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5th February 2007

BCA BACKS ANTI SIZE ZERO CAMPAIGN

With London Fashion Week just around the corner (12th -16th February) the 'Size Zero' debate continues to rage, and the **British Chiropractic Association (BCA)** is urging those tempted to shed the pounds to **consider the long term damages of being too thin for your own skin.**

Possibly the most extreme celebrity diet to date, 'size zero' has already caused controversy and uproar from across the pond and it looks as if it is set to continue in Britain as more and more young girls aspire to look like human lollipops as demonstrated by the likes of Nicole Richie and Victoria Beckham.

For these the thought of having a waist smaller than 23 inches is a goal but the British Chiropractic Association is urging these impressionable girls to wake up to the realities and to see the extent of the long term damage caused by extreme skinniness.

Rishi Loatey from the British Chiropractic Association explains: "About 40-50% of a female's body weight is made up of muscle therefore going on these extreme diets not only causes you to loose frightening amounts of weight but in doing so you are also losing significant amounts of muscle."

He continues: “Losing muscle mass means the support in vital areas such as the neck may not be enough to hold heavier structures like the head. This can potentially result in changes to posture such as forcing you to hold your head forward which causes the head to feel heavier, putting extra strain on the neck muscles, this can be linked to a number of long term problems such as headaches. In extreme cases significant weight loss can lead to loss of bone density (osteoporosis) and can cause changes to the menstrual cycle as well.”

So as more and more lollipop figured models take to the catwalks next week it won't just be their hair and make up they should be worrying about but the seriousness of what their weight is doing to them internally and the long term damages that could arise consequently.

For more information, or to find details of your nearest BCA chiropractor, visit www.chiropractic-uk.co.uk or call the BCA on 0118 950 5950

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Notes to Editors

Chiropractic is a primary health-care profession that specialises in the diagnosis, treatment and overall management of conditions that are due to problems with the joints, ligaments, tendons and nerves of the body, particularly those of the spine.

*The **BCA** represents well over 50% of UK chiropractors. Chiropractic is a statutorily regulated healthcare profession regulated by the General Chiropractic Council. Members of the BCA must abide by the GCC's Code of Conduct and Standard of Proficiency. The association only accepts graduates who have gone through a minimum four-year full-time internationally accredited degree course at an internationally recognised college of chiropractic education. Chiropractic care offers hands on pain management and focuses on muscles, joints and nerves. Chiropractic is suitable for all ages and can help with a wide range of aches and pains from head to toe. Chiropractors use their hands to 'adjust' or 'manipulate' the spine and joints where signs of restriction in movement are found and can also involve working on muscles. This restores normal function to the affected muscles, joints and nerves allowing the body to then get on with the job of healing itself.*