



## New Program

# My Mother, My Body, My Self-Image

“Beauty is more than skin deep; it’s womb deep.”  
--Mary Marcdante



### OVERVIEW

“In the ten years I spent as a professional image consultant, I worked with over 6000 people, mostly women, in private or small group sessions.

My mission was to help people, in particular women, project a more positive, powerful, and elegant image. At least half of these meetings included adult daughters and their mothers. Sometimes Grandma was included, and often Aunt Jane and Cousin Julie.

Our time together always started off with a discussion of the superficial aspects of appearance and how to improve it (what color lipstick to wear based on your “season,” how to make foundation last longer, how to look ten pounds slimmer) and often ended with profound conversation on the emotional and societal implications of body image and aging (feelings of loss and depression after a mastectomy, the shame in being overweight, being discriminated against for being heavy, beautiful, not beautiful enough, or too old).

If we were lucky enough to get to the deeper issues and speak of them in a curious, nonjudgmental, and compassionate way, there was more laughter, honesty, intimacy, and celebration between all of us.” (excerpted from Chapter 3, “You Are So Beautiful – Self Image and Beauty” in *My Mother, My Friend: The Ten Most Important Things To Talk About With Your Mother* by Mary Marcdante)

### PURPOSE

If we ever hope to see our society embrace women of all sizes, shapes, colors and personalities, we must find a way to help women help each other speak in more loving terms of their bodies and to their bodies. One of the first places to start is with yourself and your mother, whether or not the two of you are on speaking terms or she has passed on. There is always something to be learned and shared when women acknowledge their insights, fears, disappointments, joys, and appreciations about their bodies with each other.

### OBJECTIVES

This keynote program will highlight:

- The powerful link between a woman’s self/body image and her relationship with her mother.
- Three myths that prevent effective communication about body image between adult daughters and their mothers.
- Nine questions to answer that identify beliefs that hinder and enhance a positive self/body image and celebrate being a woman.
- Four steps to setting limits and shifting a critical mother or daughter’s comments from your image to her feelings about herself. (This also works as self-talk with one’s own critical voice.)
- The humorous side of body image including one of reader’s favorite stories from *My Mother, My Friend*: “That Toilet Paper Thing You Do with Your Hair.”

### PRESENTER

**Mary Marcdante** is a communication and stress management expert, keynote speaker, author, and media resource. Since starting her speaking and training company in 1980, she has spoken to over 250,000 people around the world and given over 1500 presentations. Her corporate and association clients include Hewlett Packard, National Association for Women’s Health, and Northwestern Mutual Life Insurance. Her healthcare clients include Kaiser, Scripps, Speaking of Women’s Health, Spirit of Women, and Healthcare Financial Managers Association. She is a contributing author to four Chicken Soups books and is the author of *My Mother, My Friend*, published by Simon & Shuster. She spent six years researching *My Mother, My Friend* and interviewed over 400 women and their mothers. Mary has been interviewed on ABC, NBC, Fox, Oxygen, The Discovery Health Channel, and in *Glamour*, *Modern Maturity*, and is the mother/daughter relationship expert for the world’s most popular women’s health website, [ivillage.com](http://ivillage.com).

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