

Beating the Myths:

The Truth About Fashion and Eating Disorders

The British Fashion Council are working with *beat* to tell the truth about eating disorders, and to make sure that anyone can get the help they need



Eating disorders are not caused by fashion models

Research is discovering their causes, which include the interaction between genetic factors, personality types, life events and societies' pressures

Eating disorders are not just about being very thin

You can't tell if someone has an eating disorder by their shape and size alone. The real pain of an eating disorder is on the inside, not the outside

Eating disorders are not a lifestyle choice

They are a serious mental illness, with dangerous effects on physical health if left untreated. 1 in 5 people affected die prematurely.

Eating disorders are not a modern illness

They were first recorded in the 1680's. The pressures and pace of modern life and the increased role of the media in spreading global cultural ideals can help explain their increase

Eating disorders can be beaten

With the appropriate help, treatment and support is possible to make a full recovery. The sooner someone gets the help they need, the better.

If you are worried about yourself or a friend you can call beat's confidential helpline on 08456 341 414 or visit www.b-eat.co.uk/modelhealth

Changing the way everyone thinks and talks about eating disorders