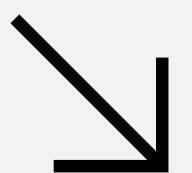


PILOT RETAILER PROGRAMME

JANUARY 2026

BODY IMAGE SAFE CERTIFICATION

For fashion retailers and brands with physical stores



ABOUT

Index:MH is an independent, non-profit certification body focused on how beauty and fashion marketing impacts consumer mental health.

THE PILOT

We are starting with physical fashion retail through the Body Image Safe standard, a practical in-store criteria set built and tested with Pilot Retailers.

Pilot Retailers will help us shape the criteria, and will be the first stores eligible to be certified.



WHAT BEING A PILOT RETAILER INVOLVES

REQUIREMENTS

Fashion retailer or brand with at least one **physical store**, and a designated **point of contact** who can represent the store/ brand and approve pilot comms.

WHAT WE NEED FROM YOU

- + Retail perspective on what's realistic in-store (what's easy, hard, costly, or impossible)
- + Criteria wording and interpretation feedback [60 min workshop + 15 min doc comments]
- + Public involvement: announcement post + one follow-up during the pilot [assets provided]
- + Time commitment: approx. 2 to 2.5 hours in total over 2 to 3 weeks

[CORE]

BODY IMAGE SAFE

CRITERIA

01 IMAGES THAT REFLECT REAL PEOPLE

[a mix of body types, ages, skin tones, and ethnicities]

02 REALISTIC MANNEQUINS, OR NONE AT ALL

[real proportions across a range of sizes]

03 BODY-NEUTRAL LANGUAGE

[no judgement or “body-fixing” language in signs or clothing tags]

04 PURPOSE-LED MIRROR PLACEMENT

[mirrors where needed, mainly in fitting rooms]

05 CHANGING ROOMS THAT FEEL SAFE

[private, comfortable, adequately spacious]

06 INCLUSIVE AND VISIBLE SIZING

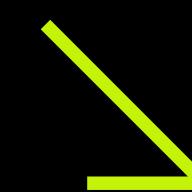
[clear and inclusive sizing, easy to find]

Pilot Retailers help set the benchmark for Body Image Safe retail, and get recognised for it.

Pilot Retailers get something most brands are missing: a clear, measurable framework behind their inclusion and wellbeing messaging.

As shoppers get more sceptical of performative marketing and insecurity-led tactics, it gives you a credible way to show what you're doing in-store.

You help shape the standard in real retail conditions, and set the bar for the industry.

 **NEXT STEPS**

30 min intro call (no-obligation) to see if this is a good fit.

ACADEMIC ADVISORY BOARD

Criteria are developed with body image experts, then tested with retail teams through the Founding Partner pilot.



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LET'S TALK



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