



# Body Image

Body image refers to a person’s perceptions of his or her appearance. An individual’s perceptions of his or her body influences the way he or she feels and may cause that person to do things to change what he or she sees in the mirror. Our goal is to help students accept and love their bodies!

## Healthy Body Image Tips

- ◆ Look in the mirror every day and say “I’m perfect the way I am”
- ◆ Don’t view what you see in the media as the standard of beauty
- ◆ If you want to diet, do it the right way – set realistic goals based on what you want to achieve, not what society wants you to achieve

## It’s Time to Love Your Body!

Do you want to live in a world where you don't have to change anything about yourself? Where you don't have to “fix” yourself and if you want to make a change you do it because you love yourself, not because you feel pressured by the rules of society.

The NOW Foundation encourages people to embrace their unique beauty!  
Visit [www.loveyourbody.org](http://www.loveyourbody.org)

### Always Remember:

“Our body image is not set in stone; it is very susceptible to change by the influences around us. This means that we may improve our body image by minimizing all the things we see, watch, read, and listen to that have a negative effect on our body image. It also means that we have the power to change the way we see, feel and think about our bodies.” – [www.youth.gov.au](http://www.youth.gov.au)



## Body Image is Complex

You can look at body image four different ways:

1. **Perceptual** – “How we see our own bodies”  
What we see in the mirror may not be an accurate reflection. Perceptual body image is the difference between what someone *thinks* they look like and how they *actually* appear.
2. **Affective** – “How we feel about our bodies”  
Affective body image refers to how satisfied or dissatisfied someone is with his or her body and/or appearance.
3. **Cognitive** – “What we think about our bodies”  
Someone’s feelings about his/her body may cause that person to think and believe untrue things about his/her body.
4. **Behavioral** – “What we do to our bodies”  
Perceptions, feelings, and thoughts can cause someone to do unhealthy things so that he or she can get the “ideal” body.

**Body image is complex, especially when you’re striving for the “ideal” body image. EveryBODY is different and beautiful in their own way. Make things less complex by working on LOVING YOUR BODY!**

[www.youth.gov.au](http://www.youth.gov.au)

## Know Your Resources

- IUP Counseling Center..... 724-357-2621
- IUP Nutrition Connection.....724-357-4797
- IUP Health AWAREness..... 724-357-4799

*Services are available to IUP students and supported by the Wellness Fee*

Health AWAREness a part of the Center for Health and Well-Being  
Suites on Maple East, G-59

[www.iup.edu/healthawareness](http://www.iup.edu/healthawareness) – (724)-357-4799 – [Health-awareness@iup.edu](mailto:Health-awareness@iup.edu)