

beauty REDEFINED

on tour

A speaking tour featuring co-directors of the Beauty Redefined Foundation, Lindsay Kite, PhD, & Lexie Kite, PhD, to promote positive body image and health where it's needed most -- **everywhere!**



Why Beauty Redefined?



The majority of girls and women feel negatively about their bodies and live in a state of **self-objectification**, where they view themselves from an outsider's perspective. This is manifested in poor health decisions, preoccupation with appearance, and feelings of anxiety.

In their own independent studies (2013), Lindsay and Lexie found that **50%** of participants were "**severely dissatisfied**" with their bodies, with another **34%** feeling "generally dissatisfied."

71% of participants described themselves in **self-objectifying** terms and reported isolating themselves from everyday life, including school, sexual intimacy, and physical activity due to **body shame** (Kite, 2013).

Through a **powerful and engaging** 50-minute visual presentation, Beauty Redefined teaches audiences to **recognize** and **reject** harmful messages about bodies and continuously resist those limiting ideals through the **power of body image resilience**.

Book a spot on the tour or get more information by contacting booking@beautyredefined.net.

Behind Beauty Redefined



The **Beauty Redefined Foundation** is the academic and personal passion of **Lindsay Kite & Lexie Kite**, co-directors of the organization and identical twins with PhDs in the study of **media and body image** (University of Utah, '13). Through a visual presentation they've offered to tens of thousands of people across the U.S. since 2009, Lindsay and Lexie teach crucial skills for **media literacy** while equipping audiences with the knowledge and strategies they need to actively **resist harmful messages about bodies**. Beauty Redefined has cultivated an impressive online presence through their website (beautyredefined.org) and social media by engaging fans with timely, original content that promotes positive body image in practical and meaningful ways. Their unique and engaging work has been featured by a variety of media outlets, including Al Jazeera TV's "The Stream," the Huffington Post, Jezebel, Marie Claire, Upworthy, Beautiful magazine, and many more.

FAQs



Q: Why is positive body image so important?

A: Poor body image affects female progress and happiness in every way, from greater incidences of depression, anxiety, and disordered eating to wasted time, energy, and valuable resources spent on the self-objectifying preoccupation with appearance. Self-objectification is the direct result of poor body image and it happens at epidemic rates today as females evaluate and control their bodies more in terms of their sexual desirability to others than in terms of their own desires, health, or competence. It leads to diminished mental and athletic performance, body, and these negative consequences occur among girls and women of all ethnicities. Fortunately, research shows that girls and women who feel OK about their bodies, regardless of what they look like, are more likely to be physically active and make positive health choices. Helping women cultivate positive body image is crucial in the fight against poor body image, self-objectification, and all of the negative health consequences associated with it.

Q: Who needs to hear this presentation?

A: Our 50-minute visual presentation is geared for people of all ages and backgrounds, and is relevant for anyone who uses or is exposed to mainstream or social media (i.e., pretty much everyone). Developed and presented to thousands of individuals over the last five years, this dynamic event grounded in the Kite sisters' MS and PhD research is designed to empower audiences to recognize and reject harmful ideals about bodies, power, and worth.

Q: What does media have to do with body image?

A: The representation of women in popular media is far from realistic. They are thinner than ever, very often severely underweight, generally white or very light-skinned, surgically altered, and rarely over age 40. Furthermore, digital manipulation in both broadcast and print media is an unquestioned standard for girls and women. In a world where a constant flow of media images far outnumber the women and girls we could ever see face-to-face, this unrealistic ideal has become the norm in our minds. When we only see a certain type of woman presented positively, it's no wonder media is consistently linked to body hatred, disordered eating, and an unhealthy focus on appearance. Through media literacy, we teach people to critically question these profit-driven ideals and resist them in their own lives to attain greater health, happiness, and body image resilience.

Book a spot on Beauty Redefined's 2014-2015 tour or get more information at booking@beautyredefined.net.

Testimonials

"Your presentation gave me a completely different outlook on life - thinking about the way I want to be to people, instead of how I simply want to appear to people. **I've been inspired** to take better care of my body - to eat a healthier and more balanced diet, to get more sleep; I've been able to focus so much better in my athletics, my school, my LIFE. Beauty Redefined really clarified to me how **I can be happy** - by just SEEING the best in others and BEING myself."

- Annie

"What has been almost a life-long struggle for me has been overcome with the help of your research. **I can live a happy, healthy life**, and not because I'm in touch with how superhot and sexy I am, but because I'm smart, strong - not to mention I am a human. **I finally feel like I'm enough**. Please continue this hard work and give yourselves a hug for helping me redefine my own beauty as well as the course of my life."

- Katelyn

"You have **emboldened** my sister, me, and so many like us around the world. Thanks for being one of the only organizations to not only believe in a better system, but encourage women to assert that system with **confidence and power**."

- Maddie

"Even though body hate is something I have lived with since I was 12 or 13, I want to tell you that today I looked in my mirror and I didn't see flaws or fat. I didn't rip myself apart. **I liked what I saw**. I like me. I wish I could explain the type of confidence Beauty Redefined has helped me achieve - in such a short time too. I think people want to believe that they are beautiful and worth something and all they need is a little nudge in the right direction. So thank you for nudging me."

- Livy

"I heard you speak at an event last fall and I wasn't expecting the effect your message had on me! I always knew I could be healthier, but was unaware of my own toxic attitudes. **I have lived for decades in shame** and addiction and am so grateful for the amazing women of Beauty Redefined! Thank you again so much."

- Leslie

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