

What IS Inner Beauty? • Free Summer Fun!

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Created!**



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Take Back Beauty!

By Olivia Steger

We don't have to keep feeling bad because we're not "pretty enough"! Here's how to talk back to your mirror and marketers who don't want us to feel happy with our own unique selves.

Why are we girls and women constantly put down because of our looks? The advertising and media girls see are filled with images of skinny, heavily made-up women. Is it really better to have big breasts, "perfect" makeup, and waists that are SUPER skinny?

You may occasionally see women who are naturally skinny or have a Barbie-type figure or who are born with thick, dark lashes. They all are beautiful in their own way. But what isn't right is that from very young ages, girls are pressured into wanting to look just like those magazine models. Even little girls are looking into mirrors, and thinking things such as, "Oh, I'm fat; that means I'm ugly."

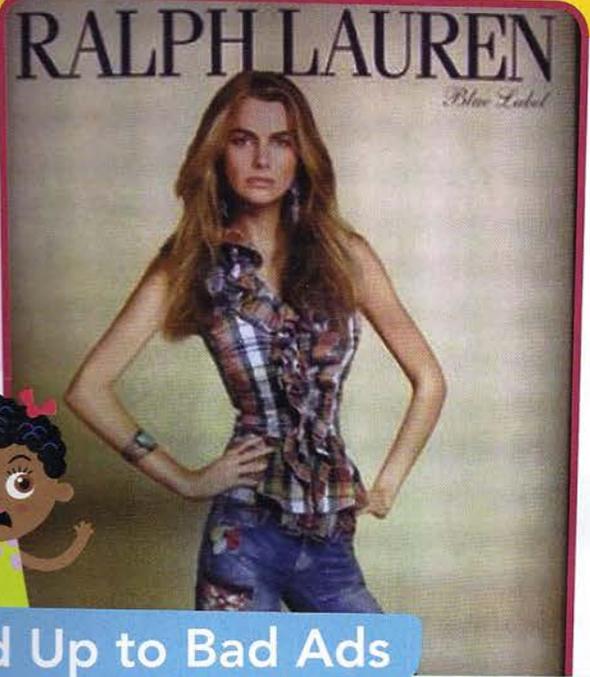
Just because you don't look just like some woman you saw in a picture doesn't mean that you are in any way less attractive than she is. Nobody is ugly—despite all the messages we get from TV shows, magazines, and songs about how we "should" look.

It's just fine and totally normal to look in the mirror. Go ahead and keep gazing if you can say, "Wow. I'm really beautiful!" But if instead you look and start thinking things such as, "I can't believe how fat I look in this top," then stop looking. And the next time you look and find yourself thinking something bad about yourself, immediately think of something great about yourself.

Did you know that studies show that most girls are unhappy with their bodies? We need to change this. Every day, try to spend less and less time worrying about what you can't change, such as the shape of your eyes or lips. And catch yourself every time you criticize yourself, too. You don't have to pretend that you are the most beautiful girl in the world, because you're not. Nobody is. Everyone is uniquely beautiful, though.

However you look is healthy, beautiful, and one-of-a-kind. Smile!

Olivia, 14, from California, enjoys art, making music with her piano and guitar, and spending time with her family.



Stand Up to Bad Ads

You should remember that nearly every photograph in magazines, especially those of teens and women, is digitally altered these days, creating a very unrealistic, fake idea of what a female "should" look like. Ridiculously thin models are made even thinner in photos. This Ralph Lauren ad went way too far and the company apologized for it. But sadly, more photos like this still appear in magazines.

This photo of model Filippa Hamilton got lots of criticism a few years ago because of the drastic digital reduction of her waist and hips. Shortly after the ad appeared, Hamilton was fired after working for Ralph Lauren for years. She said she was told she was too "fat." Fashion industry experts say that the size of "sample" garments given to models to wear in ads is getting smaller and smaller, meaning that models must be ever thinner. Even then, most models' photos still get additional editing to digitally remove more weight, zits, wrinkles, or other "imperfections."

Emily, 11
Texas

Girl-Caught!

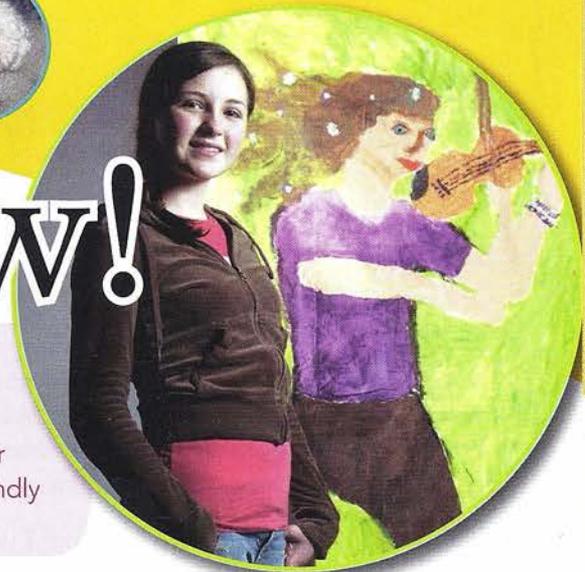
This is **GIRL-CAUGHT!**
It disrespects girls & women
STOP IT!
newmoongirls.com

This is **GIRL-CAUGHT!**
It respects girls & women
THANK YOU!
newmoongirls.com

1. Come to the NMG Girl-Caught page at www.newmoon.com/girl-caught to get a red sticker to place on disrespectful images, or a green sticker for images that are respectful and empowering for girls and women. Share your stickered image at our Girl-Caught area! You also can email your stickered image to friends and family, and to the company that made the image.
2. You can print free stickers at our Girl-Caught area to place on a printed or scanned image. Mail it to the company and tell them why you do or don't find their image respectful. Ask an adult to help you find out where to email or mail your stickered image. You often can find the person or office who receives customer complaints and comments at the "contact us" area of the company website.
3. Share the Girl-Caught campaign with anyone you know who cares about girls and women. Thanks for being a Girl-Catcher!



Throw An Art Show!



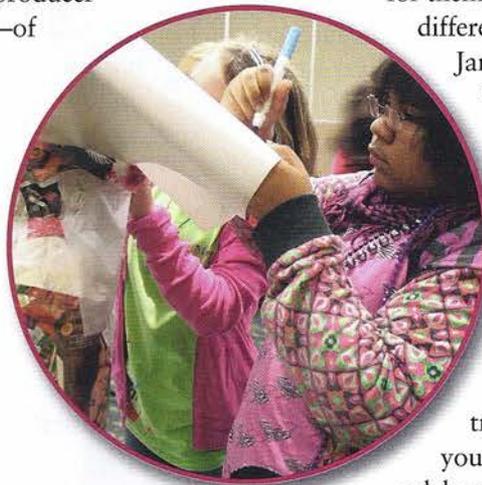
Drawing, painting, making collages, sculpting with clay—there are so many ways to express yourself through art! Why not gather some friends who love to make art and share wonderful girl work in an art show in your backyard or local library? Whether you stage an exhibit or not, try expressing your inner beauty through art—that's what Project Girl girls do. You can show girl-unfriendly marketers that there are much better ways to show a girl's true beauty.



“Girls want to do something about how the media makes them feel bad about their unique inner beauty,” says Kelly Parks Snider, an artist, author, and co-founder—with video producer Jane Bartell—of Project Girl (projectgirl.org).

“When you display your work at a school or library, you're part of an activist process. When friends and family come to enjoy your work and you can talk about what you think, you're taking leadership to solve this problem.”

For more than 10 years, Project Girl workshops have helped thousands of girls create art that sometimes says what words can't express. “Some topics are hard to talk about, so art can express feelings and opinions,” notes Kelly. Making art also can help girls work through problems and questions. “Girls are aware of the pressures of not being ‘good’ enough, but sometimes they aren't yet able to realize why they feel the way they do,” says Jane. “But when they're clued into what's behind much of the marketing and advertising aimed at girls, they can make their own statement about how they feel and what beauty really is.”



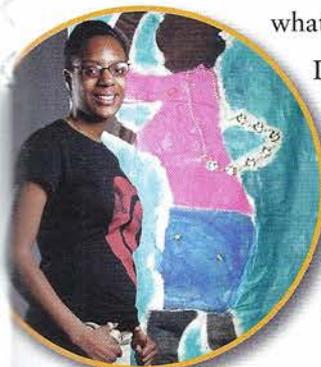
Some girls at the workshops create life-size self-portraits, tracing each other's body outlines on long rolls of paper. They fill those outlines with images of what makes them happy. Girls also make body sculptures and create clothes for them. “Body sculptures demonstrate that we all have different bodies and we all develop at different times,” Jane says. “We ask: Who gets to define what a body ‘should’ be?”

Project Girl participants who now are older are doing activities with younger girls at their schools, colleges, or workplaces. Middle-school girls who've gone through the program now help other girls make art and put on shows. Kelly has created a picture book for younger girls, *Zilly*, about an adventurous flyer and her friend, Mingle. A New York Girl Scout troop is using *Zilly* to reach out to young Girl Scouts with a message of celebrating their true selves.



Art Show 1-2-3

- Invite friends to be part of your art show—tell them that any kind of art is OK and that no one needs to be an “artist” to participate. Ask them to put a few thoughts about their art on a card to display by their work if they're not ready to talk about it at the show.
- Decide on a home (or garage or sidewalk) location for the show, or ask to have your show at a local school, library, or community center. Ask everyone to bring potluck snacks and drinks. Spread the word about the art show to friends and family, or local media.
- Enjoy! You'll not only have fun, but you'll help bring about change by showing the world inner-beauty art created by girls.



During the workshops, girls might work on a collage, pasting magazine images or other pictures and objects on a large piece of paper. “We ask girls to use anything that helps them tell their story,” says Jane. “Maybe it's from your younger self, when you were thinking about who you ‘should’ be or look like.”