

A Woman's Guide to Low Self-Esteem

Darlene Lacey



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Look in the mirror. What do you see?

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It's the 21st century, a time in which women have become more empowered than ever before. But despite this empowerment, is there still a little voice in your head whispering you could be better? Hate your hair? Hate your knees? Hate your nose? Have you ever asked yourself why? The funny and scary answer is revealed in this journey through the Land of Low Self-Esteem.

There's a saying that when we don't learn from the past we are doomed to repeat it. When it comes to preserving history, advertisements are not high on the priority list. Generations of women have been exposed to a barrage of ads telling them again and again that whatever they were born with is just not good enough. Name a part of a woman's body, and you will find ads telling them that theirs just doesn't measure up.

Part personal essay, part pop culture historical dive, this book takes women on a dive into the laugh-until-you-cry trenches of the outrageous world of forgotten advertising. With over 170 vintage ads, photos, and illustrations, this book provides the "smoking gun" as to how women's advertising has messed with their minds for over 100 years. Ladies, do your self-esteem a favor and read this book!

Darlene Lacey writes about the past with a sharp lens on what it means to us today. She is the author of books and articles about America's (almost) forgotten history and the curator of the Candy Wrapper Museum.

Darlene is also the author of *Classic Candy: America's Favorite Sweets, 1950-80* (Shire Books) and co-author of *The Musical Touch of Leonard Nimoy: His fascinating musical career and discography* (DMG). With her latest book, *A Woman's Guide to Low Self-Esteem*, she has used her deep research skills to reveal what has been buzzing around women's minds for generations.

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