

# Supporters

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### Christina Stürmer

Pop singer • [www.christinaonline.at](http://www.christinaonline.at)

I have been to several photo shootings already and I know they use a lot of special effects. Appearances are deceiving.



© Kaskara

### Inge Prader

Star photographer • [www.prader.at](http://www.prader.at)

Since I started out as a photographer more than 20 years ago, models have been getting thinner and thinner. They have now arrived at a point beyond reason or aesthetics.



© Inge Prader

### Melanie Scheriau

Top model • [www.topmodel-austria.com](http://www.topmodel-austria.com)

We were virtually bombarded by distorted ideas of beauty and “this is what’s cool” ideals in the media. It is certainly not cool to stumble out of bars night after night, or to nibble on nothing but a lettuce leaf all day long. It is not cool to starve yourself just because you want to look like your favourite actor.



© Jones.at

### Cordula Reyer

Top model

Size 32 ought to be banned from the catwalks. We would be one step ahead if fashion shows started presented size 34 and up.

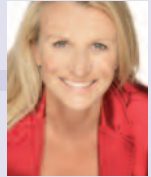


© Günther Pöschl

### Doris Rose

Fashion label • [www.jones.at](http://www.jones.at)

Of course models should be slim but not scrawny. But it is not just the models who are getting thinner all the time: stars, people in the international media, and singers too are subjecting themselves to the “size zero” craze, showing us how to live unnaturally. “Size zero” is not cool – stop it!



© Inge Prader

### Sasha Walleczek

ATV star „Du bist, was du isst“ (You are what you eat) • [www.walleczek.at](http://www.walleczek.at)

Eating disorders have many causes. Slim/thin models advertised by the media are one of them, but so are the wrong values which can lead to low self-esteem and which claim slimness as the measure of all things.



© ATV

### Nhut La Hong

Fashion designer • [www.lahong.com](http://www.lahong.com)

My fashion is there to make you beautiful whether you are thin or voluptuous. Exposing people to empty ideals and depriving them of the equilibrium of a healthy body has nothing to do with my fashion philosophy.



© Pichler & Pichler

### Ilse Dippmann

Austrian Women’s Run • [www.oesterreichischerdmfrauenlauf.at](http://www.oesterreichischerdmfrauenlauf.at)

Girls and women ought to discover their love for physical exercise at the Austrian dm Women’s Run and accept themselves as they are instead of starving themselves to sickness by following unhealthy media ideals.



© Green Diverse, Österreichischer Frauenlauf GesmbH

### Andrea Weidler

Model agency • [www.wienermodels.com](http://www.wienermodels.com)

We must win the media over to join our battle against thin models. Size 0 is disdain-ing of women. We have to communicate: “starving is mega out”.



© Ernst Kainersdorfer

### Sophie Karmasin

Karmasin Motivation Research • [www.gallup.at](http://www.gallup.at)

We want to help bring about a change in awareness where gender roles are concerned – among people, with the media, in business and industry.



© Karmasin Motivationsforschung

### Manfred Pichelmayer

Austrian Advertising Council • [www.werberat.at](http://www.werberat.at)

At the Austrian Advertising Council we consider it our task not to communicate the wrong ideals, e.g. by presenting women who are too thin. Advertising needs to show healthy bodies in all varieties.



© Werbemat/Michalski

### Norbert Kettner

departure • [www.departure.at](http://www.departure.at)

Because fashion is a major form of expressing contemporary culture we must heighten our sensitivity towards critical developments and we must exercise the necessary sense of proportion. That is also why I support the initiative S-O-Ess.



© Martin Stöblich



NO  
body is perfect



## Unite against the ideal of thin body norms

# Initiative S-O-Ess

## Initiative S-O-Ess: Joining the Battle against Thinness Misconceived

Eating disorders are a social phenomenon of our times. More than ever being slim is seen as a panacea for all our problems, it is mistakenly identified with being happy, popular and successful. Approximately 200,000 women and girls in Austria suffer from anorexia, bulimia or binge eating disorders once in their lives. Most of them will be haunted by physical consecutive symptoms for the rest of their lives. An alarming 10–20% is doomed to die.

Unrealistic beauty ideals built on excessive thinness and youthfulness are putting many girls, women and increasingly also men under pressure and are turning into a breeding ground for eating disorders.

**Representatives from the fashion world, the advertising business, the media, business, show-business, industry and politics have joined forces with health experts to correct unrealistic and therefore health-damaging ideals for women and replace them by health-promoting standards.**

Start – press-conference  
f.l.t.r.: Karmasin, Weidler, La Hong, Wehsely, Wimmer-Puchinger



# Initiators

## Initiators

### Sonja Wehsely

Executive City Councillor for Public Health and Social Affairs in Vienna



Beauty ideals, social demands and a fashion world operating beyond realist clothes sizes are putting a rising number of girls and women under pressure. Measures to counteract this worrying trend are urgently called for. The City of Vienna, in launching the initiative S-O-Ess, is the first city in Europe to have taken a step in this direction.

### Beate Wimmer-Puchinger

Commissioner for Women's Health Issues in Vienna



We started the initiative “S-O-Ess against unhealthy thinness” as a joint effort to combat morbid ideals. Our objective is not to point the finger but to provide explanations, to counteract sick images and the insane pursuit of thinness.

# Objectives and Methods

## Objectives of the Initiative S-O-Ess

- To network and facilitate exchange of opinions relevant to eating disorders among opinion leaders in fashion, advertising, business, the media, show business and politics and to sensitise them to the issue,
- To promote a greater sense of responsibility, social conscience and mindfulness among the above,
- To plan and implement new initiatives to combat eating disorders.

## Ways to Create New and Healthy Ideals

Mindful of their responsibility towards victims and potential victims of eating disorders a number of prominent figures have joined efforts to avoid the use of ambiguous and misleading ideals in fashion, advertising, industry and the media, and to replace them by healthy ideals.

## They plan to ring in change by:

- Showing the public that healthy female bodies come in different shapes and sizes,
- Refusing admittance of photo models with eating disorders in photographs and on catwalks,
- Not allowing clothes size 32 (size zero) for fashion labels and their collections,
- Sensitising the media to the fact that images of women who are too thin and edited texts, such as weight-loss instructions, which glamorise the pursuit of thinness and make male and female bodies out to be “problem zones” have damaging effects,

- Supporting campaigns to modify unhealthy beauty ideals,
- Implementing these rules in their own environment.

## “No Body is Perfect” Ribbon

The slogan “No BODY is perfect” is to mark the beginning of a new consciousness which renounces exaggerated thinness and body ideals.

The initiative’s logo depicts a torn measuring tape tied into a bow similar to the famous “red ribbon”.

It symbolizes the end of exaggerated and health-endangering thinness demonstrating self-confidence and “I can stay the way I am”.



The ribbon is also available as a pin-on badge  
To order:  
initiative@s-o-ess.at  
www.s-o-ess.at

## We Need Your Support

If you want to support our initiative as a private person or company you can sign our petition at [www.s-o-ess.at](http://www.s-o-ess.at)



### Unite against the ideal of thin body norms

e-mail @ initiative@s-o-ess.at

Internet i www.s-o-ess.at

### Eating disorders – we talk about them

#### Eating disorder hotline

WIG @ 0800-20 11 20

Available v Monday – Thursday 12 pm – 5 pm

Advice via e-mail @ hilfe@essstoerungshotline.at

Internet i www.essstoerungshotline.at

### Imprint

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