

WHAT IS “APPEARANCE IDEAL”?



The “appearance ideal” is what our culture tells us is the “ideal” way to look.

This “ideal” promotes the belief that for individuals to have value, our bodies must look and be a certain weight, shape and size.

The “appearance ideal” is continually promoted in our society through family, peers, magazines, tv, video games, social media, and other internet sites.

“Appearance Ideal” *Body Talk* is a way that the culture negatively expresses judgements and assigns value to people based solely on their outward appearance.

Learning to *Change the Conversations* away from *Body Talk* helps reinforce the **value** we find in ourselves and others. This value has nothing to do with outward “appearance ideals” but instead is based on character, personality, abilities and talents.

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