

## Psychoanalytic Ethics in the Organisation of Weight Loss

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I know that I need to lose weight; I've known this at least since 1991 when the kids in my gym class chanted "boomba, boomba" as I was attempting the long-jump. The Organised Other that is the weight loss industry works hard to ensure that we weight-anxious folk do not forget this 'truth'. In this paper I pick at the seams of the ethics of promoting weight loss via the psychoanalytic approach of Jacques Lacan.