's view of perfect is unacceptable, and that she felt it was her duty to look the way that was expected of her. Implying that although models seem to have the perfect life on the outside, they may be really struggling on the inside, which shows how easy it is to use clothing and society's perfect aesthetic as a way of disguising our inside emotions. Models in particular, do this as their job. As explained by Naomi Campbell, "these pictures are poses, that is not what we are like in real life at all. We are women too; we have feelings. When you have a visual job, your appearance is taken to be the most important thing about you. There is no defence" (Craik, 2011). This suggests that models are often not portrayed accurately to their audience because of their need to 'perform' or 'act' in the way society wants them to. This means that they are unable to communicate their personality or opinions through their work, as this is not deemed as important. Therefore showing how superficial and misleading the modeling world can be, as well as how the fashion industry can miscommunicate real life feelings and body image. This results in people idealising a false interpretation of the fashion industry and body image.

The book 'The Meaning of Dress' (2005) discusses how larger women are made to feel non-existent and unwelcome in the fashion world. This is because of their failure to look and fit into society's perception of beauty. "large size women are 'mythologised'; that is the issue of size goes beyond the reasons 'normal people cite for being offended by a large size woman'" (Millman, 1980). The Fashion industry is a big factor to this problem, as only one body type is presented on the catwalk, unnaturally thin and tall. There are never any variations in size amongst any of the models, everyone's bodies either look the same or similar. This is giving out a negative message to people, as it is teaching them that only one type of body is considered attractive. This results in many 'normal' or larger sized women feeling unaccepted in society, and discourages

them to wear certain clothing items because their body shape is not being advertised wearing them. This could lead to them not being able to keep up with the new fashion trends, fearing judgement from others. This results in further judgement from society, as it can come across as there not being much thought or effort going into their appearance. This backs up Millman's point that there are stereotypes associated with larger people, these include "laziness, lower socioeconomic status, weak-willed, blameworthy, dirty, withdrawn and unattractive" (Millman, 1980, pxx). Implying that what we wear can determine what social class society associates or places us in. For example, if you are wearing the latest expensive designer clothes and keeping up with the latest fashion trends, you are non verbally communicating to others that you have a lot of money, therefore putting you in a higher class of society.

A theory that explains why some people choose to wear designer clothes is Thorstein Veblen's concept of conspicuous consumption. In his book, *The Theory of The Leisure Class*, he explains how there are two factors people consider whilst buying a product. "The consumption of expensive goods is meritorious, and the goods which contain an appreciable element of cost in excess of what goes to give them serviceability for their ostensible mechanical purpose are honorific" (Veblen, 2012, pxx). This first factor is the 'serviceability' of the product, how useful it is, and the second is the 'honorific' aspect of the product, how much social status and respect it will make you gain as a person. Veblen suggests that luxury goods are not necessarily needed, as its purpose and usefulness is the same as any other standard product, however it has more of a rewarding outcome because of its ability to make you appear and gain a higher social class and status in society. This proposes that people who wear designer clothes want to portray and communicate the image of a luxurious lifestyle because they want to be thought of as higher up in society. Suggesting that people who consider the honorific benefit of what they wear are more greedy than those that only consider the serviceability. In an article posted on psychology today, it discusses how male and females that sport designer clothes, wear them for different reasons. The males purpose is in hopes of attracting mating partners, "the owner of luxury goods uses them as a way to advertise his access to resources, therefore signalling that he is a highly-valued potential mate". However females use it as a way to "engage in an intrasexual mate competition, where members of the same sex compete for limited resources, including highly coveted mates". Highlighting how women are more concerned about being more desirable than their peers, than they are concerned about mating, and how men see women as desired objects. MULVEY

An artist that uses her paintings as a way of challenging society's idea of beauty is Jenny Saville. Rather than focusing on portraying a perfect body image to her audience, she chooses to highlight and exaggerate parts of our bodies that society considers undesirable. "Saville proclaimed herself "anti-beauty" and focused, instead, on exaggerating bodily elements that society generally deemed unsightly" (Cohen, 2018, pxx). Concentrating on mostly obese, fleshy women, that look battered and bruised, Saville enforces the message that even the imperfect, displeasing parts of your body can be celebrated in the form of art. In an article by the Independent, Sarah Kent talks about one of Saville's exhibitions, "by addressing the female nude as a subject as well as an object, she forces consideration of the prejudices that enslave us. In her hands the female nude is no longer the currency of conversations between men." This suggests that women's bodies are only objectified by men if they fit into society's portrayal of the ideal body. Therefore, Saville uses her work to enlighten people of this issue and encourage consideration and discussion about the expectations men have for women's appearance.



Fig 2: Jenny Saville, 'Propped', 1992

Laura Mulvey defined her theory of the 'male gaze' in her essay titled *Visual Pleasure and Narrative Cinema*. She proposes that women are presented in the cinema in a way that fits the demands of male sexual pleasure, "In a world ordered by sexual imbalance, pleasure in looking has been split between active/male and passive/female. The determining male gaze projects its fantasy onto the female form which is styled accordingly" (Mulvey, 1975, P62). This highlights how films are made for the purpose to please men and objectify women, with the aim to satisfy males sexual fantasies or desires by demeaning women in the process. Suggesting that males are the more respected and powerful gender. The male gaze is evident by the way the viewer of a film or advertisement is forced to focus on the female body because of how the director positions the camera.



Fig 3: The Hawkeye Initiative, How the avengers would look if the male gaze was also applied to them, 2016

The picture above supports Mulvey's theory as it makes us consider how differently women are portrayed to men on promotional film covers. The image of the male characters on the right would be completely shocking to viewers if it were actually used, however women are pictured posing in this way quite often but it does not have the same shocking effect on the audience, which illustrates how sexual imbalance has been normalised in culture. The fact that the main focus is often on a woman's breasts or her bum, not only sexually objectifies them but could also add extra pressure on average women to have these characteristics, which can have negative effects on women's body image and self esteem, and encourages drastic measures like surgical procedures or the use of body damaging modification garments.

Men's role in women's appearance is shown in the painting 'Judgement of Paris' by Cranach 1540 (see fig 4 below), in the book Ways of seeing by John Berger. The painting depicts a man observing 3 naked ladies in front of him, he then chooses to reward the woman he finds most beautiful with an apple. "Those who are not judged beautiful are not beautiful. Those who are, are given the prize"(Berger,2008). Suggesting that beauty is considered a competition that is judged by men. This explains why women seek approval from others on their appearance, as they have discovered that with beauty comes rewards, in the form of compliments, sexual pleasure, or feelings of achievement, adding to a person's confidence and self esteem. The male gaze is clearly evident in this painting, and shows how men and women are unequal in society.



Fig 4: Judgement of Paris, Cranach, 1540

In a speech at an Elle's women hollywood event, the actress Jennifer Lawrence opens up about her body being judged and analysed at the beginning of her acting career. "A female producer, made me do a nude line- up with 5 other women, much thinner than me, afterwards she told me I could use the photos of myself as an inspiration for my diet." Another male producers response was that he thought she was "pretty fuckable" (Bonner,2017). This shows that body discrimination is still around, as well as the sexual objectification of women by men. It also shows the contrast between how men and women acknowledge the female body. Women see other women as rivals and compete for superiority, whereas men see them as an object for their sexual goal. The female producer in this case attempts to make herself more superior by belittling the actress, proving that looks are quite important to women. The objectification theory by Barbara. L Fredrickerson puts forward that "girls and women are typically acculturated to internalise an observer's perspective as a primary view of their physical selves." This proposes that, the opinions women have about their own physical appearance, are learnt from other people's perceptions and thoughts about them. Highlighting how easily women are influenced by their observers, and supporting that, comments made

about a person's appearance does have an effect on women, psychologically. For example if a woman was to hear a negative comment about their appearance from an observer, they are likely to believe it even if what they are saying is untrue. This could lead to mental health issues like body dysmorphia, body monitoring, stress and depression from feeling inadequate and unwelcome in society.

From observing the main points covered, it is quite evident that the subject of body image is a strong factor in the cause of many psychological problems amongst women. The root of most of these problems is the want to be accepted by society. This need for acceptance comes from the media and how celebrities are portrayed. Women are aware that when celebrities' body shapes do not conform to cultural norms, they are ridiculed and made to feel unwelcome in society, which is why women feel extra pressure to conform. They do not want the same thing to happen to them. This pressure is emphasised by the fashion industry and their perfect yet unrealistic portrayal of idealised body shapes, as well as the beauty products advertised by celebrities on instagram. All this suggest to women that their appearance needs changing. This is teaching women that a specific body image is acceptable, especially with the constant promotion of waist trainers, and cosmetic surgery. As mentioned previously, Fredrickson (DATE) proposes that women internalise the opinions of others, the behaviour and attitudes of celebrities towards body image should be carefully considered. The Kardashians' encouragement for women to risk harming their body with waist trainers is encouraging negative thoughts on the natural female body, and results in body monitoring which can lead to body disorders like Body Dysmorphic Disorder (BDD), eating disorders and anxiety disorders. The imposition of the male gaze is also a prominent factor in a women's self esteem as, according to Mulvey (DATE) it can have an impact on devaluing and sexually objectifying women, resulting in a lack of confidence in their identity and a lack of power. Overall, it has become apparent that certain features on social media could help to reduce or eliminate some of these psychological problems amongst women, certainly instagram's photo editing feature and the 'likes' and 'comments' sections could be removed to avoid negative damaging remarks from others. Also, the fashion industry needs to include more diverse body shapes into photoshoots and catwalks in order to make more women feel accepted in society and enforce the message that all women are beautiful no matter what their shape or size. If the fashion industry wants to continue promoting that looks are important, then they should make every type of 'look' important, as it will help to reduce the amount of women suffering with mental health problems derived from unhealthy body image.

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