

it's not size that matters



\$ \$ \$

Don't buy into the
countdown to a rotten
body image fellas

wrinkle free blokes go for 12 inches

by Janine Browne

Well, we knew it had to happen . . . the pressure is now on the blokes to be as toned and wrinkle free and we woman folk. The ad above appeared in, you guessed it . . . the sports pages of the newspaper.

Q10 promises to – “repair the cracks from last night’s innings.”

Interesting how ad campaigns are capitalising on the fact that blokes tend to have a bit of a thing about size . . . and figures (not talking finance either) . . . and sport . . . and scoring (not talking runs and goals here).

The ad above promotes coenzyme Q10—sounds impressive. At Subway you can order a 6 or 12 inch roll—given the choice I think most blokes would opt for 12 inches! Coke branded it’s male equivalent to diet coke - zero 0.

If you’re a bloke and you’re interested in what being too obsessive about your ‘figure’ can do to you, check out article 14 on the Black Dog website ‘secrets’ page. Don’t buy into the countdown to a rotten body image fellas. And remember, it’s not size that matters (think I’ll stop there).