

# APPEARANCE ASSUMPTIONS

ADAPTED FROM CASH 2008

**1**

PHYSICALLY ATTRACTIVE  
PEOPLE HAVE IT ALL

MY WORTH AS A PERSON  
DEPENDS ON HOW I LOOK

**2**

**3**

I SHOULD ALWAYS DO  
WHATEVER I CAN TO LOOK  
MY BEST

THE FIRST THING THAT  
PEOPLE WILL NOTICE ABOUT  
ME IS WHAT'S WRONG WITH  
MY APPEARANCE

**4**

**5**

IF PEOPLE KNEW HOW I  
REALLY LOOK, THEY WOULD  
PROBABLY LIKE ME LESS

BY MANAGING MY PHYSICAL  
APPEARANCE, I CAN  
CONTROL MY SOCIAL AND  
EMOTIONAL LIFE

**6**

**7**

MY APPEARANCE IS  
RESPONSIBLE FOR MUCH OF  
WHAT HAS HAPPENED TO ME  
IN MY LIFE

IF I COULD JUST LOOK THE  
WAY I WISH, MY LIFE WOULD  
BE MUCH HAPPIER

**8**

**9**

MY CULTURE'S MESSAGES  
MAKE IT IMPOSSIBLE FOR ME  
TO BE SATISFIED WITH MY  
APPEARANCE

THE ONLY WAY I COULD  
EVER ACCEPT MY LOOKS  
WOULD BE TO CHANGE MY  
LOOKS

**10**

# EXPLORING APPEARANCE ASSUMPTIONS

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When you believe this assumption, what does it lead you to focus on?

And when you focus on this, what kind of thoughts and cognitions show up? What do you think about? What do you say to yourself? What is the tone in which you say this?

When these thoughts are present, how does that make you feel? What emotions and feelings show up?

What is the impact of this? What do these thoughts and feelings lead to? How might you behave? How might you respond?

Reflect on this process... Is this a helpful assumption to hold? What are the consequences? What are the pros and cons? Consider some ways to start to challenge this assumption.