



Operation Beautiful: Transforming the Way You See Yourself One Post-it Note at a Time

Caitlin Boyle

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An empowering book with photos, notes, and true stories about an underground campaign to recognize the true beauty within every woman.

Tired of watching women pick themselves apart in front of the mirror, blogger Caitlin Boyle scribbled a note on a Post-it: "YOU ARE BEAUTIFUL!" and slapped it on the mirror of a public bathroom. With one small act, she kick-started a movement. In a matter of days, women were undertaking their own feats of resistance, posting uplifting notes on gym lockers, diet shakes in supermarkets, weight-loss guides in bookstores, and anywhere else a nagging voice of self-criticism might lurk. Emboldening and contagious, the "operation" has attracted widespread attention from the media, including the *New York Daily News* and salon.com.

Operation Beautiful showcases the notes women have posted around the world and the stories behind them, along with interviews, interesting research findings, and tips for improving one's outlook on life. Blending a confessional tone with gutsy observations about redefining beauty, the chapters address key issues for women of all ages, including Fighting Fat Talk, Family and Friends, Food, Fitness, Faith, and Going Forward. In the scrapbook tradition of *PostSecret* and Davy Rothbart's *Found*, *Operation Beautiful* is filled with black-and-white photos and a two-color design, making it the perfect gift for any friend, sister, daughter, or niece.

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