

# Women: The Half Truths And Whole Truths By Tracy Chapman

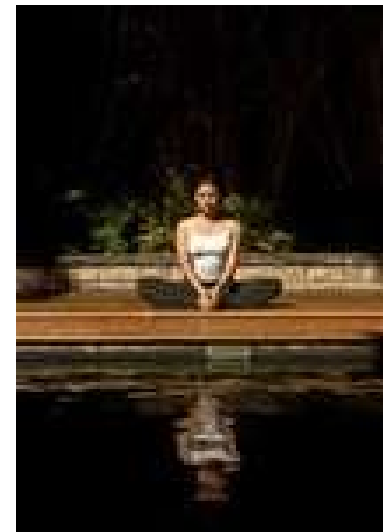
- Women suffer from Self-Induced Superstress
  - 38 Hour Days
  - Maxed-Out Multi-Tasking



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- Women Are Learning to Self-Regulate Their Stress
  - Support Systems
  - Self-Indulgent Pampering
  - Hiring Outside Help
  - More Do-it-herself Projects
  - Meal Assembly Centers
  - Creating Comfortable Environments
  - Learning to Say “NO”



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“ ‘hers Want to be Superwomen



She's OK with Good Enough  
most Homemade Cooking  
ds' Clothing from Target  
ad's Night with the Kids  
nails to Grandma and Grandpa

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- Women Want To Be Healthy
- But The Whole Truth:
  - Works Out (sometimes)
  - Eats Well (when she can)
  - Doesn't Smoke (too much)



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- Half Truth: Today's Boomer Women Feel Confident and Secure About Themselves
- Whole Truth: Boomer Women Can be Self-Critical and Age-Defiant



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- Women are the Watchdogs and Conscience for Family Purchases



- But Women are Vigilante Shoppers

