ABSTRACT TEXT: There is growing concern over the idealized female body images portrayed in the media because evidence indicates that these images may foster dissatisfaction with body shape and weight among women. Indeed, negative body images are linked to excessive dieting, eating disorders, and other problems. To examine changes in body shape (i.e., hourglass vs. tubular), a curvaceousness index \[\text{height/(bust-waist)+(hips-waist)}\] was computed. No changes were noted in idealized female body image depicted in Playboy magazine is not reflective of the actual or recommended U.S. female body size. This contrast raises issues concerning the impact of these images on men's expectations of women.

CONFLICT OF INTEREST: None

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LEARNING OUTCOME: To determine influences on supplement intake in young women.

ABSTRACT TEXT: The purpose of this study was to determine the factors that influence supplement consumption by young women. A questionnaire was mailed to a random sample of 2,000 women (18-44 years old) in Oklahoma. Response rate was 33%. Mean age was 37 ± 6 years old. Fifty percent of the respondents reported taking a vitamin/mineral supplement on a regular basis, and only 15% never took supplements. Most women who took supplements chose multivitamin preparations (76%). Women who took supplements regularly were more likely to exercise, weigh less, be more educated, and consume a normal diet (p<.05). Most (88%) said they would be willing to take supplements daily. Women who took supplements regularly were more likely to believe in the benefits of supplements (e.g., supplements are good for my health) and were less likely to agree with barriers to supplement intake (e.g., it is difficult to swallow pills) (p<.001). Using logistic regression analysis, several variables were associated with supplement use: scores of benefits and barriers of supplement use, age and diet. These variables correctly classified 84% of women's supplement use. When women need to consume supplements such as folic acid to prevent neural tube defects, it is important for nutrition educators to address these factors that influence their willingness to take supplements.

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