

**Mayo Clinic Minute**

**Barbie Gets a Makeover**

<b>Video</b>	<b>Audio</b>
<b>Vivien Williams</b>	Barbie is getting a makeover!
<b>Jordan Rullo, Ph.D.</b> <b>Psychology</b> <b>Mayo Clinic Women’s Health Clinic</b>	“Finally, finally Barbie has decided to represent all the different bodies in the world, and not just represent just this thin ideal that most of us can’t attain. That’s not attainable.”
<b>Vivien Williams</b>	Mayo Clinic psychologist Dr. Jordan Rullo applauds Mattel for creating new dolls that are shaped more like real people. She says the super-thin dolls could potentially impact self-esteem and create body image issues.
<b>Jordan Rullo, Ph.D.</b> <b>Psychology</b> <b>Mayo Clinic Women’s Health Clinic</b>	“Poor body image is related to depression, isolation, disordered eating, so it has some major impacts, just overall, on your sense of well being.”
<b>Vivien Williams</b>	So Barbie, the hugely popular toy since her debut in 1959, is evolving to better represent what real girls and women look like.
<b>Jordan Rullo, Ph.D.</b> <b>Psychology</b> <b>Mayo Clinic Women’s Health Clinic</b>	“Oh, look, there’s a diversity of bodies, and I look like that, and oh, that doll looks like me!”
<b>Vivien Williams</b>	Dr. Rullo says that helps build self-esteem and may help more kids feel better about their own bodies. I’m Vivien Williams, and for more health news, visit the Mayo Clinic News Network.