

## **Counseling Centers for Human Development, Inc.**

*201 Lincoln Avenue East*

*Cranford, NJ 07016*

*Tel: (908) 276-0590*

*Fax: (908) 276-6769*

*Email: cchd201@aol.com*

*Website: www.cchdnj.org*

*211 Elton-Adelphia Road  
Freehold, NJ 07728  
(732) 462-9744*

*201 Lincoln Ave., East  
Cranford, NJ 07016  
(908) 276-0590*

*509 Main Street  
Toms River, NJ 08753  
(732) 473-0044*

### **“Mad About” the New Moto Jeans**

“We’re mad about” the insensitivity of Bloomingdale’s and the blatant disregard for the millions of young Americans who struggle with eating disorders. Of those who suffer, 90% are adolescents and young women; 20% actually die from the disorder. To many young women, the emaciated waif in the ad for Moto jeans represents a cultural standard for beauty, which they believe they are unable to achieve. The androgynous look of the model is in stark contrast to the over-sexualized copy and setting.

Bulimia and anorexia are serious illnesses. Naturally, our society’s emphasis on thinness is not the only cause. It has been demonstrated that issues with eating are also related to women’s painful choices of methods to deal with traumas, such as: sexual abuse, sexism, violence, racism, classism, and chaotic family situations

Almost 60% of teenage girls would like to lose weight. The self-starvation geared to achieve a thin waifish or even boyish appearance causes the young woman to lose total control over her relationship with food and her body. Consider some of the medical consequences of eating disorders; heart problems, amenorrhea, kidney failure, development of fine body hair, muscle atrophy, electrolyte imbalance, dental problems, throat, esophagus and stomach problems.

As a therapist and parent, I am shocked by the ad you ran. We will be sending copies of the ad and my comments to schools, colleges, organizations, doctor’s offices and eating disorder facilities. I hope Bloomingdale’s and the New York Post will evaluate the possible damage before ever printing another tasteless and potentially destructive advertisement.



**Linda Van Fossen, MA, LPC**  
**Executive Director**