

boohoo

#CONFIDENCEBYBOOHOO

THE BODY IMAGE CLEANSE

A 7-DAY CHALLENGE FOR
SELF-LOVE AND BODY ACCEPTANCE

by Nawal Mustafa
PhD Candidate in Clinical Neuropsychology

IF YOU'RE READING THIS, IT'S TIME TO FALL IN LOVE WITH YOUR BODY



DID YOU KNOW 70% OF OUR CUSTOMERS SAY THEY DISLIKE THEIR BODY?



At boohoo, we want to change the negative perceptions about body image as we believe in prioritising self-love and inner beauty. So, we've teamed up with mental health expert **Nawal Mustafa** to create this **7-Day Body Cleanse** challenge for you.

In this challenge, we have included practical, habit-forming steps on how to speak more kindly to your body, increase your confidence, and love your uniqueness.

WHAT IS BODY IMAGE?

Your body image is how you think and feel about the way you look. Having a healthy body image allows us to feel comfortable in our body and feel good about the way we look.

Unrealistic social and cultural beauty ideals pressure us to meet standards that are unachievable. Statistics show that only 5% of women have the ideal body type we typically see on social media or television.

So, it makes sense why many of us are unhappy in our body and skin. We are taught to feel bad about our bodies.

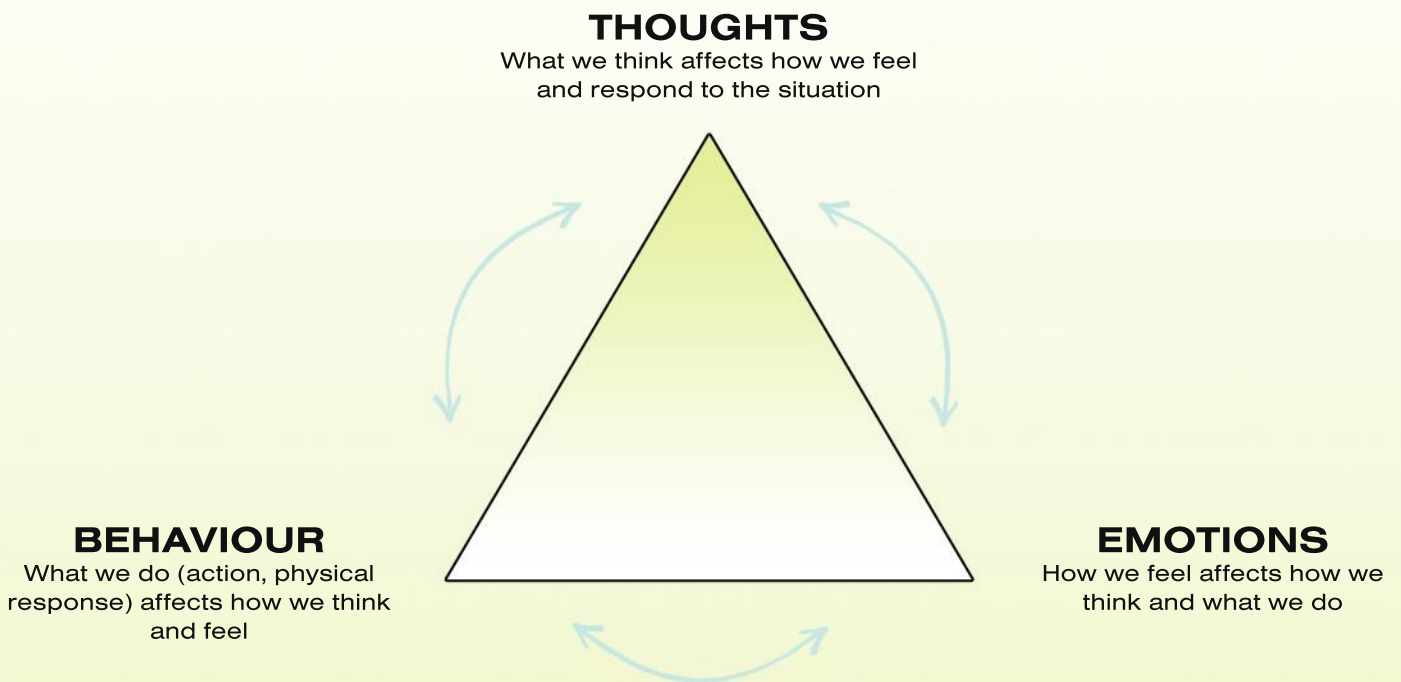
WHY DOES IT MATTER?

The way we think of our body directly influences our self-esteem. If you don't feel good about your body, you may always feel like you are not good enough. This might lead you to believe you do not deserve respect and value from yourself and others.

A negative body image can also lead to certain mental health conditions, such as eating disorders and depression.

Having a healthy body image empowers us to accept and love ourselves as we are right now. It reminds us of our unique qualities and allows us to believe that we are worthy of love and respect, resulting in increased overall confidence.

THE PSYCHOLOGY OF SELF-LOVE AND BODY-IMAGE



The way we think about ourselves influences how we feel and ultimately behave in various situations. This is why it is important to recognise the negative thoughts and beliefs we hold about our body and reframe them into more realistic ones. To better understand this, see the example below:



THE PSYCHOLOGY OF SELF-LOVE AND BODY-IMAGE

To encourage a healthier body-image, we must learn to treat our body with respect. This means nourishing it with well-balanced meals, strengthening it with exercise and also changing the negative beliefs you hold about your body-image.

In this 7 Day Body Cleanse challenge, you will learn skills and strategies to practice self-love, understand your values, and minimise the critical voice inside your mind. Each day, you will be challenged to work through your thoughts and become aware of your self-sabotaging behaviours and patterns.

To get the most benefit from this challenge, we encourage you to download this resource and work through the exercises provided.



WE SPEND SO MUCH TIME TELLING OUR BODIES WHAT TO DO, WHAT ITS EXISTENCE MEANS, DEMANDING THAT IT CHANGE, PUNISHING IT, INSULTING IT, AND DOUBTING IT. YET, EVEN IN THE FACE OF CRUELTY, OUR BODIES CONTINUE TO PULSE OUR HEARTS, PULL AIR INTO OUR LUNGS, AND ALLOW US TO HAVE ANOTHER THOUGHT ABOUT IT, HOPING THAT THIS TIME, IT MIGHT BE KIND.



- Ashlee Bennett, Body Image Therapist

DAY 1: LEARN ABOUT YOURSELF

WHAT DO YOU VALUE IN LIFE?

Our values are things that we are truly important in your life. When we place too much emphasis on our appearance it becomes a source of self-worth. This can become problematic, particularly, if other things we value get neglected because of our extra focus on our appearance. We lose sight of what is truly important.

Today, your challenge is to understand how much of your self worth currently depends on your appearance and whether there are other values you would like to place greater emphasis on in your life.

STEP 1: IDENTIFY YOUR VALUES

Reflect on what matters to you! Your values motivate you & give you a sense of self-worth. Rate each value based on how important it is to you from 0 to 10.

PHYSICAL APPEARANCE	RELATIONSHIPS	HELPING OTHERS
FINANCIAL SECURITY	ENJOYING YOUR JOB	PSYCHOLOGICAL HEALTH
PERSONAL GROWTH	TRAVEL/EXPERIENCE	SPIRITUALITY
OTHER VALUES		

STEP 2: RECOGNIZE YOUR SOURCE OF SELF-WORTH

Take a few minutes to reflect on your values and how it impacts your selfworth. Answer the following on the next page:

- What values give you a sense of self-worth?
- How much self-worth do you get from your appearance?
- Are you over-valuing your appearance?
- What other values would you focus on more if you could reduce your value of appearance?

DAY 1: LEARN ABOUT YOURSELF

WHAT VALUES GIVE YOU A SENSE OF SELF-WORTH?

HOW MUCH OF YOUR SELF-WORTH DEPENDS ON YOUR APPEARANCE? WHY?

DO YOU THINK YOU ARE OVER-VALUING YOUR APPEARANCE?

WHAT OTHER VALUES WOULD YOU FOCUS ON MORE IF YOU COULD REDUCE YOUR VALUE OF APPEARANCE?

RATE YOUR DAY

On a scale of 1 (unconfident) to 10 (very confident) how do you feel after DAY 1

1 2 3 4 5 6 7 8 9 10

DAY 2: SPRING CLEAN YOUR SOCIAL MEDIA

Whether we like it or not, the information we consume on social media has an influence on us. Unfortunately, a lot of it promotes harmful messaging that convey unrealistic expectations around what the ideal or preferred body looks like. The good news is that (to an extent) we can control the accounts we choose to follow and the content we consume.

Your challenge today is to take stock of content you are consuming that negatively impacts your body image. Don't be afraid to mute or unfollow accounts that lead to comparison or giving you negative feelings. The trick is to be aware of it when you're scrolling, and making a conscious decision to remove that content from your timelines.

UNFOLLOW

- Accounts that make you compare yourself.
- Accounts with triggering images/videos.
- Accounts that make you feel you need to purchase a certain product to feel fit/beautiful.

FOLLOW

- Accounts that normalizes all body types.
- Accounts that promote selflove.
- Accounts that inspire you and motivate you
- Accounts that bring you helpful/supportive information

RATE YOUR DAY

On a scale of 1 (unconfident) to 10 (very confident) how do you feel after DAY 2

1 2 3 4 5 6 7 8 9 10

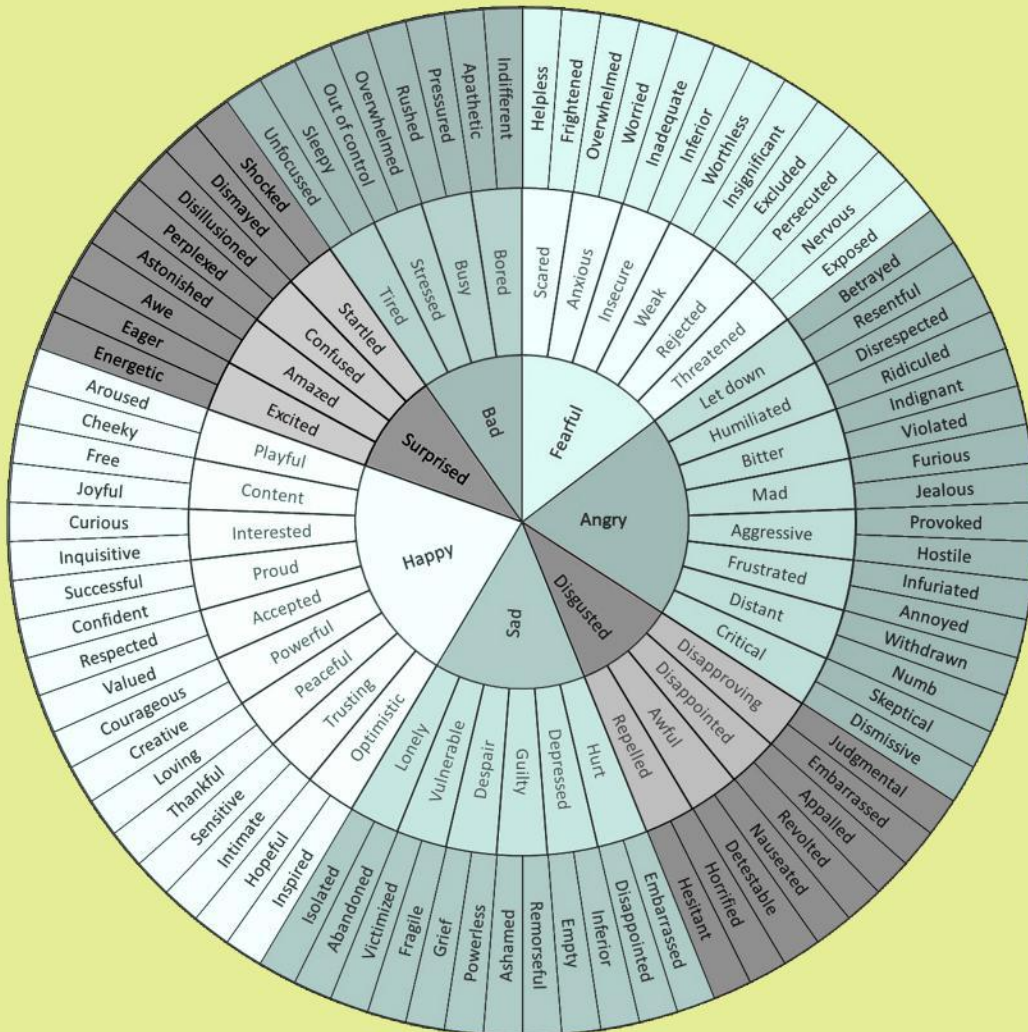
DAY 3: WORK THROUGH YOUR EMOTIONS

The more preoccupied we are with our bodies the more likely we may mislabel our inner experiences as "feeling huge/gross/big" etc. However, "fat" is not a feeling! Mislabeling uncomfortable experiences as "feeling fat" continues to reinforce the obsession with our body image because it draws our attention back to it. Our emotions are there to tell us something so when we mislabel them we are misunderstanding our inner experiences.

Your challenge today is to identify the emotion you feel when you look at yourself in the mirror or think about your body.

CHALLENGE INSTRUCTIONS

Look at yourself in the mirror and name the emotion you feel. Use the feelings wheel as a guide. Once you name the **EMOTION**, try to identify what you really **NEED** and how you can meet that need (**ACTION**).



DAY 3: WORK THROUGH YOUR EMOTIONS

Notice whenever you feel "fat", "gross", "big", etc. Think about what the FEELING is underneath the "fatness". You can use the feelings wheel on the next page as a guide.

Once you name the emotion, ask yourself:

- What do I need?
- What actions can fulfill the need?

EMOTION	NEED	ACTION
Sadness	Comfort, Love, Joy	Do something for yourself that brings you joy. Connect with a loved-one. Hug yourself and practice self-compassion.

RATE YOUR DAY

On a scale of 1 (unconfident) to 10 (very confident) how do you feel after DAY 3

1 2 3 4 5 6 7 8 9 10

DAY 4: BE YOUR BIGGEST SUPPORTER

Spend time today picturing a moment when an insecurity creeps and you've spoken to yourself negatively. Now, picture your best friend talking to you because they're feeling low - would your conversation with them be the same as the one you had with yourself? Probably not.

Our brain registers all negative comments in the same way, whether they're from someone else or your own head. So be as careful with what you say to yourself as you are about saying to others.

Today's challenge for you is to think of affirmations to shut down your inner critic.

FUN ACTIVITY

Take sticky notes and write your favorite affirmations on them. Stick these affirmations around your work desk or on your mirror.



RATE YOUR DAY

On a scale of 1 (unconfident) to 10 (very confident) how do you feel after DAY 4

1 2 3 4 5 6 7 8 9 10

DAY 5: ACKNOWLEDGE ALL THAT YOUR BODY DOES FOR YOU

Gratitude is everything! Remind yourself of everything your body does for you. Our bodies are incredible and it is important that we take time to acknowledge that.

YOUR BODY ALLOWS YOU TO:

- Laugh out loud
- Stay alive by pumping your heart
- Hug and connect with others
- Stop cuts from bleeding
- Breathe while you sleep
- Dance and move
- Fight off illnesses that harm you

Your challenge today is to celebrate your body. Write a gratitude list for your body to appreciate how much it loves you. It is time to love your body back. We encourage you to keep this gratitude list in a place that you regularly visit. This way it will serve as a beautiful reminder to practice self-love and gratitude.

I AM GRATEFUL FOR MY BODY BECAUSE IT:

RATE YOUR DAY

On a scale of 1 (unconfident) to 10 (very confident) how do you feel after DAY 5

1 2 3 4 5 6 7 8 9 10

DAY 6: TAKE CARE OF YOUR BODY

When we do not feel good about the way we look, we often take it out on our body. We not only speak to ourselves unkindly, but also neglect the necessary self-care our body needs to thrive.

Your challenge today is to think of ways you can take care of your body and feel your best.

YOU CAN TAKE CARE OF YOUR BODY BY:

- Nourishing your body by eating nutrient-dense food
- Practicing self-love by hugging yourself
- Strengthening your body through movement and exercise
- Boosting your daily hormones
- Moisturizing your skin and hydrating by drinking water

REFLECTION EXERCISE:

WHAT DO I CURRENTLY DO TO TAKE CARE OF MY BODY?

IN WHAT WAYS AM I NEGLECTING TO TAKE CARE OF MY BODY?

WHAT HABITS CAN I CREATE DAILY TO LOVE MY BODY MORE?

ARE MY GOALS ACHIEVABLE? IF NOT, HOW CAN I MAKE THEM MORE REALISTIC?

“

**IT IS NOT SELFISH TO LOVE YOURSELF,
TAKE CARE OF YOURSELF, AND TO MAKE
YOUR HAPPINESS A PRIORITY.
IT'S NECESSARY**

”

- Mandy Hale

RATE YOUR DAY

On a scale of 1 (unconfident) to 10 (very confident) how do you feel after DAY 6

1 2 3 4 5 6 7 8 9 10

DAY 7: COMBAT COMPARISON

It's natural to compare ourselves to others, especially when we don't feel good about ourselves. But comparisons can reduce self-esteem and perpetuate an over-emphasis on our appearance which is particularly harmful because of the unrealistic standards in much of the images we see on social media (most times with photoshop and filters).

We want to challenge these comparisons so we have a more balanced view to limit any negative impacts on us. This is your challenge for today!

WHEN YOU NOTICE YOURSELF COMPARING, ASK YOURSELF:

- How real is the image? (editing/photoshop/filters/posing etc.)
- What resources did they have to look this way?
- Is the image realistic/common? Do you see people who look like this on a regular basis?
- When you think about people you're close to, do you appreciate things other than their appearance?
- What do people appreciate about you? Is it only your appearance?

EXAMPLE:

WHAT HAPPENED?	COMPARISON	CHALLENGE
Scrolling an influencer's Instagram page	Felt uglier than them	Do they use filters? Face tune? Are they posing?

RATE YOUR DAY

On a scale of 1 (unconfident) to 10 (very confident) how do you feel after DAY 7

1 2 3 4 5 6 7 8 9 10

WRAP UP

It's important to look back on the last 7 Days and see what stood out to you. There is no "one size fits all" approach. Some activities may not have been that impactful for you while others may have been helpful.

Notice what was most meaningful that you may want to take with you. We encourage you to revisit this resource as many times as you like. This 7 Day Body Cleanse can serve as a great resource when you notice your body image turning negative.

REFLECT ON THE PAST 7 DAYS...

- What stuck with you?
- What helped?
- What did you learn?

RATE YOUR WEEK

On a scale of 1 (unconfident) to 10 (very confident) how do you feel now that you have completed your 7-day Body Image Cleanse

1 2 3 4 5 6 7 8 9 10

#CONFIDENCEBYBOOHOO



If **The 7-Day Body Image Cleanse Challenge** has helped you, don't forget to share on social media and help others to realise their potential when it comes to loving themselves. Tag us @boohoo and use #confidencebyboohoo so we can grow this body-positive community together.