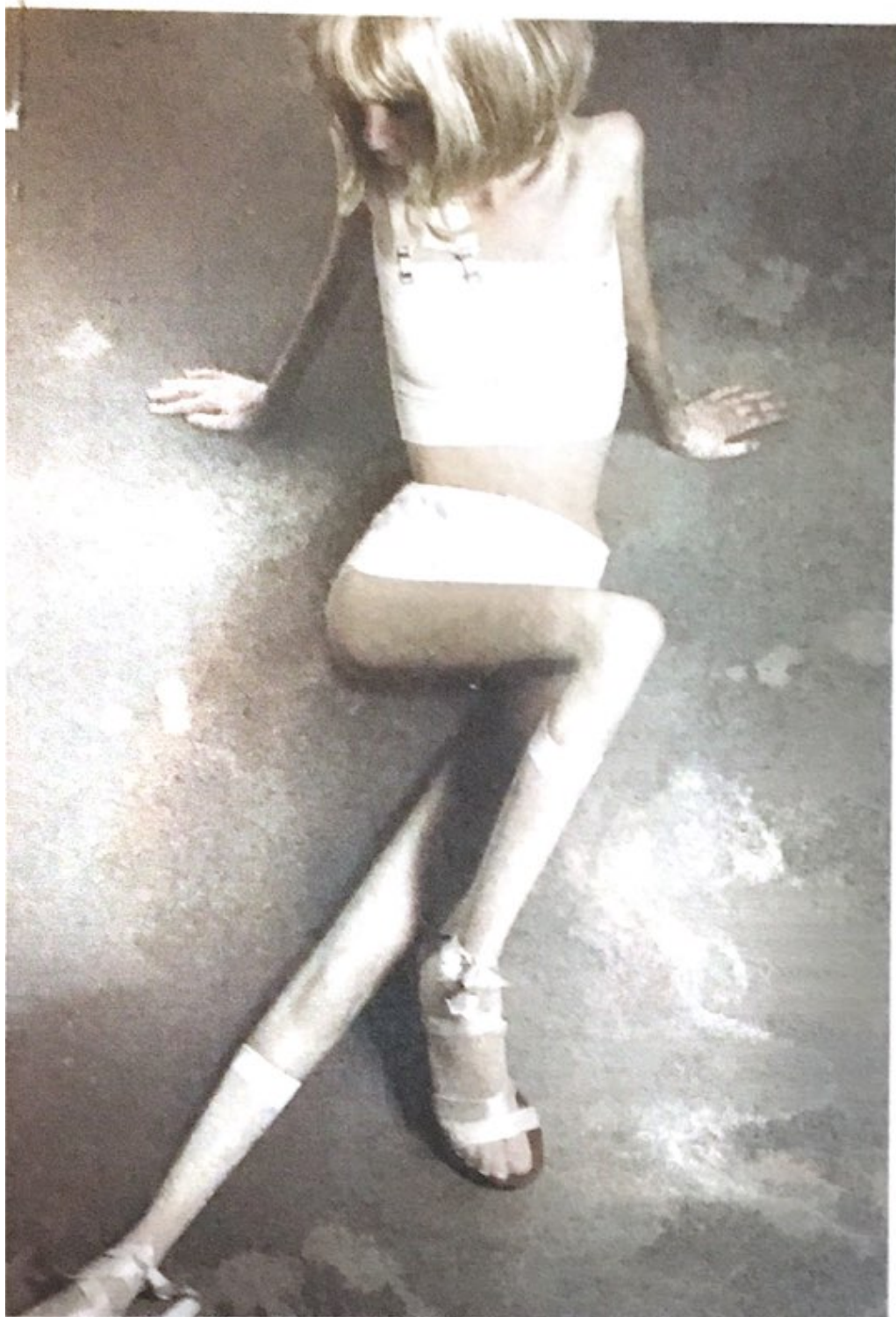


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Who grows your food? How far does it travel to get to your table? Who prepares and cooks it? How quickly or slowly do you eat? Do you find yourself eating too much, too little? Do you eat alone, with strangers or with loved ones? In the car or at the table?

Spain Bans Body Image Ads

Spain is stepping up to the plate to take a swing at cult-of-the-body commercials.

Ads for plastic surgery, slimming products and some beauty treatments will be banned from the airwaves during the day and in prime time. They will be allowed only after 10:00 p.m. — a hit the Spanish government believes will help check the spread of anorexia and bulimia. Advocates have successfully argued that these ads coerce young women into believing their worth depends entirely on their weight or looks, a belief the Spanish government does not want to support.

Spain began its body image crusade in 2006, making it impossible for underweight "heroin-chic" models to find work during Spanish fashion week. This action mirrors other European initiatives to promote a positive body image. There are now mandatory minimum BMI standards for runway models across the UK, and France has completely banned advertisements for breast augmentation, facelifts and all other plastic surgery.

Chris Urquhart