

A SHE-ART PRODUCTION  
In Association with Salmon Pictures

# Beauty Mark

## Body Image & the Race for Perfection

**“I decided to make a film about how beauty is portrayed in our society. What I didn’t expect is that I would have to face my own personal demons along the way. This is my story.”**

**- Diane Israel, Psychotherapist and Producer of *Beauty Mark***

Running Time: 50 minutes

For further information about this film, please contact:

Alexandra Peterson | MEF Marketing Coordinator  
TEL 413.584.8500 ext. 2205 | [alex@mediaed.org](mailto:alex@mediaed.org)

To arrange interviews or speaking engagements, please contact:

Carla Precht | Producer, Co-Director, and Co-Writer  
Diane Israel | Executive Producer and Co-Writer  
[info@beautymarkmovie.com](mailto:info@beautymarkmovie.com)

## PRAISE FOR *BEAUTY MARK*

"A fresh, honest film about self-image and the disconnect between our minds and our bodies. *Beauty Mark* exposes the myriad emotional, cultural, and psychological influences that compel us to measure ourselves against an elusive standard of physical perfection -- sometimes at the price of our own health. Full of wisdom, hope, and humor."

- Lois Dino | Associate director of programming, Jacob Burns Film Center

"In this honest, thoughtful, courageous film, Diane Israel and Carla Precht speak to the seductiveness of the beauty and thinness culture and the dire consequences experienced by those who are taken in by it. With eloquent voices, we hear women and men speak of their difficult, but rewarding, journeys when they choose authenticity and define their lives and their selves from the inside out."

- Dr. Brenda Alpert Sigall | Clinical Psychologist & Director, Eating Disorders Program at University of MD Counseling Center

"*Beauty Mark* is an inspiring and powerful documentary that reveals how difficult it is for many female athletes to have a genuinely healthy, joyful relationship with their bodies. We applaud Diane Israel for telling her poignant story. The movie beautifully reveals the factors that ended her career as a triathlete and the indomitable passion that has enabled Diane to regain her health and her love of athletics and to become the role model she is today."

- Marjorie Snyder | Women's Sports Foundation

"This is one of the most effective and powerful films I have come across in the past 20+ years of teaching high school health. I had a GREAT response to it with my students. The complexity of issues and the presentation of the material provided me with ample opportunities to develop discussions and activities with my students. I am so thankful to have this tool to use with my students. I highly recommend it for high school and college use."

- Nancy Becerra | Health Teacher at Horace Greeley High School

"I was so intensely moved by watching *Beauty Mark* -- I had no words. It hit home with me on many different levels -- as a guidance counselor, daughter, mother, human... It gave me so much to think about and to use every day. I really thank you for sharing it."

- Amy D. | Guidance Counselor at Arlington High School

"The showing of *Beauty Mark* for our professional development day was a spectacular success! Our district superintendent summed it up well: "*Beauty Mark* is a liberation of the soul: It's not just about eating disorders, it's about all of us." Many of the 81 guidance counselors, school psychologists, social workers, health teachers, school nurses, gym teachers, and coaches who came are still ranting and raving about the film. It was wonderful to have the co-producers, Diane Israel and Carla Precht, there too. It was a truly awesome event that deeply impacted every participant. *Beauty Mark* and its creators have begun a speaking/screening circuit that is the best-case format for any high school or college."

- Susan Lesser | Special Projects at Arlington Central School District

"Diane Israel's *Beauty Mark* really leaves its own mark on the viewer as it reveals the intricacies, complexities and often anguish of living through an eating disorder. She has opened her heart and mind to us in a very thoughtful, inviting and provocative way that humanizes the story of the journey toward recovery as she warmly touches the soul."

- Lynn Grefe | Chief Executive Officer, National Eating Disorders Association

"This is very much an honest, sensitive and balanced production. The insight into Diane's personal journey is particularly strong. What I really like is that the film does not jump to a trite "here are 10 things to do" type solution. Instead it communicates that this is not an easy issue to resolve. This is a thoughtful, responsible film with a clear message delivered via a powerful personal testimony."

- Martin Staniforth | Dove Self-Esteem Fund

"*Beauty Mark* tells Diane Israel's compelling story honestly and openly, and acts as a powerful medium for bringing an important social issue to the public forum. This film is not only moving, but is an immensely effective tool for generating discussion and understanding the underlying issues that can contribute to the development of an eating disorder. No teenager -- or their parents, teachers, coaches, and anyone else who loves or works with them -- should miss it."

- Natalie Peck | Co-Chair, Jewish Women's Foundation of New Jersey

"I watched *Beauty Mark* twice -- once as a 'person' and once as a psychologist. As I watched the first part (sports/exercise focus), I was saying to myself, 'My athlete-patients need to see this.' As I finished the film, I was saying to myself, 'All my patients need to see this.' It was painfully, yet beautifully, personal. This is clearly one of the best films, if not the best, that I have seen on the topic. It is both informative and interesting.... This film is a true 'beauty mark' for this field."

- Ron A. Thompson | Psychotherapist specializing in eating disorders | Author, *Helping Athletes with Eating Disorders*

## FILM SYNOPSIS

In this courageous, deeply personal new film, Diane Israel examines American culture's toxic emphasis on thinness, beauty, and physical perfection. Israel, a Boulder-based psychotherapist and former champion triathlete, talks candidly about her own struggle with eating disorders and obsessive exercising, fearlessly confronting her own painful past as she tries to come to terms with American culture's unhealthy fixation on self-destructive ideals of beauty and competitiveness. The film lends context to Israel's personal odyssey with fascinating insights from athletes, body builders, fashion models, and inner-city teens, as well as prominent cultural critics and authors such as Eve Ensler, Paul Campos, and Naomi Wolf.

## CREDITS

A SheArt Production

Executive Producer: Diane Israel

Producer: Carla Precht & Diane Israel

Assistant Producer: Julia Andersen

Director: Carla Precht & Kathleen Man

Editor: Kathleen Man & Daniel Brothers

1<sup>st</sup> Assistant Editor: Jack Metier

Assistant Editor: Julia Andersen & Dave Jackson

Online Editor: Paul Lee & 42 Productions

Assistant Online Editor: Paul Lee

Written by: Carla Precht & Diane Israel

Cinematographer: Edgar Boyles, Tim Fenoglio, Kathleen Man, Stephanie Martin, Kevin McLaughlin, Tarina Reed, Roger Sherman, Justin Whiteman

Post-Production Supervisor: Kathleen Man

Sound Editor & Mixer: Patrick Selvage

Colorist: Rock Gougler

Original Music: Jaime Smith

Music Recording: Patrick Selvage

Assistants to Kathleen Man: Chris Cavanaugh, Nicole Cosgrove, Amanda Weir, Andrew Young

Camera Operators: Tiffany Laufer, Bodie Orman, Frank Pickell, Robert Sackett

Sound: Dwayne Buckle, Dan Johnson, Josh Isaac, David Pickner

Gaffers: Alison Kelly, Eduardo Mayan

Archival Footage: Colleen Cannon, James Curl, Lorraine Moller, International Triathlon Union, Patrick O'Riordan, Sandra Simon and Family, Kathrine Switzer, Carl Thomas

## ABOUT THE FILMMAKERS

**Diane Israel** | Executive Producer, Co-Producer, Co-Writer, Founder of SheArt LLC

Diane Israel was a very successful professional triathlete and runner for 15 years. She was the 1984 Colorado mountain running champion and a world-class racer whose achievements included winning the bronze medal at the Maccabiah Games in Israel. After retiring from professional competition, she became a psychotherapist specializing in domestic violence with offenders. Diane is a professor in transpersonal psychology at Naropa University in Boulder, Colorado. She is also a senior counselor at Women's Quest, a mind-body-spirit adventure camp for women and the co-owner of a Gyrotonic movement studio. A recovering athletic bulimic, Diane counsels people in physical, mental and spiritual integration. She has made it her mission to provide strong support and guidance for others in the areas of body image, nutrition and rekindling life's passions and direction. Diane is the founder of SheArt LLC, the production company behind *Beauty Mark*.

**Carla Precht** | Co-Producer, Co-Director, Co-Writer

Carla Precht was Diane's neighbor growing up in Scarsdale, NY. She has spent the last 30 years running New York City educational, advocacy and social service programs and agencies that primarily served low-income families and children. She was Executive Director of a settlement house in the Bronx from 1990-2000, and is currently the Executive Director of an academic enrichment program called Horizons and the Director of the community service programs at Brooklyn Friends School. She is the mother of two children, a writer, an advocate for human rights, a trainer in the school-age care profession and a nonprofit management consultant. Carla's passion for equality and justice, and her love of art, has propelled her into the world of film.

**Kathleen Man** | Co-Director, Co-Editor, Post-Production Supervisor

Kathleen Man is an independent filmmaker whose films have been shown in festivals around the world. Her award-winning French-language short, *L'Entretien (The Interview)*, was produced during her tenure as a Fulbright Fellow in France. Kathleen produced and shot *Kind of a Blur*, starring Golden Globe winner Sandra Oh. *Blur* was invited to 25 top international festivals in 2005-6, winning Best Comedic Film at the San Francisco International Festival of Short Films. *Sita, a Girl from Jambu*, a documentary on child sex trafficking in Nepal, was an official selection at over 30 film festivals and won 7 awards in 2006-7, including Best Feature Film in the Children's Advocacy Category at the Artivist Film Festival and the Audience Award at the San Diego Women Film Festival. Kathleen is a professor of film production at Vassar College, where she teaches narrative and documentary filmmaking.

## CONTACT INFORMATION

For information about worldwide distribution, please contact:

George Matta | Mundovision  
TEL 514-985-2004 | [mundo@interlog.com](mailto:mundo@interlog.com)

For press, bulk purchases, and marketing and distribution inquiries, please contact:

Kendra Hodgson | MEF Marketing Director  
TEL 413.584.8500 ext. 2203 | [kendra@mediaed.org](mailto:kendra@mediaed.org)

Alexandra Peterson | MEF Marketing Coordinator  
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**MEDIA EDUCATION FOUNDATION | Educational Distributor & Sales Rep**

The non-profit Media Education Foundation (MEF) is the nation's leading producer and distributor of educational videos designed to inspire students and others to reflect critically on the structure of media industries and the content they produce. Founded in 1991, MEF's mission is to answer the challenge posed by the radical and accelerating corporate threat to democracy.

## INTERVIEWEE BIOGRAPHIES

**Cinthia Rae Andrews** is a former businesswoman, athlete and model. A graduate of the University of Colorado and University of Denver College of Law, she is now a business leader and works with Bald Mountain Development in Aspen, Colorado. Cinthia and her only child Zach were critically burn-injured in a propane explosion at their home in Evergreen, Colorado. Zach sustained third-degree burns over 50 percent of his body; Cinthia sustained third- and fourth-degree burns over 70 percent of her body. She is the co-founder of the Zach Burn Foundation.

**Etty L. Bar-Shai, LCSW-R** is a psychotherapist who has worked with parents and their children, couples and individuals for over 30 years. Etty is currently the Deputy Director of Social Services at Riverdale Neighborhood House, a settlement house that provides human services and community resources in the northwest Bronx.

**Jane Brody** received her B.S. degree in biochemistry from the New York State College of Agriculture and Life Sciences at Cornell University in 1962 and a master's degree in science writing from the University of Wisconsin School of Journalism. In 1976, Jane became the *New York Times'* Personal Health columnist. Her articles on other aspects of science and medicine appear in Tuesday's *Science Times* from time to time. She has also written scores of magazine articles and lectures on health and nutrition to audiences both lay and professional. Jane has written ten books, including the best sellers *Jane Brody's Nutrition Book* and *Jane Brody's Good Food Book*. Other books include *The New York Times Book of Health* and *The New York Times Book of Women's Health*. She is co-author of *The New York Times Guide to Alternative Health*.

**Paul Campos** is a professor of law at the University of Colorado and an opinion columnist for the *Rocky Mountain News* and the Scripps Howard News Agency. His articles have appeared in many national publications, including the *Wall Street Journal*, the *Los Angeles Times*, *USA Today* and the *New Republic*. His cover story in the *New Republic* on obesity research and the weight loss industry produced one of the largest responses elicited by the magazine in recent years. Paul's book, *The Obesity Myth: Why America's Obsession With Weight is Hazardous to Your Health*, has been the subject of feature news stories in various newspapers.

**Eve Ensler**, award-winning author of *The Vagina Monologues*, completed a 20 North American cities tour with her newest play *The Good Body*. *The Good Body* addresses why women of all cultures and backgrounds - whether undergoing Botox injections or living beneath burkas - feel compelled to change the way they look in order to fit in, to be accepted, to be good. Eve's *The Vagina Monologues* has been translated into over 45 languages and is running in theaters all over the world. Eve's experience performing *The Vagina Monologues* inspired her to create V-Day, a global movement to stop violence against women and girls. She has devoted her life to stopping violence, envisioning a planet in which women and girls will be free to thrive, rather than merely survive.

**Dawn Gallagher** is a model, actress, and author whose image has been on the covers of more than 300 magazines. She is the founder of Borneo Basics, a line of bath and body products with ingredients and fragrances derived from the rainforest. She says, "Beauty comes from the inside out." A member of the Rainforest Foundation, Dawn will donate a portion of the proceeds of her book *Naturally Beautiful: Earth's Secrets and Recipes for Skin, Body and Spirit* to rainforest preservation.

**Peter Huston** is the Executive Vice President of Sales and Marketing of Fusion, one of the largest mannequin and form manufacturers in the country. Prior to this, Peter successfully established his own firm, Huston Consulting, Inc., specializing in providing marketing support to the small business community. Peter has also served in Vice President positions for several companies, including Brandmatrix, a start-up software company, Haggard Clothing Company and Hartmarx and several of its divisions. He received his retail management degree from Drake University.

**Rick Jones** is a professional Personal Trainer and Lifestyle Instructor with American Council on Exercise Certification. As owner/operator of Customized Nutrition & Exercise, Rick trains many clients each week, ranging in age and ability level. He frequently serves as a guest lecturer and presenter for Boulder-based athletic organizations. He is currently completing two books, *Quest For A Better Body*, which outlines the many facets of healthy, purpose-driven lifestyle, and *The Body To Die For*, which is based on his own story of overcoming an addiction to anabolic steroids.

**Pat Mitchell** was appointed president and chief executive officer of The Museums of Television and Radio in New York and Los Angeles and the International Media Council in March 2006. Pat came to the MT&R from the Public Broadcasting Service (PBS), where she was the first woman and first producer and journalist to hold the position of President and CEO. Previous to PBS, Pat achieved success both in front of and behind the camera as a reporter, news anchor, talk show host, White House correspondent and documentary producer. In 1992, Pat was named President of CNN Productions and Time, Inc. Television. Programs produced under her leadership received thirty-seven Emmy Awards, five Peabody Awards, and two Academy Award nominations. Pat has received numerous personal awards including Woman of the Year in Cable and Telecommunications; the CINE Golden Eagle for Lifetime Achievement; the Sandra Day O'Connor Award for Leadership; and the Brandon Tartikoff Legacy Award for contributions to the television industry.

**Ellen Hart Peña** is a former world-class long-distance runner, competitive masters athlete and Olympics hopeful in 1980 and 1984. A graduate of Harvard University and Colorado University Law School, Ellen is an attorney and mother of three children. She was a member of the President's Council on Physical Fitness and Sports (1998-2000), the U.S. Olympic Committee (1997-2000) and the Harvard Eating Disorders Center Advisory Board (now the Harris Center) from 1994-2000. Ellen is also a co-founder of the Eating Disorder Foundation in Denver. A noted public speaker on the subject of eating disorders, Ellen served as a consultant on the ABC Movie of the Week, *Dying to be Perfect: The Ellen Hart Peña Story*.

**Dave Scott** is a six-time Ironman World Champion and the first inductee into the Ironman Hall of Fame. Dave conducts many speaking engagements, clinics, corporate sponsorships and race-sponsored activities. He continues his athletic and business passions with his involvement with corporate presentations, marketing, clinic presentations, instructional DVDs and is an author for numerous publications. He is based in Boulder, Colorado, where he coaches individuals and groups.

**Jennifer Scott** grew up in the small seaside town of Amanzimtoti in South Africa. After completing her degree, she immigrated to the United States and took up a position at KRC Research and Consulting in New York. Jennifer's professional career since then has focused on managing research-based strategic communications for corporate, government and non-profit clients. In 2004, while she was President of StrategyOne in New York, Jennifer and her team were tasked with designing and managing the global research that became the foundation of the Dove Real Beauty campaign. She is currently global Managing Director for Insights and Research at Ogilvy Public Relations.

**Jacqueline Shaw Stanford** has participated in five different sports at a national and international level. In basketball, she was named a Canadian All Star. A few years later, she made the Canadian National Cycling Team and rode in the first Tour De France for women. Jacqueline's principal sport was triathlons. She competed in over 100 triathlons and was ranked in the top ten in the world while competing. Some major wins were the World's Toughest Triathlon, the Australian Championships and the Maui Triathlon (which she won overall – beating all the men!). Currently, she is a full-time mom, a Women's Quest Instructor and a well-known potter.

**Richard Traum** is the President and Founder of the Achilles Track Club established in 1983. He was the president of Personnelmetrics, Inc., from 1970-1998. Dick works and resides in New York City where he participates in several civic and professional activities, including the United States Wheelchair Sports Fund, Inc.; the Disability Advisory Board of the New York City Taxi & Limousine Commission; the Board of Advisors of the NYC Outward Bound; and the Board of the New York City Sports Commission. Dick has a B.S., M.B.A. and Ph.D. from New York University. His doctorate is from NYU's Graduate School of Business. He works frequently with the disabled community on sports issues.

**Naomi Wolf** completed her undergraduate studies at Yale University and did her graduate work at New College, Oxford University, as a Rhodes Scholar. Naomi's three books on aspects of women's experience in America – *The Beauty Myth*, *Fire With Fire* and *Misconceptions* – were international bestsellers and New York Times Notable Books of the Year. Her latest book, *The Treehouse*, was released in May 2005. Her essays have appeared in various publications including *The New Republic*, *Wall Street Journal*, *Glamour*, *Ms.*, *Esquire*, *The Washington Post*, and *The New York Times*. Naomi is co-founder of the Woodhull Institute for Ethical Leadership, an organization devoted to training young women in ethical leadership for the 21st century. The Institute teaches professional development in the arts and media, politics and law, business and entrepreneurship as well as ethical decision making.

## NOTABLE QUOTES FROM *BEAUTY MARK*

**DIANE ISRAEL:** I had 17 stress fractures. I ran on broken metatarsals for years. I didn't eat enough so my bone density was like the bones of a 70 year old. And I just trashed myself, you know? I felt like trash, I trashed myself, and I didn't eat. It was in the late 80's when chronic fatigue set in and I felt paralyzed by my own machine. Everything was in like slow motion, and I was just moving through lead. I started to recognize that my physical body was failing me. And I didn't know what was wrong.

**JENNIFER SCOTT:** "Women have a lot of difficulty representing their own beauty today. So we asked women what kind of a word would they use to describe themselves. And only 2 percent chose beautiful. Now this is from a list of words that were all positive. We didn't give them any bad words to use, and only 2 percent chose beautiful. Words like gorgeous, I don't think hardly anybody chose gorgeous. And what we began to realize was that women don't like to use these words to talk about themselves, particularly beauty."

**PAT MITCHELL:** "I think, in this country, media has been obsessed with a youthful definition of beauty that exports the mirror image of the women in *Baywatch*. Because of the popularity of shows like that all over the world, you actually have anorexia appearing in countries like Bhutan, who didn't even have a name in the language for that disease. So there's no question that we are still exporting images that are not only a disservice to women but are in fact dangerous."

**ESTHER LEVY BAR-SHAI:** "What I feel is that the culture really becomes a barrier between the people and their quest to find, to discover, what is really the true beauty for them – how they feel comfortable at home in their own skin."

**NAOMI WOLF:** "Young women often feel that they are not allowed to be sexual unless they look like centerfolds. Pornography and pornographic aesthetics have entered kind of fashion iconography. The girls at the mall are influenced by pornographic imagery. But beauty imagery has always been sexualized. It's different. It's less human based. It's more commodified."

**PAUL CAMPOS:** "It's a fear of aging. It's a fear of the natural processes of life. It's a fear of the diversity that is produced by having people of all shapes and sizes, of all ages, of all ethnicities, etc, being part of your culture. And instead, everyone is supposed to be thin, blonde, and 21 for their entire lives. And they're committing some kind of a crime apparently if they don't make all of their efforts to do that and to dedicate their lives to chasing this ridiculous and frankly insane goal."

**EVE ENSLER:** "If we would stop the self-absorption, we could spend all the energy, and money, and time, focused on transforming the world. And also, making our lives better, and thinking about other people, figuring out how to end poverty and educate people and stop illnesses, and stop violence. And guess what? We're all messes, we're complete wrecks, most of us are totally dysfunctional. And so what? It doesn't mean you can't go and make the world better. Because, as you serve, it actually heals you."

## RESOURCES

### Academy for Eating Disorders

Promotes excellence in research, treatment and prevention of eating disorders. Provides education, training and a forum for collaboration and professional dialogue.

<http://www.aedweb.org>

TEL 847.498.4274

### American Dietetic Association

Promotes optimal nutrition, health and well being. ADA members are the nation's food and nutrition experts, translating the science of nutrition into practical solutions for healthy living.

<http://www.eatright.org>

TEL 800.877.1600

### Anna Westin Foundation

When Anna committed suicide at age 21 after battling anorexia for 5 years, her family started an advocacy group for people with eating disorders.

<http://www.annawestinfoundation.org/index.php>

TEL 952.361.3051

### Female Athlete Triad Coalition

Represents medical, athletic, sports medicine groups and concerned individuals who come together to promote optimal health and well being for female athletes and active women. Strives to prevent the Female Athlete Triad through advocacy, education, global leadership, public policy and research.

<http://www.femaleathletetriad.org>

TEL 317.637.9200

### Turn Beauty Inside Out

A public education effort started by [New Moon Magazine](#), now coordinated by Mind on the Media, to foster participation, discussion and awareness of women's and girls' images in the media.

<http://www.tbio.org>

TEL 952.210.1625

Carolyn Costin. *Eating Disorders Sourcebook: A Comprehensive Guide to the Causes, Treatments, and Prevention of Eating Disorders.*

Naomi Wolf. *The Beauty Myth: How Images of Beauty Are Used Against Women.*

Rita Freedman. *Body Love: Learning to Like Our Looks and Ourselves.*

Ron A. Thompson & Roberta T. Sherman. *Helping Athletes with Eating Disorders.*