

[INSERT YOUR ORGANIZATION'S LOGO HERE]

Dear Honorable Members of the [INSERT LEGISLATIVE BODY HERE],

We the undersigned respectfully request your support of [BILL NUMBER, BILL NAME]. Sponsored by [LEGISLATIVE or CITY COUNCIL SPONSOR(S) NAMES], this important legislation would take a critical step to protect children across the state from the unrealistic and biased beauty ideals that bombard them daily. [BILL NUMBER] offers a tax incentive to cosmetic, apparel, and personal care product companies that pledge to *not digitally alter* skin tone, skin texture, body size, or body shape in their advertisements.

Children's media exposure is soaring, and our kids – who spend an average of 7.5 hours per day on screens for entertainment – need a new front line of defense to their health. The problem includes:

- **Unrealistic images.** Photos can be digitally altered to slim waists, change skin tones, bulk up muscles, and erase blemishes. Digitally altered photos are rampant in sponsored posts from celebrities, YouTubers, and other social media influencers.
- **Racially biased beauty ideals.** Advertisers commonly lighten a Black or Brown person's skin, reinforcing the destructive and racist belief that lighter complexions are preferred.
- **Destructive mental and physical health outcomes for all kids.** Exposure to unrealistic images of beauty has been shown to lead to body dissatisfaction, a risk factor for unhealthy weight control behaviors and eating disorders.
 - Over 50% of teen girls and nearly 40% of teen boys reported unhealthy weight control behaviors in the past year, like taking diet pills, skipping meals, and smoking more cigarettes in order to lose weight, making it clear this is not just a “girl problem.” Transgender young people also have higher risk for developing eating disorders than their cisgender peers.
 - Black and Brown children are impacted by eating disorders in similar and sometimes higher rates as white children. For example, Latina adolescent girls are more likely than white girls to exhibit bulimic behavior, such as bingeing and purging, and boys of color across ethnic groups experience more bulimic behavior than do white boys.

While a tax incentive will not eliminate digitally altered ads, it can result in powerful new allies, create corporate models of social responsibility, heighten youth awareness, and put pressure on advertisers and influencers who continue altering images. We hope that we can count on you for your support of [BILL NUMBER] to build a new line of defense for youth in [YOUR STATE or CITY] growing up in a digital world. Please contact us at [YOUR EMAIL] with any questions.

Thank you for your support,
[YOUR NAME, JOB TITLE, ORGANIZATION]
[NAMES, TITLES, ORGANIZATIONS OF PARTNERS IN THIS WORK]

[LOGOS OF ORGANIZATIONS OR COMPANIES SIGNING ON TO THIS LETTER]