

Beauty & The Beast

Canfitpro Vancouver Fitness Expo 2018

Presented by: Tiffany Moffatt

Canfitpro Protrainer FIS, PTS, PFS, Freelance Fitness Writer

Blog: <http://tiffanysbeyourbest.blogspot.ca>

Instagram: @joyebody

Facebook @tiffanysbeyourbest

Email: tiffmoff@shaw.ca

604-868-7724

“We need to redefine health in ways that have nothing to do with beauty,” Lyndsay Kite, Beauty Redefined.

1. The Beauty Industry

- Exposure to media
- Photoshopping
- The Impossible ideal
- Size what?

2. The Beast

- This “beast” is no beauty
- Crisis of confidence
- Epidemic levels of inadequacy

3. The Fitness Industry-Partner in Crime

- One “narrative” on bodies and health
- “Exclusive Club” mentality of belonging
- Bikini-ready=household word
- Body shaming
- Intimidation factor

4. Enter Social Media

- Social media exposure
- All fitness leaders have a voice and a platform
- #fitspiration, #thinspiration

5. The Science

- Stephen Blair, University of South Carolina

- Linda Bacon, Health At Every Size

6. An Open Letter From The Fitness Industry

- MEC CEO David Labistour
- An Open Letter from Fitness Leaders
- Creating Conscious Change
- #bodypositive

7. The Change Leaders

- Taryn Brumfitt
- Louise Green
- Sport England
- Women's Health Magazine

8. Be An Agent of Change

- Make fitness inclusive
- Representation of diversity in your "branding"
- Make fitness joyful
- Shift focus from weight loss to body positive training
- Nutrition talk not diet talk
- Listen to your own language
- Perfection Detox

"My body is an instrument, not an ornament." Lindsay Kite, Beauty Redefined.