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## HEALTHY CHOICES FOR MIND AND BODY

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### Natural Shapes, Dove's Campaign for Real Beauty & Eating Disorders Awareness Week

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

The National Eating Disorder Information Centre (NEDIC) observed Eating Disorders Awareness Week the first week of February by "Celebrating Our Natural Sizes". Their motto is "**It's not our bodies that need changing. It's our attitudes.**" Natural shapes and changing attitudes to take care of our bodies and accept the resulting shape sounds a lot like the notions that served as the basis for Healthy Choices for Mind & Body's predecessor group, We Insist on Natural Shapes. Access more information about NEDIC at [www.nedic.ca](http://www.nedic.ca).

The whole concept of appreciating natural rather than make-up/photographic/computerized contrived beauty is promoted year-long by the Dove Company. Their Self-Esteem Fund is a national resource linked to the **Campaign for Real Beauty, a program aimed at changing the current, narrow definition of beauty.** Dove believes that to make a real difference, we must take action and contribute in ways that will help women and girls celebrate their individual beauty. Learn more at [www.campaignforrealbeauty.ca](http://www.campaignforrealbeauty.ca).

Dove has won a Cannes Advertising Award for **'Evolution' their film of a model's evolution from her real face to the one on a billboard ad** for foundation make-up. She starts out as a pretty, freckled blond and ends up a doe-eyed, gorgeous brunette with flawless skin. Their tag-line? "No wonder our perception of beauty is distorted." View the film from the website by clicking 'inside the campaign', then 'evolution film'.

The National Eating Disorders Association (NEDA) and 'beat', an organization in the United Kingdom dedicated to 'beating eating disorders' both focused on eradicating eating disorder for their Eating Disorders Awareness Week activities. [www.nationaleatingdisorders.org](http://www.nationaleatingdisorders.org) and [www.b-eat.co.uk/home](http://www.b-eat.co.uk/home).