



## TBIO ACTION KIT

Thank you for your interest in participating in the Turn Beauty Inside Out (TBIO) Campaign! The campaign culminates on National TBIO Day - the third Wednesday in May - when communities across the nation will celebrate the beauty of conviction, caring and action.

TBIO was created in 2000 by New Moon Magazine and is coordinated by the non-profit organization, Mind on the Media.

This is a collaborative effort to foster participation, discussion, and awareness of girls' images in the media. Girls and boys need a definition of beauty that focuses on who they are and what they do, not on how they look.

### ACTION KIT

The enclosed TBIO Action Kit is designed to give you a few ideas about how to use Turn Beauty Inside Out Day to raise awareness, inspire discussion, and foster coalition building or involvement in girls' issues. Many resources found on the Mind on the Media website [www.tbio.org](http://www.tbio.org) may also be helpful.

Enclosed in the TBIO Action Kit you will find:



- Shocking Facts
- What Can I do? Idea List
- GirlCaught Activity
- Curriculum for Analyzing Media Messages



- Step-by-step Guide to Organizing an Event



- Turn Beauty Inside Out Fax Back Form



- Media Tips
- Sample Press Release
- TBIO GirlCaught "Stickers"

We appreciate your efforts and are eager to help you create opportunities between girls and the adults in their lives.

[www.tbio.org](http://www.tbio.org)



New Moon Girl Media is the leader in products that help girls reach their full potential. Maker of girl-created, advertising-free communities where girls learn to recognize and resist gender

stereotypes, New Moon Girl Media serves girls ages 8 to 15 and brings their voices to the world. What started as a publishing house for New Moon Girls magazine has developed into a multi-faceted company that just recently launched a new membership website at [www.NewMoonGirls.com](http://www.NewMoonGirls.com).

## Shocking Facts! Why we need to "Turn Beauty Inside Out"!

### Politics

In 2007, 87 women serve in the U.S. Congress. Sixteen women serve in the Senate, and 71 women serve in the House. The number of women in statewide elective executive posts is 76, while the proportion of women in state legislatures is at 23.5 percent.

Congress: women hold 87, or 16.3%, of the 535 seats in the 110th US Congress — 16, or 16.0%, of the 100 seats in the Senate and 71, or 16.4%, of the 435 seats in the House of Representatives. In addition, three women serve as Delegates to the House from Guam, the Virgin Islands and Washington, DC.

Statewide Elective Executive: In 2007, 76 women hold statewide elective executive offices across the country; women hold 24.1% of the 315 available positions. Among these women, 47 are Democrats, 26 are Republicans, one is an independent, and 3 were elected in nonpartisan races.

State Legislature: In 2007, 1,734, or 23.5%, of the 7,382 state legislators in the United States are women. Women hold 422, or 21.4%, of the 1,971 state senate seats and 1,312, or 24.2%, of the 5,411 state house seats.



*The White House Project strives to support women and the issues that allow women to lead in their own lives and in the world.*  
[www.thewhitehouseproject.org](http://www.thewhitehouseproject.org)

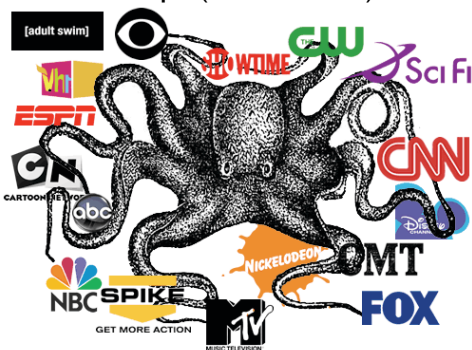
Statistics from  
Center for American Women and Politics,  
Rutger's University



**Add women,  
CHANGE POLITICS.**

### Television & Movies

Male TV characters (41%) were more likely to be shown "on the job" than female characters (28%). Men were more likely to talk about work than women were (52% vs. 40%) and less likely to talk about romantic relationships (49% vs. 63%)



(Children NOW and the Kaiser Family Foundation, 1997)

Women are about 37% of prime-time TV characters (they are 51% of the U.S. population). Women 45 and older are only 15% of prime-time TV characters (American Association of Retired Persons, 1996)

Women are only 132 of the general managers of the 1,600 television stations in the U.S. (National Association of Broadcasters)

In 2005, women comprised 17% of all directors, executive

producers, producers, writers, cinematographers, and editors working on the top 250 domestic grossing films. This is the same percentage of women employed in these roles in 1998. (Celluloid Ceiling 2005, Lauzen)

Although women control 60 percent of the wealth, and influence 85 percent of buying decisions, they have only 11 percent of the roles on TV and film. (Women in Film)

# Shocking Facts! Why we need to "Turn Beauty Inside Out"!

## Media

- Roughly \$12 billion is spent on advertising and marketing to children...over \$150 per boy and girl in the U.S. (*Born to Buy*, Schor)
- The average young person views more than 3,000 ads per day on television, on the Internet, on billboards and in magazines." Ads are also creeping into schools, where marketers have cleverly placed them in "educational" posters, textbook covers, bathroom stalls, scoreboards, daily news programs, and bus radio programming. (American Academy of Pediatrics)
- By the time adolescents' graduate from high school, they will have spent about 15,000 hours with the media, while only having spent 12,000 hours in school. (American Academy of Pediatrics)



## Body Image

- Eighty percent of 10-year-old American girls diet. The number one magic wish for young girls age 11-17 is to be thinner. (justthink.org)
- Females cite the media as the most important source of pressure to be thin. (*If Looks Could Kill*, Reeves)
- Studies show that reading "teen magazines" and having exposure to thin models creates lower self esteem, body dissatisfaction, decreased confidence and potential eating disorder symptoms (mediafamily.org)
- By age 13, approximately 53% of American girls are "unhappy with their bodies". This number will increase to 78% once girls reach 17 years of age. (National Institute on Media and the Family)



## Advertising

Key points from *Killing us Softly*, Kilbourne

- In addition to products, advertising attempts to sell women the myth that they can, and should, achieve physical perfection to have value in our culture.
- As advertising pushes its objects, it turns women's bodies into objects, often dismembering them with excessive focus on just one part of the body to sell a product.
- Advertisers themselves acknowledge that they sell more than products, that the images in advertising are designed to affect the way we see our lives.
- Men and women inhabit very different worlds. Men's bodies are not routinely scrutinized, criticized and judged in the way that women's bodies are.
- Media images of female beauty influence everyone. They influence how women feel about themselves, and they influence how men feel about the real women in their lives.
- Little girls and teenagers are increasingly sexualized in advertisements. A growing number of ads are reminiscent of child pornography.
- Advertising is not solely to blame for rigid gender roles. However, there is no aspect of our culture that is as pervasive and persuasive as advertising.



## What You Can Do – Idea List

### Host a Girls Summit.

Convene adult practitioners, girls' advocates, and girls themselves to participate in a day long strategy session.

### Plan a Rally or Special Event.

Hold a Turn Beauty Inside Out march at a mall or other public place to raise awareness of this issue.

### Create a Public Exhibit

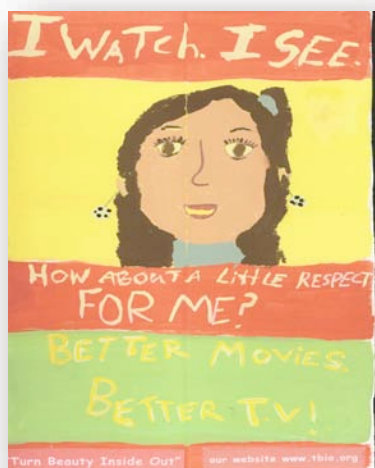
about Inner Beauty, featuring photos, drawings, and writings about people you know who are beautiful (young & old, female & male).

### Hold a Screening of

**Videos** with images of girls and women, and discuss how they are portrayed to the public. Include "Killing Us Softly," by Jean Kilbourne.

### Do a Letter Writing

**Campaign** to get your Governor to declare an official Turn Beauty Inside Out Day in your state.



### Hold a TBIO Poster

**Contest** or an art exhibit to raise awareness in your community about the negative portrayals of women and girls in the media.

### Use the "25 Beautiful Girls" (May/June) Issue

of **New Moon Magazine** to stimulate discussion of Inner Beauty and media portrayals of girls and women.

### Use the TBIO Public Service Announcement.

Have your local newspapers, TV, and radio stations print and play the Turn Beauty Inside Out PSA. (Get a copy from Mind On the Media.)

### Set Up an Informational Booth

at your favorite department store, mall or movie theater and ask them to let you hand out information about Turn Beauty Inside Out.

**Stay Healthy!** Do not let the media and advertisers tell you how you should look or dress.

**Send a card** to a friend telling them why they have Inner Beauty.

**Talk to Your Adults** about your opinions and ideas on the impact of media's messages in your life.

**TBIO Poster Contest**  
2005 Winner



### Boycott Bad Media Messages with "GirlCaught!"

The average young person views more than 3,000 ads per day on television, on the Internet, on billboards and in magazines. Most of these are damaging to a girl's self-esteem and sends an unhealthy messages about girls and women. It's time to send the message back to advertisers and companies that pay for them!

**GirlCaught** stickers can be printed and stuck on "bad" media messages that you find. Send us your bad ads and we'll send them to the advertisers and companies that use it! The more we send in from all of you - the more impact we have!

Instructions:

1. Print using Avery Shipping Labels, number 5164. You may also print on plain paper or full sheets of sticker paper and cut them up yourself.
2. Stick them on bad ads that you find in magazines, newspapers or anywhere else!
3. Tear them out, collect them, share them with your friends, family, teachers and mentors...and boycott that product!!

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## Curriculum for Analyzing Media Messages

### **Selling to Kids**

[www.common sense media.org](http://www.common sense media.org)

Protect children from being exploited by advertisers by helping them understand how advertising works.

Children are bombarded with advertising messages everywhere they turn. Helping kids understand how advertising works can help protect them from being exploited by advertisers.

Start by teaching younger children (especially those under seven) the difference between a TV program and a commercial. Point out commercials and use a timer to show them when the commercial begins and ends. Ask questions to help them recognize the purpose of the commercial is to sell them a product: what is the commercial selling? How does the commercial make them feel? Would they like to buy the product?

Once kids understand that advertising is about persuading them to buy a product, they can begin to identify other types of advertising messages such as product placements in TV shows and movies, even video games and books. Watch TV or play a video game with a child and find the products and logos used as a prop or part of a storyline. Have a conversation about how the messages try to get you to buy a product.



### **Common Sense Tips for a Healthy Media “Diet”**

1. Establish Media Guidelines with Kids
2. Use Media Together, and Talk About What You See, Hear, and Read
3. Be a Role Model

Here are some key questions to ask about any advertising message:

#### **Who created this message?**

- Who wrote the words or took the picture?
- Why are they sending this message?
- Whom do they want to see this message?
- Who makes money from the ad?

#### **What words, images, and sounds are used to attract my attention?**

- What colors stand out? Is music used? Words? Narration? Sound effects?
- Is a celebrity featured in the ad?
- What are people doing? Is it something I like to do?
- Does the ad make me think the people are cool? Happy? Healthy?

#### **What is really being “sold” in this message?**

- What does the ad say?
- What do you know about the product from looking at the ad?
- Is something left out that you think should be included?

#### **What does the message mean to me?**

- How does the ad make me feel about the product?
- Would my parents or friends feel the same way?
- Do I want to buy the product? Why or why not?

The same questions can be asked about any media message with just a few minor changes - substitute the word ad or product with the name of another media form. Media are messages sent by TV, radio, internet, magazines, newspapers, books, billboards, labels, promotional materials, posters, stickers, accessories and even clothing!

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## Curriculum for Analyzing Media Messages

### Activities for Middle School & High School Students

#### **Idealized Beauty Critique of Magazine Models**

Place students in small groups, give each group ads from magazines that display a typical representation of what media portrays as ideal beauty.

Allot 5 minutes to critique the model's appearance, circle areas of her physique that appear unrealistic and analyze why they believe so.

Following that, present their critiques in front of their peers, explain what they found idealistic and why they believe the image gives false representation of female's body image and beauty.

#### **Glamour-ized Photo Retouching**

Give each student a copy of Glamour magazine article titled "I Don't Want to Be Perfect" (September 2005 pp. 172-175). This article focuses on actress Aisha Tyler's experience with and reactions to witnessing the retouching process of her own photos.

At <http://homepage.mac.com/gapodaca/digital.html>, students can see images before and after correction and and enhancements have been digitally applied.

A large group discussion will then allow the students to offer their reactions and opinions regarding retouching.

#### **Advertising Collage**

Give each group popular teen magazines such as Seventeen, Teen, Cosmogirl, YM. Ask them to rip out any advertisements that are directed towards beauty (make up, hair, clothes, etc.) or an ideal beauty image.

With these ads, each group is asked to make a collage that represents the ads and how they feel when they look at the images. Have a group discussion about the emotional aspects of the advertisements. Discuss how media and advertisers manipulate ads to make girls feel a certain way and/or buy certain products.

#### **Discuss Tricks of the Trade**

Advertisers use many different tricks to introduce you to their product. Here are some of the following techniques used by marketers:

- \* Celebrities: Do you spot any celebrities promoting a product in a commercial? Ask your child if she or he thinks the celebrity gets paid to sell this product.
- \* Product Placement: These are products that appear in a television program. If you can see the name of the product, it is likely that the company is paying for this product to appear on the program. Since these products are being "used" in the television program, sometimes they are harder to think of as ads.
- \* Emotions: Marketers often play on emotions to sell a product. It may be a Nike commercial that tries to convey excitement, or a Hallmark commercial that evokes sentimental feelings.
- \* Cross Marketing: Products that are linked with television shows and movies. The program that you watch on TV may be more like a half-hour commercial for the products.

Have students watch TV for 30 minutes and tally how many times these "tricks" are used.

#### **Teen-zine Inventory**

Give groups of students teen magazines so that they can analyze the real content. Discuss the impact and importance of these subjects in a student's life.

Count how many articles you find on these subjects: Beauty, Fashion, Relationships (romance, peers, family), Success (stardom, personal success), Self (body, health, work, career, education, discovery), Entertainment (books, movies, music), Shopping (what to buy, what's hot/in style), Hobbies (sports, crafts, cooking, collecting), Count how many total pages of advertisements compared to the total pages of articles.

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# Curriculum for Analyzing Media Messages

## Activities for Elementary School Students

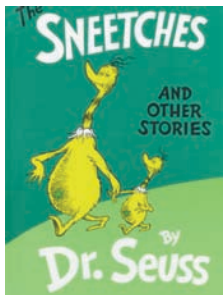
Children as young as age 9 feel heavily influenced by the media's pressure to be "perfect" (thin, smart, beautiful, etc.) Here are activities that will help start the conversation of what they're really being "told".

### Student survey:

1. How old are you?
2. What are our favorite TV channels?
3. Do you read magazines? Which ones?
4. What do you think makes someone beautiful?
5. What is your favorite thing about your body?
6. What is your least favorite thing about your body?
7. Are any of your friends on diets?
8. Would you ever be on a diet?
9. Who are your role models?
10. Why do you look up to them?
11. Do you ever feel pressured to look a certain way?
12. Is there anything you would change about the way you look? What and why?

Discuss answers with parents/teachers.

### The Sneetches



Watch the 12 minute short film or read the story *The Sneetches* by Dr. Seuss. This story depicts made-up characters that are divided into two groups; one with stars on their bellies, and one without. Throughout the story the "in" style of belly keeps changing, and with it, so do *The*

*Sneetches*. At the end, *The Sneetches* end up with stars all over their body, compliments of a "star machine" (plastic surgery). They learn that it does not matter what they look like on the outside, but who they are on the inside.

By sharing this story with adults and children, it will begin the conversation on body image.

### Disney Movies

Show examples from Disney movies that portray negative images and behavior of girls and women:

Show a clip of *Snow White* where the evil queen is plotting to kill *Snow White* because of her beauty. This teaches girls to be jealous and resentful towards beautiful women.

In *Robin Hood*, Maid Marian is simply the prize for the winner of the archery tournament. This is showing girls that they are "prizes" for men, and teaches boys that they can use girls as objects.

Show *Tinker Bell* standing on a mirror measuring her hips as she is worrying about losing Peter Pan. In the same movie, when Peter Pan goes to the lagoon he flirts with the mermaids. The mermaids are jealous of Wendy and try to pull her into the water to make her look bad in front of Peter. These clips show girls that they have to look and act a certain way to gain male attention.

Show a clip of the *Little Mermaid*, when Ariel meets Eric. They instantly fall in love despite the fact that she can not speak. This shows that all a girl needs is her good looks to "win the guy".

### Body Drawing

In pairs, have students trace each other's bodies on large pieces of paper. Have each student go to each other's outlines and write something positive about that person on their paper. This activity is a great way to boost each individual's self esteem by showing them that others are aware of their good qualities.

### Make A List

Create a class/group list of influential women. Have students come up with at least 2 women that are important in their lives. Have each students share why this woman is important, students listening should be writing down common characteristics of all the women. Once everyone has shared, it will bring to attention that there are many female role models that are influential because of what they've accomplished, not what they look like.

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## Step-by-Step Guide To Organizing a TBIO Community Event

### **Determine Your Objectives:**

The Turn Beauty Inside Out Community Event is quite flexible and can be tailored to your organization's specific goals. To begin planning, you should call a meeting and ask participating staff, individuals, girls, and organizations to identify their objectives and determine to what extent they can be involved. Possible objectives include:

Encourage dialogue among girls and adults; Raise awareness among youth, adults, parents, educators, and others; Endorse realistic portrayals of girls and young women in the media; Form new organizational alliances; Make new contacts with the media and become a resource to which they will return.

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### **Reach Out**

Fill out and return the TBIO Reply Form. Your immediate response will enable us to put your organization on our website as an endorser. Even if you do not have complete information, please respond as soon as you know that you will be participating.

Then you should: Identify a Campaign Coordinator by providing the name and his/her full contact information. Formulate ideas about whom you want to take part in this event, including ages of girls and boys who you will ask to participate. (Youth are encouraged to help in the planning process too.)

Contact other community organizations and briefly describe the event you would like them to help you host. We may also have partner organizations or contacts in your area. We will encourage them to get in touch with you directly. Invite them to help you plan.

Create a list of community leaders or public officials whose participation you believe will be valuable to the event and invite them to participate.

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### **Logistics**

Choose a date on or before TBIO Day. Decide where and what your event will include.

Choose a facilitator, preferably someone who is familiar with girls' issues, who can generate meaningful dialogue about the importance of the issue of Inner Beauty.

Create a girl friendly environment for open discussion between girls and adults.

### **Media Outreach**

A week and a half before the event, fill in and distribute the Press Release to all contact persons on your media list. (Be sure to let Mind on the Media know who you will be contacting to avoid overlap.) Ask youth and/or city reporters to attend your event. (If they cannot attend and need more information about TBIO, have them contact Mind On the Media.)

About four days prior to the event, contact the people to whom you sent press materials and encourage them to cover the event. Pitch the value of this event to all people and the importance of encouraging dialogue.

Prepare Press Kits for distribution on the day/night of your event, or to mail to those media contacts that cannot attend. The Kits should include the Press Release, a flyer about your event, and general information about your organization.

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## Media Tips

The media, whether print, TV, radio, or the World Wide Web, always needs a compelling reason--a "hook"--for a story. Turn Beauty Inside Out Day, *New Moon Magazine's* "25 Beautiful Girls" issue, and your event are perfect hooks to get reporters to focus on girls and the issues they face in their teens. Let them know about your local events in connection with the larger TBIO Campaign and its potential to positively affect the community. Help them find the local facts about girls and activities that are available for girls and adults working and living with girls. Please alert Mind on the Media of your event and of your media outreach activities.

The following are quick tips that help you get the media to cover your event:

1. Know the dates of Turn Beauty Inside Out Day and your local events.
2. Get reporters interested in your Turn Beauty Inside Out event.

Find out the names of reporters who work on youth, women's, media, health or education issues. If you do not know who they are, call your local newspaper, radio, and TV stations and ask them who covers these issues.

Once you have the names of the reporters most likely to be interested in the subject, you can call, fax or email your press release.

Prepare and distribute a press release to generate interest in the program and in your activities. It is important to fax or mail a press release a week or two before your event.

If the reporter wants a Public Service Announcement (PSA), contact Mind on the Media with their name and address.

Once you have sent the letter to a reporter and requested a PSA from Mind on the Media, follow it up with a phone call. Let them know why this is such an important story. Use real life examples to make your case.

3. Create a local story. Use your event as an opportunity to have the media interview teen girls, parents or educators in your community. Make sure that people know what is happening in your city.

Identify one or more local teen girls who will talk about the tough issues this campaign raises and why she thinks that others should pay attention.

Locate an educator, parent or local official to speak publicly about the issues raised by the campaign and how they are affecting your community.

Highlight the connections between TBIO and the work of your organization.

Emphasize to reporters the presence of local programs to support young women and the lack of realistic portrayals of young women in the media.

4. Use letters of endorsement from individuals and organizations.

Ask prominent individuals, your mayor and governor to endorse Turn Beauty Inside Out Day. The best letter of endorsement comes from the heart and reflects the unique reaction and perspective of the organization or individual. Reporters can also interview the endorser directly about your specific local issues.

5. Encourage attendees (youth and adults) to write an Op-Ed piece or Letter to the Editor about often overlooked issues facing girls or lack of realistic representations of girls in the media.

Encourage girls to write and share their thoughts with the editor of the local paper or their school newspaper. Look at the letters that appear in that paper and encourage girls to tailor theirs to the space requirements.

Usually, a 3-5-paragraph letter with a specific strong argument is best. The letter should focus on your event and on how the TBIO addresses tough issues and shows adults some of the realities facing girls today.

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## TBIO REPLY FORM

We're eager to hear your ideas on how you might want to get involved and join the TBIO Campaign.

Please complete and return this form to [tbio@mindonthemedia.org](mailto:tbio@mindonthemedia.org).

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_ Organization: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

How many people we will "reach" with our event \_\_\_\_\_ (even if the number is just 1, please let us know!)

How many copies of New Moon Magazine we need: \_\_\_\_\_ (discounts available)

I will organize a Turn Beauty Inside Out activity.

At my organization/foundation     At my place of worship with its youth group.

At a youth center in my community.     In partnership with other girls organizations.

At a local school \_\_\_\_\_ that my child attends.

Other \_\_\_\_\_

I would like to help organize a Turn Beauty Inside Out activity by:

Getting my organization involved in the community campaign.

Organizing/Joining an ad hoc local coalition of professionals concerned about girls.

Offering my expertise as (circle as many as apply):

a parent    educator    service provider    media professional    girl

Foundation representative    other: \_\_\_\_\_

(We may be able to refer you to others in your community who are planning an event.)

I recommend that you also contact the following organizations, government agencies,

clearinghouses, etc. as the campaign evolve: \_\_\_\_\_

Other Comments/Questions/Feedback: \_\_\_\_\_

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## SAMPLE PRESS RELEASE



FOR IMMEDIATE RELEASE  
[DATE]

CONTACT  
[YOUR NAME]  
[YOUR PHONE #]  
[YOUR E-MAIL ADDRESS]

[YOUR CITY, STATE] (Date)

**Title.** Your Turn Beauty Inside Out Day Event - make this an attention grabbing statement.

**About the event** you are sponsoring. Who? What? Why? Where? When?

### **About Your Organization**

Write a short paragraph about your Organization. You may want to include information about how long you have been established, your focus, and/or information about your program. If there are different contact numbers or e-mail addresses for product information, list them here.

### **About Turn Beauty Inside Out**

*TBIO was created to invite people everywhere to join us in celebrating Inner Beauty - the beauty of conviction, caring and action. Girls and boys (not to speak of women and men) need a definition of beauty that focuses on who they are and what they do, not on how they look. TBIO is a counterbalance to the damaging and unhealthy messages about beauty that bombard us all through media, film, advertising and music every day. The funds we raise allow girls internationally to celebrate their inner beauty and work to increase awareness in the general public about the effects of media messages.*

*Turn Beauty Inside Out is Mind On The Media's ongoing public education outreach effort. Each year our primary outreach to schools and youth organizations is a contest for kids which encourages them to challenge how women and girls are portrayed in the media. Using our TBIO Action Kit, organizations including girls' programs, schools, agencies serving families and youth, mentoring organizations, and faith-based groups have held over 300 different activities across the country celebrating TBIO Day in a variety of ways.*

*MOTM sponsors Turn Beauty Inside Out (TBIO), a national annual campaign that engages thousands of people in grassroots media education and activism.*

###



If the definition of beautiful gets any thinner, no one will fit.

# GirlCaught!

**You've been GirlCaught!**  
This bad ad is damaging to a girl's self-esteem and sends an unhealthy message about girls and women!

I will boycott your product and encourage others to join me until you change the way you portray girls and women!

**IT'S TIME TO TURN BEAUTY INSIDE OUT!**

[WWW.TBIO.ORG](http://WWW.TBIO.ORG) [WWW.MOTM.ORG](http://WWW.MOTM.ORG)



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