

## BODYISM AS A NEW FITNESS PHILOSOPHY OF HEALTHY LIFESTYLE

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**Introduction.** Recently, fitness has become a philosophy and an integral part of many people's lives. Its main manifestation is a variety of fitness programs for all groups of the population with certain goals and objectives. At the same time, with the emergence of new fitness trends in the modern fitness industry, new terms and concepts appear that require study. Relevance of our research is to study Bodyism as a new philosophy of a healthy lifestyle.

**Research objective** – analyze Bodyism as a new fitness philosophy for healthy living.

**Research material and methods** - to conduct our research, a review of foreign scientific literature on fitness and Internet sources on the topic of the study was used.

**Research results and their discussion.** The concept of "Bodyism" (from the English body - body & -ism - a suffix denoting philosophy, theory, social movement, etc.) was created by James Deegan, a legendary Australian fitness trainer [1].

Bodyism is more than a fitness program to maintain good physical shape or a way to quickly lose a couple of centimeters, it is a fitness culture. At its core is a plan for transformation, spiritual and physical. The goal is to improve health, create a toned silhouette and almost completely eliminate the fat layer. The means are a holistic diet, a set of fairly simple exercises and a whole range of beauty rituals.

Bodyism is a fitness method, famous for creating long, lean bodies. Bodyism classes are designed to leave your body feeling stronger while also recharging and reinvigorating your mind [2].

Bodyism experts assure that by carefully following their instructions, you can completely remove fat from the problem area in just two weeks - and looking at some of the club's even too ideal visitors and even more ideal instructors, it is not hard to believe [3].

Another important component of bodyism is caring for the environment. True, not on a planetary scale: a certain level of oxygen is constantly maintained in the gym, and special lamps stimulate the production of vitamin D. For some reason, it is more pleasant to work out in such a place.

**Conclusions.** Thus, our study proves that the emergence of new fitness concepts and ideas like bodyism increases the interest and the attention to a healthy lifestyle in the fitness style.

### **References.**

1. James Duigan's Blueprint for Health: The Bodyism 4 Pillars of Health: Nutrition, Movement, Mindset, Sleep. London: Pavilion, 2017. 223 pages.
2. Maria Elizabeth Grabel, Elizabeth Kwon, Matthew Kobach. Face-ism and body-ism in social network profile pictures: Perceptions of reproductive potential and personality traits. [https://www.researchgate.net/publication/297364324\\_Face-](https://www.researchgate.net/publication/297364324_Face-)

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3. Homan, K. J., & Tylka, T. L. (2014). Appearance-based exercise motivation moderates the relationship between exercise frequency and positive body image. *Body Image*, 11(2), 101–108. <http://dx.doi.org/10.1016/j.bodyim.2014.01.003>