

“Get Real Barbie” Fact Sheet*

The “Get Real Barbie” was created by the South Shore Eating Disorders Collaborative (SSEDC) to raise awareness during National Eating Disorders Awareness Week, a week sponsored each year by the National Eating Disorders Association (NEDA) the last week in February, regarding body image, the media and the unrealistic beauty ideals set by pop culture. By sharing this “Get Real Barbie” with the public a dialogue can begin about the unrealistic media images that often lead young people to diet and exercise in dangerous and unhealthy ways. Those who diet are eight times more likely to develop eating disorders and eating disorders can be fatal. Women come in all different shapes and sizes and the SSEDC and NEDA wants to help young women throughout Boston “get real” information, “get real” expectations and “get real” help.

- ✓ There are two Barbie dolls sold every second in the world.
- ✓ The target market for Barbie doll sales is young girls ages 3 – 12 years of age.
- ✓ A girl usually has her first Barbie by age 3, and collects a total of seven dolls during her childhood.
- ✓ Over a billion dollars worth of Barbie dolls and accessories were sold in 1993, making this doll big business and one of the top 10 toys sold.
- ✓ If Barbie were an actual women, she would be 5’9” tall, have a 39” bust, an 18” waist, 33” hips and a size 3 shoe!
- ✓ Barbie calls this a “full figure” and likes her weight at 110 lbs.
- ✓ At 5’9” tall and weighing 110 lbs, Barbie would have a BMI of 16.24 and fit the weight criteria for anorexia. She likely would not menstruate.
- ✓ If Barbie was a real woman, she’d have to walk on all fours due to her proportions.
- ✓ Slumber Party Barbie was introduced in 1965 and came with a bathroom scale permanently set at 110 lbs with a book entitled “How to Lose Weight” with directions inside stating simply “Don’t eat.”

For more information, call the South Shore Eating Disorders Collaborative at 508-230-1732 or visit the National Eating Disorders Association at www.nationaleatingdisorders.org.

* Source: *Body Wars*, Margo Maine, Ph.D., Gurze Books, 2000.