

RADICAL 4-WEEK 'MAKEOVER' CHALLENGE SET TO TRANSFORM AUSTRALIA'S WEIGHT LOSS INDUSTRY **Body Image Movement's Taryn Brumfitt tackles fad diets with her own solution**

EMBARGO MARCH 2018: Australia's \$7 billion weight loss industry is in jeopardy if Taryn Brumfitt's newly launched 4-week makeover challenge proves successful. The Australian who founded the global Body Image Movement and has been profiled by the world's top media outlets says the unique challenge will completely flip everything you know about weight loss. ***The Embrace You 4-Week Challenge*** began test marketing with 1,057 women in December 2017 and the early results would make any fad diet promoter green with envy - 98.8 per cent of course participants claim they have seen a dramatic improvement in their body acceptance.

"Why does every woman have to change her appearance in order to fit the ideal norm?" asks Taryn Brumfitt. "Failing to meet this norm puts unnecessary stress on all of us. Imagine if you could simply flick a switch that changed your mindset so you could start loving your body the way it is. With no guilt, stress or self-loathing, you could start leading a happy and healthy life on your own terms."

The Embrace You 4-Week Challenge teaches life-changing, practical solutions that show you how to **Love and Embrace** your **Body**, while training you to tune out the **toxic messages** that lead to body dissatisfaction. Throughout the ages, advertising has purposely made women question their bodies, and in doing so doubt their self-worth. Advertising's sole purpose is to brainwash you in to thinking their product or service is the only solution to your happiness.

"Advertising has a lot to answer for," says Taryn. "The average US 12 year old is bombarded with over 77,000 ads that force her to feel inadequate about her body, and Australia is not that far behind. The toxic waste that is weighing down the self-worth of every single woman in Australia needs to be exorcised like a demon. I've lived through this and, after travelling through the world and speaking to countless experts, have developed the tools that can help women escape."

Taryn also covers the damaging effects of social media, where women unfairly compare themselves to supermodels, photo-shopped reality stars, and Instagram influencers. "It's crazy, even our friends feel it's essential to put forward a 'highlights showreel' of their life these days, which often includes doctored images courtesy of mobile phone apps and filters. Nothing is real anymore. In fact, 86.3 per cent of all cosmetic procedures in the world are carried out on women!"

Dr Emma Johnston, A Clinical Psychologist who specialises in body image, believes that women need to change their mindset about the "ideal" body image. "I work with countless women who have spent their lives blaming themselves for their diets not working. We continually hear about the obesity epidemic and yet we know the profits of the diet industry grows year by year and people continue to struggle with poor body image and devastatingly low self-esteem. With "Embrace You" comes a transformation program that involves neither diets nor scales, but instead the strategies to enhance our body image, self-esteem and thereby our overall health and well-being."

For the women out there who want to embrace their body, Taryn Brumfitt has a message for you: "If you want to be more confident this summer at the beach, or if you're a mother who wants to be a role model for your children to embrace their bodies, or simply tired and exhausted of just hating your body, I implore you to throw your faith behind the ***Embrace You 4-Week Challenge***. It could be the most important decision you ever make.

The Embrace You 4-Week Challenge. For more information or to register as a participant, visit embraceyouonline.com

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ABOUT TARYN BRUMFITT AND THE BIRTH OF THE BODY IMAGE MOVEMENT

After the birth of her third child Taryn Brumfitt became obsessed with regaining a pre-pregnancy figure and began a punishing weight-loss and exercise regime that culminated in competing in a bodybuilding contest. But despite having what society would claim was the perfect figure, she was desperately unhappy and decided to return to a more relaxed regime. One day she posted an online before-and-after picture, with a twist. The before picture was her at her thinnest, the happy after shot was Brumfitt as she was, carrying a few pounds yet content. The post went viral and caused a sensation globally.

"I thought it might help people but the response was mind-blowing," she says. "It went viral and became this internet sensation and suddenly I found myself doing interviews with the world's biggest media outlets and talking about how women see their bodies."

Brumfitt soon realised the media interviews were only scratching the surface. She started up the Body Image Movement to provide a forum for discussion but still wanted to do more. "I was hearing from all these women from all over the world and I knew this was a subject that needed a bigger platform so I nonchalantly thought, 'Oh, I know, I'll make a documentary, how hard can that be?' Embrace the documentary has now galvanized the global Body Image Movement."

Taryn Brumfitt's media and speaking circuit appearances

[Good Morning America](#), [NBC Today Show](#), [Sunrise](#), [Today](#), [LA times](#), [The Washington Post](#), The Project, Sunday Night, [Glamour](#), [Cosmopolitan](#), FOX News, [The Daily Mail](#), [The Huffington Post](#), [BBC Breakfast](#), [Stern TV](#) (Germany's #1 TV show), [The Doctors](#) (CBS), CNN, [The Guardian](#), Vogue, [TEDx talk](#), UN Women (United Nations), [Amy Poehler's Smart Girls](#), The Geena Davis Institute, [Canada BT Breakfast](#)

FEEDBACK FROM PARTICIPANTS OF THE EMBRACE YOU 4-WEEK CHALLENGE

"I stopped weighing every morning. I never thought that would happen. I have six years of spreadsheets recording my weight. I'm focusing on activities now, rather than a number on the scale." **DEBRA BALLENTINE - UNITED STATES**

"I purchased my first pair of bikinis since having my son 10 years ago and after the first few pathetic attempts to wear them at the beach I now stand in full view for the world to see... happy and proud." **CHANTAL DE WINTER - AUSTRALIA**