

Unhealthy Consumption Practices

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Abstract

Modern fashion is imbibing the youngsters with trendy, elegant, attractive looks compromising with their health. The same way the modern food industries are taking our youngsters as granted with their mouth lickers, unhealthy fast food. The impact of the modern fashion of lifestyle mines the future of people, especially the youngsters, the pillars of our nation.

KEYWORDS: Nutrition, Unhealthy food, Fatal consequences, Eating disorders

Introduction

21st century, so called modern era, offers modern, sophisticated world, giving us lots of comfort with numerous morbidities in means of health in hidden packages of lifestyle related diseases. We, the modern people, are most influenced by our surroundings, which may be of various tempting and luring factors. The most influencing factor seen in today's era is fashion, which may be fashion of trendy apparels or fashion of fast food.

According to some people, whoever men and women, who are fond of today's wide-spread fashion, "fashion is to pave a way to happiness and a source of social acceptance". Existence of world-wide fashion distinctively provides the world and it shapes our decisions, likings, or even tastes and the concept of what is beautiful and what is futile and healthy, is approached relatively. However, a large proportions of benefits that stem from a great source and effect of marketing of attractive and colourful commodities, appeal to 21st century fashion and food industries. Millions of people who bow to the current fashion pleasure, not only to adopt as fashion update but also for keeping in pace with the peer society. This concept of keeping up-to-date and lack of time, influenced by celebrities and models, adversely influence various factors of unhealthy practices, leading their own health towards hidden fatal consequences.

Addiction for fashion can lead to unpleasant social rejection, resulting in much discrimination, which derives from personal choices, social acceptability, obviously economic factors and lack of time. People who are called the trend-setters, the celebrities and models, become the role models of youngsters, afford novice, attractive, fashionable clothing and fast food, exceed need for clothing and nutrition rather than fulfilling its aim and lead to various consequences. Same way the fast and easily available food makes youngsters fond of it. However, in terms of psychosomatic aspect, people who are slaved themselves by changing fashion can easily lured by the attractiveness of colorful and less effective

outfits as well as unhealthy food. As a result, following recent trends surprisingly gives rise to self discrimination and morbidities.

OBJECTIVE OF THE STUDY:

- To review the impact of modern fashion on youngsters.

RESEARCH METHODOLOGY:

- **Type of Data- Review of papers published and information from secondary sources**

MATERIALS:

People who are keen on exaggerated fashion can be at the risk of creating a negative self image. In order to look fit and attractive people, especially the young brigade have disposition to become slim. To maintain this image easily develop eating disorders that originate from the desire of being admired and accepted in the peer group. In other words, people, particularly teenagers, who get carried away with recent trends of fashion and fast food, can suffer from anorexia and bulimia, so desire for being appreciated by others.

These two major ailments of eating disorder lead to various serious health consequences, like under-nutrition, under-weight, overweight, anemic, and even chronic fatigue.

We are trying to elaborate the disorders to enlighten the conceptual myths of fashion world and fast food and to know about the eating disorders a curse to adolescent lured by fashion of modern era.

Even though there are various eating disorders, but the adolescent are most affected by peculiar disorders. The two most common eating disorders in adolescents are **anorexia nervosa and bulimia nervosa**. These disorders are psychologically oriented and hence tackled so on.

People are influenced by the models, who wear tight and skin fit outfits as they promote the trendy fashionable apparels as well as promoting the fast unhealthy mouth licking edibles. This gives a deep impact to modern girls and boys, especially the teenagers, who adopt these apparels and edibles as to update themselves with latest fashion among their peer group, no bother, how and what they do for it.

Teenager's who starve themselves and lose an extreme amount of weight to become attractive and being noticed, the so called, teenager's concept to zero size, suffer from **anorexia nervosa**. Teenagers with anorexia think they are overweight and will not be acceptable in their peer group, even when they get to be very thin. They starve to lose weight, so that they can dress up in new trend of fashionable apparels. Starvation causes harm to vital organs such as the heart and brain. Nails, hair, and bones can become brittle; the skin can become dry and sometimes becomes yellow or covered with soft hair. This also leads an individual to undernourished and underweight physically.

In other hand, teenagers with **bulimia nervosa** eat large amounts of food and then vomit or exercise compulsively to attain attractive and admirable physique. Because many people who "binge and purge" maintain their body weight, they may keep their problem a secret for years. Vomiting can cause loss of important minerals, life-threatening heart arrhythmia (irregular heartbeat), teeth damage, and chronic swelling of the throat. This ultimate unhealthy practice lead an individual towards slim and thin physique, which according to them are majorly adopted by film celebrities, models and so on.

The second deadly habit of unhealthy consumption of fast food is again influenced by the role models. The fashion of hiking and hanging over in teenagers, lead them to habit of consuming fast food, as they don't have plenty of time and the food is easy available. This lead to lots of lifestyle oriented diseases like obesity, hypertension, cardiac or renal ailments.

Today in this competitive modern era the teenagers suffer more from mental and physical exhaustion. Most of them don't get ample time for physical exercise, rather to keep in pace with the fashion and society.

Due to effect of foresaid, overweight or obesity are the most vulnerable problems. It hardly makes any difference between sex and age, more often seen in adolescents and sedentary lifestyle players. Obesity is known to be causative factor, as well as maintaining cause for most of the diseases. Once an individual gets into unhealthy practices of food consumption, he/she gets overweight, it becomes difficult to reduce. It takes long time and patience for an individual to stick on weight management program. First of all we must understand what is overweight and obesity. A person may be overweight, yet not obese.

For example, the skeletal weight may result in overweight, muscular body may be overweight and so on. Teenage boys adopt various practices for looking attractive and smart. There are various medical reasons, which lead to obesity like bulimia.

Losing weight is a challenge during adolescence. It requires right approach and plenty of patience. One cannot achieve weight loss in a day. To lose weight you need ample time. Gradual weight loss is better than rapid weight loss. Now an individual is stuck between the latest trendy fashion and attractive physique.

In day to day life, we see these effects in our young brigade. We must take initiative to save our youngsters from getting in captivated with modern trendy fashion of apparels as well as fast food. If we get across someone with an eating disorder, the best thing to do is give support and encouragement. Urge the person to get help and be persistent.

RESULTS:

Few tips to keep balance with trendy fashionable apparels-fast food and health.

1. Wear loose, comfortable clothes, so that the body gets its own opportunity of getting rejuvenation.
2. The material textile of apparels should be according to the outfits worn during a particular season, viz cotton should be preferred during summer and humid weathers, whereas woolen should be confined to winters
3. Make Time for Meals
4. Balance Your Meals
5. Stay Hydrated: Proper hydration is important for healthy skin and organs. Drink at least 10 full glasses of water. Pack a bottle of water in your backpack or gym bag.
6. Necessity of Physical activity for weight management as well as fitness. There are various myths about the physical activities done for fitness. Physical activity has to be specific according to the need and should not be influenced by fashion. In general: an hour is ideal for effective

We design the fashionable consumables and it should be according to the need. We should not let the fashion to design our fate of illness and let us towards morbidity.

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