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(Re)learning to Love Ourselves

Patty Martinez
Chapman University

Claire Tafoya
Chapman University

Madison Mercer
Chapman University

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(Re)learning to LOVE
OURSELVES

A zine about
re defining beauty
ideals, learning self
love, & practicing
self care by:

Patty Martinez
Claire Tafoya
& Madison Mercer

WMST 101
Spring 2018
Chapman University

The Beauty Myth

Naomi Wolf

Naomi Wolf's article, "The Beauty Myth," explores the way women are guilted and named into spending exorbitant amounts of time, money, thought, and energy on adjusting our physical appearance to fit the ~~our~~ mythical norm of what women are "supposed" to look like, feel like, etc. She argues that this is done in order to distract women from things like politics, advancing in the workplace, and doing other things that men find threatening (existing - lol). The beauty myth tells a story... a false one, that it is universal and there is 1 way to be beautiful. First of all, you must be fertile! In fact this ideal is unattainable - hence beauty "MYTH!" Women go their entire lives investing so much of into cosmetics & dieting and may never achieve the mythologic

beauty & WOC

bell hooks described the Western beauty standard as being "weed-thin, dyed-blond women looking as if they would kill for a good meal." Even with such a rigid ideal of beauty, very few women actually fit this description. Does that mean that only a small portion of our society is beautiful? No! This unattainable standard is especially harmful for WOC who can never attain whiteness, which sits at the core of Eurocentric beauty. Women of color internalize this notion that "light is right" (Cherrie Moraga) and develop a sense of self-hate that can be prevented.

bell hooks



is an African-American author, feminist, and social activist. her writings are centered around the intersectionality of race, gender, and capitalism. In chapter 6 of her book, Feminism is for Everybody, hooks talks about the way the media shores the image of "weed-thin, dyed-blond women" down

onproar.com

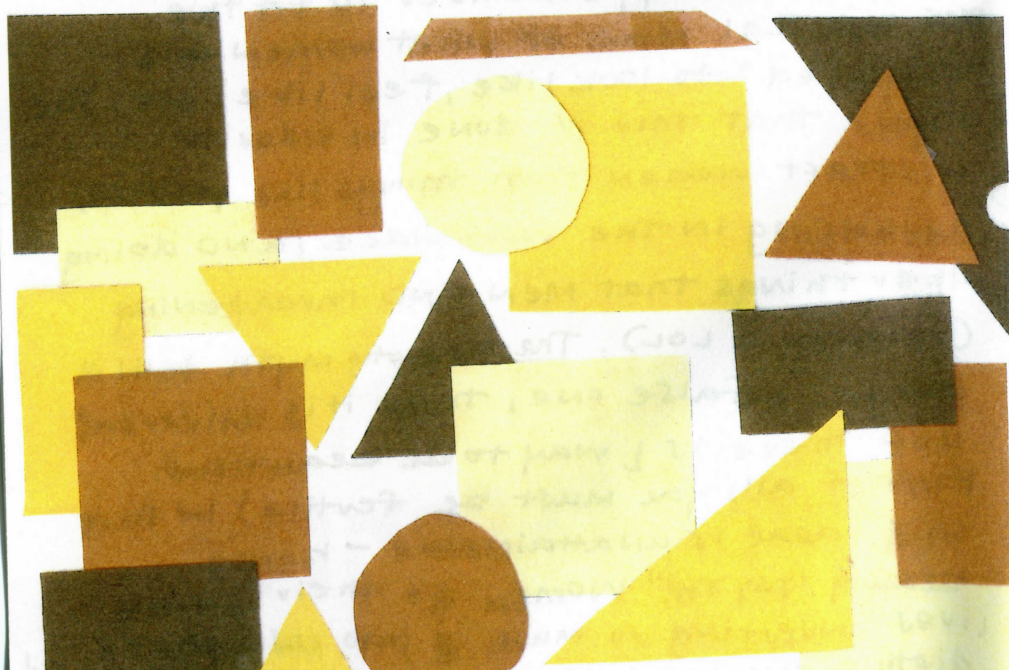
our throats leading us to believe that this is what we should aspire to. This can lead to deep internalized racism ^{self-hate}

Cherrie Moraga



wikipedia.

is a Chicana feminist, poet, essayist, and playwright. her writings explore the intersectionality of gender, sexuality, and race in the lives of women of color. In her article, La Guèra, she identifies the fact that her fair skin has granted her with much privilege given the Eurocentric standards of beauty of our society. In our society, when WOC are unable to conform to these standards we are viewed as "less than."



Why is your body the
BEST place to be?

"It's home." - Julie, 25

"Because it's
ME!" - Summer, 29

"It's the only
one I've got."
- Vicki, 45

"My body is uniquely mine,
no one else has the same
face, or body." - Yvana, 19

"It's my own.
I know every
inch and crevice
of it." - Cristina, 18

"This body carries
my SOUL." - Patty, 50

"Helps me do anything
and everything I need to
do." - Kate, 28

"It has traveled with
me through life and
is living proof of my
story." - Kylie, 29

"Because my body will be
with me for the rest of
my life." - Marlana, 19

"My creativity and imagination
can go on for days." - Maya, 19

"Because I am
comfortable in
it!" - Alyssa, 14

"Even though I can be
hard on myself, at the
end of the day, it's my
body and I have to love it."
- Lauren, 19

"Because I don't
have a choice." -
Vanessa, 33

"It gives me a sense of comfort." - Britney, 21

When do you feel the most
BEAUTIFUL?

"After washing my face." - Maya, 19

"When I'm wearing
makeup and going
out with friends."
- Lauren, 19

"After working
out hard!" -
Patty, 50

"When I have
mascara on."
- Britney, 21

"When I feel happy... with
my makeup done... On a
good selfie day" - Yvana, 19

"On days when my
eczema is clear." - Vicki, 45

"Bring active."
- Kylie, 29

"Mornings."
- Marie, 49

"Every day." - Vanessa, 33

"When I am dressed
up, with makeup on."
- Marlana, 19

"After I get ready
in the morning."
- Kate, 28

"When I'm in
an outfit that
I love." - Julie, 25

"When I'm told I'm beautiful.
I tend to only believe I am
when reassured by other
people." - Cristina, 19

What makes ME BEAUTIFUL?

A LIST by Patty Martinez, 18

① my creativity

my hairy arms ②

③ my determination

my love 4 learning ④

⑤ my strength
(mental, emotional & physical -
i can squat more than my
bodyweight :))

my loyalty as a friend ⑥

⑦ my open mindedness

STOP THE NEGATIVE

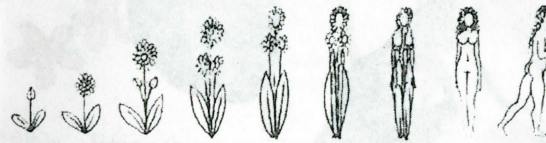


SELF-TALK

source: resinart24.com

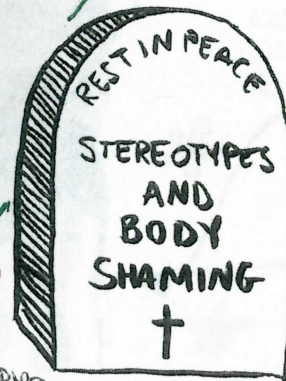
ADMIRE
SOMEONE
ELSE'S
BEAUTY
WITHOUT
QUESTIONING
YOUR OWN.

source: positivebodyimage.tumblr



"and i said to my body. softly. 'i want to be your friend.' it took a long breath. and replied, 'i have been waiting my whole life for this.'"

source: psychologyofeating.com

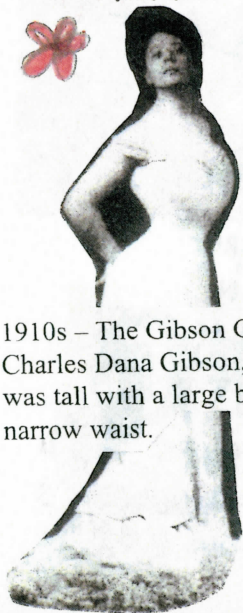


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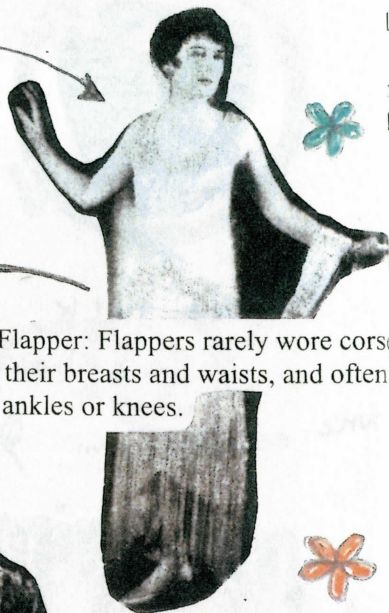


Start

Body Ideals



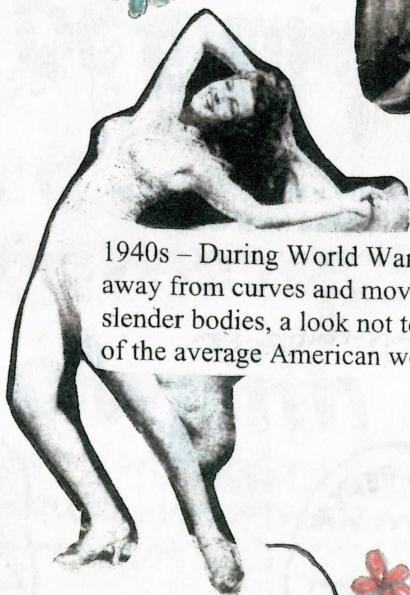
1910s – The Gibson Girl: The creation of illustrator Charles Dana Gibson, described the figure as a was tall with a large bust and wide hips but a narrow waist.



1920s – The Flapper: Flappers rarely wore corsets downplaying their breasts and waists, and often showed their ankles or knees.



1930s – There was an emphasis on waists and hips, flaunting figures through close-fitting dresses.

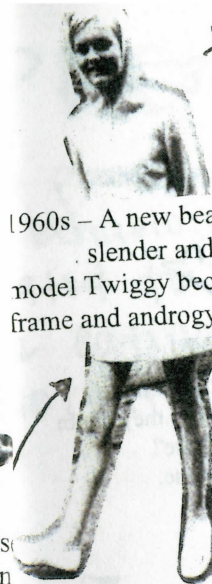


1940s – During World War II the ideal moved away from curves and moved towards healthy, slender bodies, a look not too far away from that of the average American woman.



1950s – Sex symbols of the 1950s, like Marilyn Monroe, known for their long legs and busty hourglass figures.

1960s – A new beauty ideal arose in the slender and long-legged. High-fashion model Twiggy became famous for her petite frame and androgynous look.



through out history

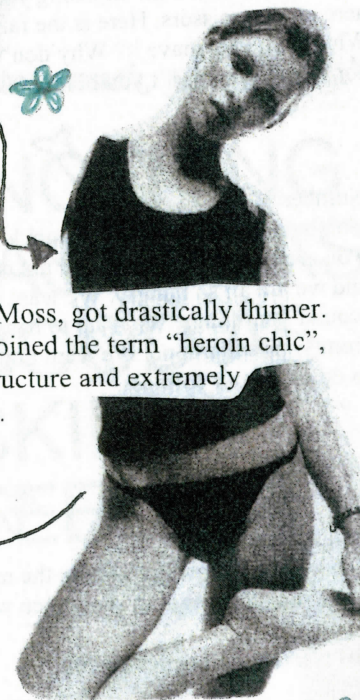
1970s – The ideal 1970s beauty was tanned skin with a slim, toned body. The athletic look was to be minimal or “natural” makeup, like Farrah Fawcett.



1980s – Being thin was ideal; being thin and strong was even better. Actress Jane Fonda was the face of the fitness craze and the epitome of the “hardbody” with her aerobic exercise videos.



1990 – Models, like Kate Moss, got drastically thinner. Calvin Klein campaigns coined the term “heroin chic”, pale skin, angular bone structure and extremely thin limbs were in fashion.



today

2000s to 2010s – This was the era of Victoria Secret models. The ideal was to have a tall frame, thin, long-legged,



Ana by Sierra DeMulder

Number 1:
I would never speak to a child
the way I speak to myself.

Number 2:
There is nothing empowering about lessening
yourself.
You are a vanishing act. Your body, the magic hat,
pulling out nothing. Your body is a clothing rack,
your body is my favorite sweater shrunk in the
drying.

Number 3:
Less is more less is more less I know
more less I know more or less how to love myself.

Number 4:
Hair loss is a side effect of bulimia.
If you are so hell-bent on losing your hair,
here are the scissors. Here is the razor.
Why don't you shave it? Why don't you
donate it? Why don't you braid me a fucking scarf?

Number 5:
You beautiful martyr. You knuckle-kissing saint.
You are a mother bird and we are all your children
and we are all so hungry. We want to see a staircase
around your lungs. We want to hang ornaments
from your collarbone. We want nothing
to do with your softness.

Number 6:
They don't show big girls in the magazines
like they are afraid to show men what childbirth
looks like.
It is too real, it is too bloody.

Number 7:
Dear First World,
what a privilege it is to hate our bodies.

Number 8:
Ana, when your loved ones
carry your coffin, will they doubt
there is a body in there?
Like an empty suitcase.
A silent instrument.

Number 9:
I too have pulled at my torso.
I too have imagined hemming my body.
I suck it in. I suck it in. I turn off the light
before I let him love me.

Number 10:
Ana, imagine yourself as a little girl.
Tell her she is not good enough. Tell her
she is ugly. When she comes to you hungry
do not feed her.

Number 11:
Your body is not a temple.
Your body is the house you grew up in.
How dare you try to burn it to the ground.
You are bigger than this.
You are bigger
than this.

Number 12:
Dear Ana,
you are swallowing yourself.
Your voice is so small.

PRO-ANA communities:

promotion
behaviors
ated to
e eating disorder
orexia nervosa.

resist food.

Calories scare me

I got fat and disgusting

lose weight.

I hate the way I look.

Eating made me want to c

source: tumblr

just need to lose more weight.

need to be skinnier

'You've eaten too much, you fat pig.'

"NOTHING
TASTES AS
GOOD AS
SKINNY
FEELS"

source:
christoph
lee savv
tumblr.c

Hungry?
ave a bottle of water
Still hungry?
Eat an apple
Still hungry?
oo bad You need to

source: be skinnier

Next time you're about to loose comb
Do you want hipbones on a pizza?

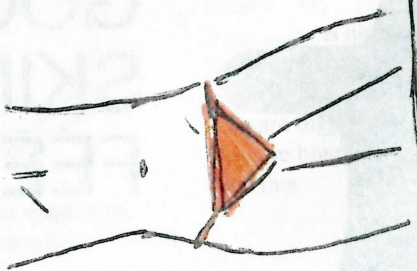
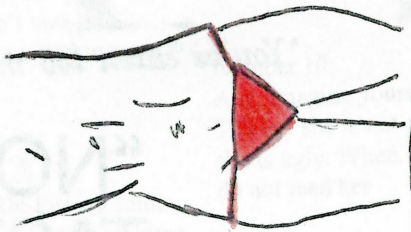
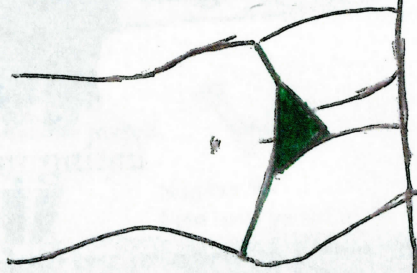
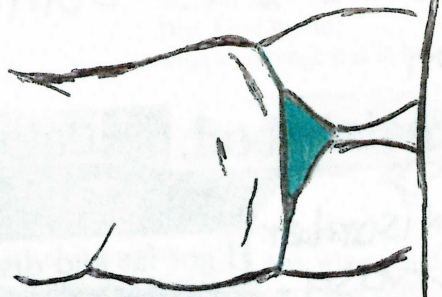
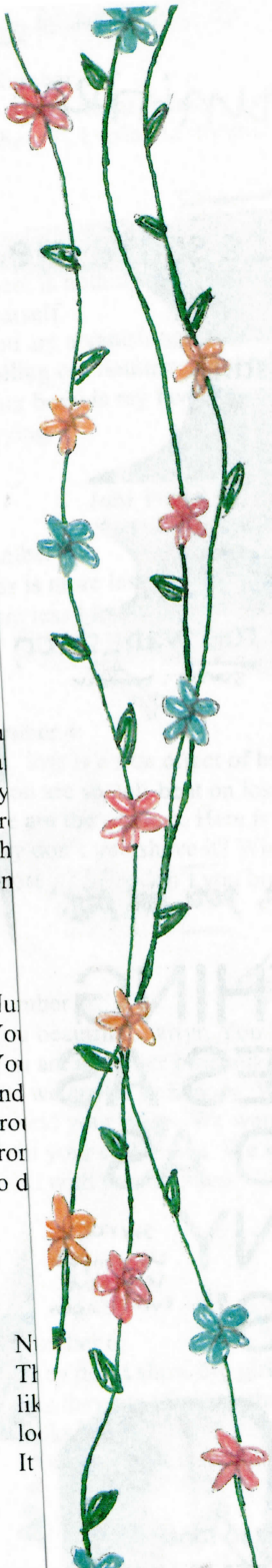
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BODY

THERE IS NO WRONG WAY TO

it is a trillion-dollar industry that would collapse if we believed we were beautiful enough ALREADY." -Yupi Kaur



And I said to my
body, softly, "I want
to be your friend."

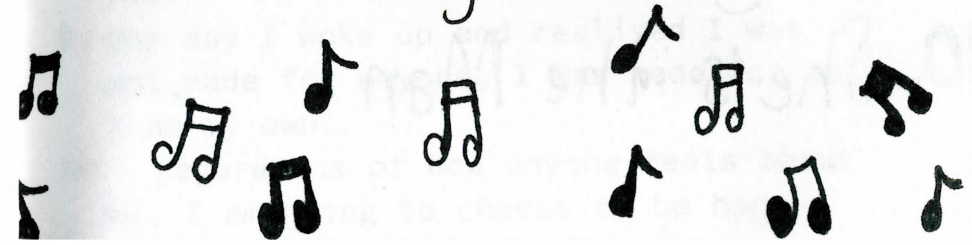
It took a long breath,
and replied, "I have been
waiting for this my whole
life." - Nayyirah Waheed



10

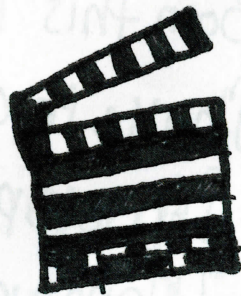
kick-ass songs
about **Self-love**

1. Beautiful - by Christina Aguilera
2. Flawless - by Beyonce
3. Shake it Out - by Florence + The Machine
4. F**kin Perfect - by P!nk
5. Love Myself - by Hailee Steinfeld
6. Feeling Myself - by Nicki Minaj
7. Born this Way - by Lady Gaga
8. Shake it Off - by Taylor Swift
9. Skyscraper - by Demi Lovato
10. Woman - by Kesha



10 movies about Women empowerment

1. Wonder Woman
2. Madmax: Fury Road
3. Mulan
4. Trainwreck
5. Hidden Figures
6. Legally Blonde
7. Erin Brockovich
8. The Help
9. Easy A
10. She's the Man



10 Morning Reminders


• Pick a few and read them every morning

1. You yourself, as much as anybody in the entire universe, deserve your love and affection
2. You are exactly who you're supposed to be.
3. It's not selfish to love yourself and take care of yourself, it's a necessity.
4. Be yourself, there is no one better.
5. Don't rely on someone else for your happiness.
6. You can't pour from an empty cup, take care of yourself first.
7. You are allowed to be both a masterpiece and a work in progress simultaneously.
8. In order to love who you are, you cannot hate the experiences that shaped you.
9. One day I woke up and realised I was not made for anyone, I was made for me. I am my own.
10. Regardless of how anyone feels about me, I am going to choose to be happy


Things to do when you're Upset

My mom always said to me, "You have good Seasons, and you have bad Seasons. You can't have one Without the other." Here's to the girls in their bad Seasons.

1. blast your #1 Favorite Song at least six times.


2. Sit in the Sun for twenty Minutes 


3. Call your best friend, tell them you love them.


4. Eat your favorite icecream, don't give a shit about the calories 

5. Cry it out, you'll feel better

6. Watch your favorite movie

7. Change your sheets 

8. Write about it, write about exactly what is wrong. 

9. Realize it's a temporary feeling. 

How do you
define
beauty?

Once we all stop
buying into the
BS, we'll be that
much more "free"