

News-worthy Trends

Women Encouraged To Take A Stand Against Fat Talk

(NAPSA)—Fat Talk is contagious, and it's weighing women down. Whether sparked by an unflattering photo or shopping for jeans, the negative comments women make about their own bodies and others' can be a destructive and significant barrier to weight management success.

Special K® has proven that positivity is the key to weight management success¹, but a 2011 issue of *Psychology of Women Quarterly* found 93 percent of women Fat Talk. Unfortunately, Fat Talk is embedded in everyday conversations. In fact, while most women reported that they engage in Fat Talk, they also said they don't try to stop or change the conversation. Additionally, 62 percent of women say they feel compelled to engage in Fat Talk about themselves when they hear other women doing so.

As women strive to get back on track with their weight management goals after the holidays, world-renowned supermodel, actress and businesswoman Tyra Banks is empowering women to embrace a positive approach to weight management and helping to shift the conversation.

"I know firsthand how much criticizing your body negatively affects self-esteem, but as a role model, I try to maintain a positive



Women can maintain a positive attitude and healthy approach to managing weight.

attitude and healthy approach to managing my weight," says Banks. "That's why I'm excited to partner with Special K to help empower women to not only feel confident about their bodies, but also to remove those negative thoughts and show them how to employ tips and tricks to make their least-liked physical attributes look better."

Women can visit www.FightFatTalk.com to help SHHHut down Fat Talk (#FightFatTalk). Women can also learn more about the Special K Challenge and kick-start their weight management goals with a variety of delicious food options from Special K.

¹ Edelman Berland Special K Study "Positivity and Weight Management: A Look at the Gains," Sept. 2012

² Impulse Research Corp, Kellogg's Special K Resolution Fat Talk Survey 2013