

LITTLE GIRLS, OR LITTLE WOMEN?

81% of 10-year-old girls fear getting fat.

42% of 7-to-9-year-old girls want to be thinner.

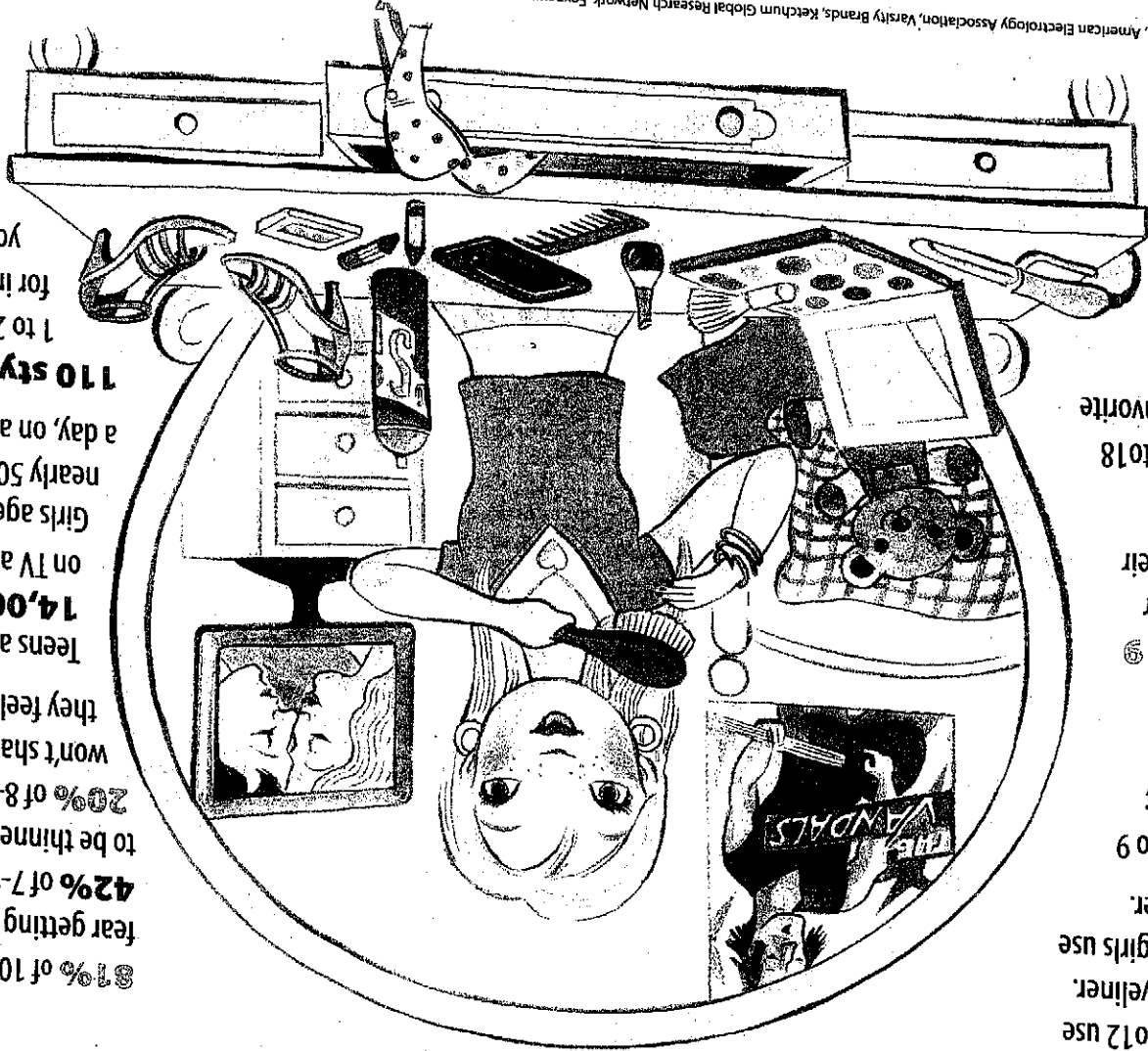
20% of 8-to-11-year-old girls won't share an opinion because they feel bad about their looks.

Teens are exposed to 14,000 sexual references on TV a year, on average.

Girls ages 11 to 14 view nearly 500 advertisements a day, on average.

110 styles of shoes with a 1 to 2-3/4-inch heel are sold for infants, toddlers, and youth on Zappos.com.

4 million teen girls have visited a beauty spa.



18% of girls ages 8 to 12 use mascara; 15% use eyeliner.

33% of 12-year-old girls use foundation or concealer.

43% of girls ages 6 to 9 use lipstick or lip gloss;

38% use hairstyling products.

Girls as young as 9 receive permanent hair removal to separate their eyebrows.

80% of girls ages 13 to 18 list shopping as their favorite hobby.

Padded bras and bikini tops for 7- and 8-year-olds are offered by retailers like Abercrombie & Fitch and Amazon.com.

SOURCES: NPD Group, Mintel, Experian, American Electrolgy Association, Varsity Brands, Ketchum Global Research Network, Foxnews.com, Amazon.com, International SPA Association, ILLUSTRATION BY LINDA BI FOCK