

YOUR GUIDE TO  
SELF-LOVE IN A  
"PICTURE PERFECT"  
WORLD

# HEALTHY is the new SKINNY

KATIE H. WILLCOX

## HEALTHY IS THE NEW SKINNY

Your Guide to Healthy Body Image in a  
Picture-Perfect World

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**International model Katie H. Willcox shares shocking truths about the beauty and modelling industries, and offers tools to real wellness and body acceptance.**

### DESCRIPTION

In *Healthy Is the New Skinny*, international model **Katie H. Willcox** offers a breakthrough approach to developing a healthy sense of self in a world that profits from keeping us insecure. Katie has gained a unique insider's view into the false world of advertising and the tragic effect it is having on girls' and women's body image and overall self-esteem. By exposing the deceptive practices used in the fashion and advertising industries, sharing inspirational stories from her own life as well as those of girls and women she has coached, and passing along lessons hard learned from being a flawed human being in a perfection-obsessed society, Katie provides the insights and tools to help females of all ages stop absorbing the incessant negative messages and rebuild a healthy self-image starting right now! This book tackles the 'skinny' beauty ideal that keeps girls and women feeling small and searching for purpose. This holistic approach to healthy body, mind and soul will challenge and inspire multiple generations to rise up and take action to achieve true beauty: health, happiness and a love for themselves and one another.

### SALES AND MARKETING

- The topic of body image is extremely popular at the moment and is receiving a lot of media coverage. Katie's message is very timely and her experience of the modelling industry makes her a knowledgeable and trustworthy spokeswoman on this topic.
- Author has a strong social-media platform, which is very popular with young women, with 104K Instagram followers and 207K Facebook fans.
- Katie has extensive media connections from her decade-long career as a model, manager and body-image activist.
- *Healthy Is the New Skinny* is already a strong brand with a diverse clothing line and a widely used body-positivity hashtag of #healthyisthenewskinny.
- Katie and her work with *Healthy Is the New Skinny* have been featured in *Marie Claire UK* and many media outlets in the USA including *Shape* magazine, *People Magazine*, *Teen Vogue*, *Fox News*, *MTV News* and *ABC News*.

### AUTHOR BIOG

**Katie H. Willcox** is an international model, body-image activist and founder and CEO of the modelling agency Natural Model Management Inc. She is also founder of *Healthy Is the New Skinny*, a company dedicated to promoting healthy body image through positive social media outreach as well as workshops and presentations focusing on girls and young women. Katie offers Re-Model Me workshops at high schools and colleges to teach girls how to see through media manipulation and rebuild their self-esteem and sense of worth.  
[www.healthyisthenewskinny.com](http://www.healthyisthenewskinny.com)

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