

**Trend Spot**

Channel your inner Audrey with these totally smoking Sixties shades. £18, topshop.co.uk



# London Life

## Apps of shame

I HAVE a set of rules when it comes to weighing myself: only first thing in the morning, after I've gone to the loo, naked and alone. Always alone. Which makes what I have been doing of late so gut-wrenchingly awful: sharing my weight, BMI and body fat percentage over social media.

Apparently, I am not alone. A spate of "apps of shame" are letting people share everything from how much weight they have lost – such as Weight Tracker and MyFitnessPal – to how often they exercise – GymShamer and RunKeeper – with their Facebook friends and Twitter followers. As more than half of Britons lie about their weight and fitness routines, according to recent research by sports e-tailer Sweatband.com, perhaps the incentive of some online shaming is just the motivation we need.

As someone unable to stick to a diet or do regular exercise, forever whinging about losing seven pounds, I downloaded the Withings Health Mate app, which lets you track your vital statistics and share them via social media. While you can upload information to the app, I synced mine to a pair of their new wi-fi scales to do the hard work for me – and ensure I had no chance of fudging my numbers.

Despite weighing a healthy 9st 4lb for my 5ft 4inches (admitted solely for this piece), like many of my female friends I consider my "number" pretty private. The only people I usually share it with are my GP (health reasons only) and my boyfriend (who would rather hear much less about it). However, 828 more people were about to be informed of my figures through no fault of their own other than having befriended me on Facebook, or followed me on Twitter.

The first virtual weigh-in was, of course, the worst and took a good five minutes to build up to. Following a sigh of relief that my weight was as

**TECHNOLOGY**

Some share how often you exercise on Facebook, others tweet your weight. Can software that humiliates help us slim? **Kara Dolman** weighs in

usual, I cringed as I remembered the scales would have updated the app on my phone – which would then automatically send out my information.

Indeed, no sooner had I stepped off the scales than my Facebook and Twitter accounts updated with the same status – "I weigh 9st 4lb. My BMI is 22.5" – accompanied by a multicoloured graphic of a butterfly that seemed to

bear no significance to my stats but was perhaps metaphorical of my impending metamorphosis into Miranda Kerr.

Convinced I was set to be deluged with replies, I checked my Facebook and Twitter accounts all morning. Nothing. In fact, I was so shocked by the lack of response that by lunch I opted manually to reshare my statuses. Nothing.

"You haven't set the app up to also

send out your body fat percentage – perhaps that will shock them into replying," suggested a "friend" that afternoon. So I reset the app to also share my fat. The following morning it was added to the status: "I weigh 9st 4lb. My BMI is 22.5. My body fat is 1st 1.6lb".

Hang on! That meant I had just 12 per cent body fat – the same as some athletes. Clearly eating fruit salads for breakfast and taking the stairs at work had kicked in. The euphoria was short-lived. The next day, the scales revealed it had been a fluke and my body fat was an average 27 per cent. To console myself I switched to my old breakfast of an almond croissant and large cappuccino.

"If you're trying to lose weight it's not helpful to weigh-in every day, as your weight fluctuates naturally," says independent nutritionist Ian Marber. "Then, if you've spent the day before eating healthily and your weight isn't what you are expecting, it can affect you. Perhaps you'll eat less than you need the following day – or give up your healthier regime altogether."

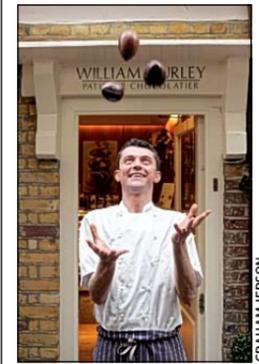
"While I think apps that track your progress are positive, I'm not sure ones that share your weight in this way are," adds Marber. "We share so much information over social media now I'm not sure anyone would notice."

Marber may have a point. After a week I was less concerned about sharing my weight and more by my wall of social media silence. Perhaps my virtual pals had not noticed?

"I thought you'd signed up to an app and just hadn't realised it was broadcasting your weight to your friends. It felt impolite to mention," replied one. "I just thought you'd signed up to a fitness programme to share your weight, which was

Continued on Page 34

### London's best Chocolate factories



**Chocs away:** William Curley

This weekend, the Oompa Loompas descend on the capital as a new musical of Charlie and the Chocolate Factory (directed by Sam Mendes, no less) previews at the Theatre Royal, Drury Lane. London is the perfect place to watch this tale as it is full of its own chocolate makers. Here are the finest.

**Niko B Organic Chocolates**

Anthony Ferguson makes his fresh truffles in the kitchen of the Avo Hotel in Dalston. He also has a stall at Stoke Newington Farmers' Market on Saturdays. (82 Dalston Lane, E8, ilovemarkets.com)

**Melange**

Slabs of chocolate made in Peckham by Parisian chocolatier Isabelle Alaya. Flavours range from cumin and mint to coriander and grapefruit. (184 Bellenden Road, SE15, themelange.com)

**Prestat**

The chocolates favoured by Charlie and the Chocolate Factory author Roald Dahl himself are made in Ealing. Dahl said: "I adore so-called truffles as Prestat makes them" and made them central to his novel My Uncle Oswald. (Across London, prestat.co.uk)

**William Curley**

Husband and wife team William and Suzue Curley met as pastry chefs at the Savoy. Now they make their own delicious sweets at their Richmond HQ. (Across London, williamcurley.com)

**Amelia Rope**

This woman is a genius. Her pale lemon and sea salt chocolate is second to none. She says that replacing cheap chocolate with high-quality stuff helps in losing weight. It's worth a try. (Across London, ameliarope.com)

Susannah Butter



**TEDx** Albertopolis  
x = independently organized TED event

23 September 2013

An afternoon of inspiring, thought-provoking and entertaining talks  
EXPLORING HOW ART AND SCIENCE FIT TOGETHER IN THE MODERN WORLD

royalalberthall.com

Find out more at TEDxAlbertopolis.com Box office 0845 401 5034

f /TEDxAlbertopolis @TEDxAlbrtopolis #TEDxAlb



London Evening Standard



## London Life



Continued from Page 33

fine but the constant updates were annoying," said another.

Indeed, it seems my friends had not only noticed but they hadn't cared. When I asked if they'd be up for sharing their own weight so publicly they were more impassioned. "No way! I wouldn't do it - I'm deceptively dense!" was a common reply from female friends, even though all are fit and healthy.

"Your waist circumference - anything under 80cm is fine - and BMI are much better indications of overall health," says NHS dietitian Ginny Eastwood. "The reason the healthy BMI range, from 18.5 to 24.9, is wide is to account for people being broader, taller, having higher muscle masses. People have very different body compositions, so it's important not to get too hung up on weight."

Although I've always been "hung up" on my own, I was surprised to find after a week of sharing it, my weight felt less significant - like revealing a secret to find out nobody cared. So I have my app to thank for that - even if the only thing I've lost recently is Twitter followers.

■ *Withings Smart Body Analyzer wi-fi scales (withings.com), £129.95 from store.apple.com*

### SHAME TO GAIN APPS

Shame can be a powerful incentive so why not use apps that harness it to lose weight, get fit, tick to-dos off your list or even avoid a slew of it the morning after?

#### FITSBY

Forces you to get fit by sharing on your news feed how often you've been to the gym - and automatically transfers money out of your bank account to friends if you don't go. Free for Android and coming soon to iPhones

#### BETTERME

If you hit snooze you lose, as this app will share just how much you've overslept with your Facebook friends by posting on your Timeline. Free for iPhones

#### CARROT

This is a to-do list with a conscience. Add VIP tasks to this app and if you fail to complete them, it will shame you with increasingly wrathful reminders. 69p for iPhones

#### DRUNK DIAL NO!

You drink and dial? Then avoid morning-after shame by adding certain contacts to this app, which hides them for up to 48 hours. 69p for iPhones

#### WITHINGS HEALTH MATE APP

Spurs you on to slim down by sharing your weight, BMI and body fat percentage with your Facebook friends and Twitter followers. Free for both Android and iPhones

# The little inks

## TRENDS

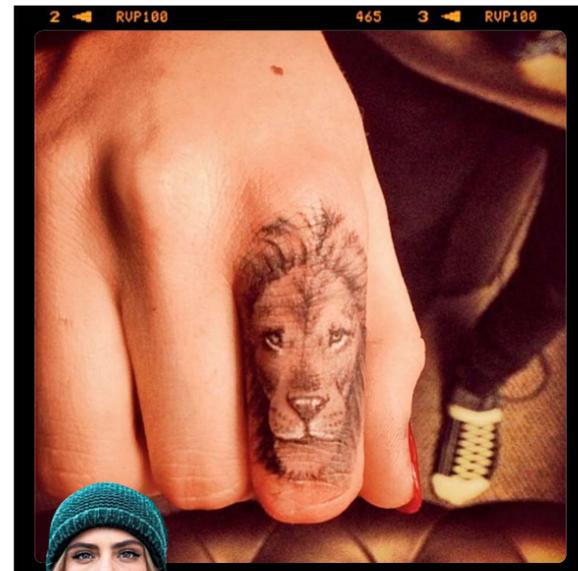
From Cara Delevingne's lion miniature to Adele's behind-the-ear initial, tiny tattoos are the new sleeves, says **Susannah Butter**

**N**OW Cara Delevingne has another thing in common with her supermodel predecessor Kate Moss: a tattoo. Yesterday morning she posted a picture on Instagram of her hand, complete with a miniature lion inked on her index finger, saying: "My first tattoo!! Lions rule! Thank you so much @BangBang badgalriri."

Indeed, tiny tats are certainly ruling the roost at the moment: singer Adele has her first initial, "A", inked on the nape of her neck, actress Gemma Arterton has an angel wing behind her ear and Delevingne's chum Rihanna has a whole host of little inks - including everything from a Pisces sign to stars and musical notes.

"It's the trend of the moment," says Colin Jay of LoveHate Social Club Tattoos, the studio run by Huey Morgan from Fun Lovin' Criminals and his friend Ami James off Portobello Road. Meanwhile, over at Good Times studio on Curtain Road, where clients include Moss, subtle silhouettes of birds and infinity signs are current top choices.

Could it be that discreet stamps are this year's decorative - and certainly more dramatic - sleeves? "Lots of clients now think small is the way to start," confirms Henry Hate of Prick Tattoo & Piercing in Shoreditch. "It's about looking pretty



**Less is more:** Cara Delevingne, left, showed off her new lion tattoo on Instagram, above

rather than a commitment for ever. Some people get them as dares."

Lauren Mackay, a 24-year-old who works in arts administration, got a small bird tattooed on her ankle last week. "It's my first tattoo so I didn't want to get anything too loud. It was a relief when I realised tattoos don't have to be huge. Less is more. No one at work has noticed yet and it's easy to hide if necessary."

Following the lead of models such as Delevingne and the Danish star Freja Beha, who understand a small, easily coverable stamp is perhaps wise for work, is a shrewd move. So before you start sketching a large Harry Styles-esque statement piece, like the butterfly that 1D's boy wonder has on his stomach, stop and think. This year, it seems, small is beautiful.

## IN TREATMENT

**Treatment:** Terrake Tender Cotton facial at the Baglioni Spa.

**Expert:** Rebecca, who has 12 years' experience in the spa industry, including eight years with Stoke Park.

**Science:** Aimed at those on the sensitive end of the skin spectrum, to help the skin become more tolerant of this chilly weather. If you have redness, noticeable blood vessels and general tightness, this is for you. In the womb-like warmth of one of their treatment rooms and using ingredients from the cotton flower - paraben-free and with a fragrance that's 100 per cent free from allergens, Rebecca begins with a gentle cream cleanse, then comes a facial and neck massage, and a cotton "foam" mask that has an ice-cube effect to target redness. The best bit was all this was done with my head on a hot-water bottle type pillow (£55 to



buy, and I was sorely tempted). **Results:** Impressive. Having battled through the chilly temperatures to get there, I left with surprisingly dewy spring skin. **Cost:** £90 for 55 minutes. **Baglioni Spa at the Baglioni Hotel (020 7368 5700)**

**Jackie Annesley**

## Landlords, get a FREE gas safety check

Get a **FREE CP12** when you take out boiler cover before the end of June

Take out boiler cover from £16 a month and you can get a free gas safety certificate.\*



British Gas can give you all this from £16 a month:

- ✓ Gas Safety Certificate
- ✓ Professional service of your boiler
- ✓ Boiler repair and maintenance cover
- ✓ Unlimited number of call outs per contract year<sup>#</sup>
- ✓ Parts and labour included<sup>^</sup>

There are a few exceptions though; we do not cover existing faults, damage caused by others, repair of cosmetic damage or problems caused by sludge or scale. Nor do we cover remedial work to gas appliances which is deemed necessary during the gas safety check. Please see full details of our cover at [britishgas.co.uk/homecare-terms](http://britishgas.co.uk/homecare-terms)

To get your FREE gas safety check  
Call **0800 009 4715<sup>†</sup>** quoting KE2R  
**[britishgas.co.uk/landlords](http://britishgas.co.uk/landlords)**

**British Gas**  
Looking after your world

supporting the  
**Landlord & Letting Show**

Your finger on the pulse **standard.co.uk**

Get the latest news on our new mobile-friendly website

\*Gas Safety Certificate usually £2 per month with HomeCare 100™. Free Gas Safety Certificate available for customers purchasing full price boiler and controls cover and choosing an Annual Service visit. For new customers only paying by Direct Debit. Prices for households inside M25 vary. Prices subject to change. Free offer ends June 30th 2013. #Your breakdown history will be taken into account in determining next year's pricing. ^Limits apply, see HomeCare® Terms and Conditions for details. †Phone lines are open weekdays 8am-8pm and Saturdays 8am-6pm. Calls may be monitored and/or recorded for quality assurance and compliance purposes.

