

BODIES

ENDANGERED

LONDON | NEW YORK | BUENOS AIRES | SÃO PAULO

What does the word 'diet' mean to you?

Ditching Dieting – speak out against the misery caused by the diet industry

Endangered Bodies is a global and local initiative to fight the culture of body anxiety, body hatred and fear that is pervading all parts of our society.

This month we are starting a campaign to expose the role of the diet industry in de-stabilising women and girls' appetites and desires. We believe that eating disorders and the so-called 'obesity epidemic' are merely more visible extremes of a much bigger, everyday phenomena: that we are accepting fear and hatred of our own bodies like gravity, that we are accepting 'I am not good enough' as a fact.

In the past weeks we have once again been swamped with headlines announcing an obesity crisis and we have seen news stories with the message that children may be taken away from their parents if the kids' BMIs are deemed offensive or threatening.

THESE INDUSTRIES ARE MAKING OUR BODIES THEIR BUSINESS

The diet industry claims to offer solutions to the so-called 'obesity crisis'. However, there is overwhelming research stating that it is the process of restricting food that leads to a consequent weight gain, meaning that diets ultimately make you fat.

DIETS DON'T WORK

Diets are set up to fail us so we will return to them again and again. The health risks of yo-yo dieting are higher than those of being overweight or obese (categories on the BMI scale).

THE RESEARCH IS OUT THERE TO PROVE IT

If you are moving around, living your life, and listening to your own desires -eating when you are hungry, stopping when you are full, eating precisely what you need and want in that moment – then you should not feel your health threatened by being in the 'obese' box on a flawed BMI chart.

However, this kind of intuitive eating becomes harder and harder under the onslaught of methods to make money from your body.

The diet industry claims to offer comfort, support and solutions to make your world a happier, healthier place. We want to gauge from your responses how diets are *really* affecting the lives of women in this country.

BECOME A PART OF THIS MOVEMENT

Help us by answering as many of the following questions as you wish:

- What does the word 'diet' mean to you?
- What did you hope would be happen as a result of your dieting?
- What effect has dieting had on your life?
- Do you feel guilty when you aren't dieting or restricting your food in some way?
- Have you ever had a carefree time of eating?
- Can you imagine making peace with your body?