



Carlton Cards Asks - Do You Have a Dad Bod?

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Mississauga, Ontario (June 2015) - Standing in the grocery checkout, watching television and movies, day in, day out, we are constantly bombarded with images of super-fit and lean men and women so it is not surprising how quickly we have embraced the term “dad bod”. The phenomena began when Mackenzie Pearson, from Clemson University posted her 500 word blog on March 30th titled “Why Girls Love the Dad Bod” and the rest is viral history.

The definition "Dad bod" is a male body type that is best described as "softly round." It's built upon the theory that once a man has found a mate and fathered a child, he doesn't need to worry about maintaining a sculpted physique.

In her blog, Mackenzie Pearson, makes the point that men with “dad bods” are less intimidating, more cuddly (since there is more to cuddle), and give you a good idea what they are going to look like in the future. She also pointed out that women want to be the pretty one and not feel insecure about themselves standing beside a buff guy. Yes Mackenzie, we can all relate to that!

The 2014 movie Neighbors, starring Seth Rogen, provided the perfect example of the “dad bod” next to the multi-ab-packed character played by Zac Efron. Though Rogen carries a little extra weight around the waist and thinks he is hiding it by wearing his shirts untucked, he is the hero of the story and has a gorgeous wife to boot! Rogen represents everyman, proving you don’t have to be an Adonis to win the battle.

We can easily cite celebrities we love who have been sporting the “dad bod” before it was trendy. Jason Segal, Leonardo DiCaprio, Vince Vaughn and Adam Sandler are great examples of cool guys with “dad bods” proving that you don’t need washboard abs to have fan appeal.

With such a resounding acceptance of the “dad bod”, we look forward to society supporting a more realistic image of women’s bodies as well. New moms are pressured to lose the baby weight in record time as well as being the perfect mom and partner. In reality, most of us will never look like David Beckham or Jennifer Lopez but we should all strive to be the healthiest we can be!

If you decide to celebrate or strive for the round but sound “dad bod”, this Father’s Day eat, relax and eat, relax ...repeat. On second thought, maybe just indulge yourself on June 21st because we want you to be the healthiest you can be, everyday!



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