



BROOKLYN_BORN

 [Change Banner Image](#)154,898
SparkPoints

Info



Photos



Feed



Blogs



Awards

More



The “Swedish Bikini Team” and ME – a Matter of Perspective

Tuesday, April 20, 2021

A beer commercial in the early 90s featured a visual reference to this fictitious “team.”

They weren’t Swedish or a team but they were tall and blonde and buxom and there were a whole bunch of them in bikinis. It was so over the top, that it inspired cartoon caricatures like this one and eventually a backlash that forced the company to eliminate it



Voted Featured Blog Post
(View All Featured Posts)



At about the same time as the ad campaign was popular, even making the cover of Playboy, DH & I were planning a cruise. I went shopping for a new bathing suit and chose a tasteful “bikini.”

Thanks to the super construction and discreet padding of the fashion industry I could even simulate cleavage. Well, I did have that other ‘ass’et, but I figured that it would spend most of its time hidden in the deck chair. DH approved with “uh, yeah, you look fine.”

Once onboard I put on my new suit and my cover-up and off I went to get some sun.

I plopped myself down in a lounge chair and suddenly noticed that I was surrounded by clones of the Swedish Bikini Team. Oh dear, I looked much better by myself in the cabin.

Now 30 years later society has really piled on the pounds.

There may still be media images of perfection and breast augmentation surgery can produce whatever bust size you want, but there is also a new reality

While we regularly blame the media for their messages of perfection, as a society we seem to be resisting the message quite well.

2/3 of us are overweight, obese or worse. There may be a few who still have the 24” waist of Marilyn Monroe or Sophia Loren but I don’t know any except Victoria’s Secret models. The average waist size of women has increased from 26” of the 1960s to 37” today.

[Add a Blog Entry](#)

See Today's Featured Member Blog Posts

More Blogs by BROOKLYN_BORN

[Avoiding Our Wedding Anniversary - 6/4/2021](#)

[Multitasking for Safety – Plus Remembrance and Reflection - 6/1/2021](#)

[Taps Across America – The National Moment of Remembrance - Monday 5/31/21 3PM - 5/30/2021](#)

[G-R-A-D-U-A-L spells “ME” - 5/28/2021](#)

[View All >](#)

I would like to explain this as due to an aging population. Of course we don't have the 24" or 26" waist of our youth. But then I read this

"For adolescents and teenage girls, ages 13 to 19, the average waist size is 32.6 inches"

Seriously? With motherhood, menopause and slowing metabolism still ahead?

What does this say about the future?

CDC statistics quoted in this article:

[Average Waist Size for Women: Measurements, Ratios, and More \(healthline.com\)](#)

Rewind to my 1991 cruise ship experience.

What did I do? Wear my cover-up? Change to a different suit?

No, there was another option. One deck up I discovered a whole bunch of ladies, my age and even older, all in their own 2 piece suits. They were talking, laughing and playing cards.

Now this is where I belonged. Attitude is affected by whom you hang out with.

We should never aspire to some unrealistic ideal but when an aunt once said "Eileen got fat!" my response of "compared to whom" wasn't helpful in the long run either.

I occasionally watch "My 600 pound Life." I've noticed how many of the family members of the clients are themselves obese just do not see it as a problem compared to a person several hundred pounds heavier.

I am very grateful to Spark and those I have met here for keeping me on a healthy path.

We are all an "experiment of one" so I have no "one size fits all" solution.

However, wherever you are in your journey, my advice is to first figure out how to stop gaining. What does your body need to stay exactly where it is? Then proceed from there. This is especially true for younger women. It's never too late, but the sooner the better.

Just some background of how things used to be

Thanks MaryJean for the heads up. The link works now.

I'm actually glad few people remember the ad campaign, it may have been successful but the backlash was important milestone. We've come a long way or have we?

[www.thrillist.com](http://www.thrillist.com/drink/nation/swedish-bikini-team-old-milwaukee-beer-history-story-behind-the-sexiest-beer-commercials)

[m/drink/nation/swedish-bik](#)

[ini-team-old-milwaukee-bee](#)

[r-history-story-behind-the](#)

[-sexiest-beer-commercials](#)

[Edit Blog Entry](#) | [Delete Blog Entry](#)

Share This Post With Others

[Report Inappropriate Blog](#)

Member Comments About This Blog Post



NANHBH



43 days ago

v



ALICIA363

Get in where you fit in!

I've never had, nor ever will, the abdomen for underwear modeling or Swedish bikini team membership.



I only came to accept and value my stomach when I utilized its functionality- it's my 'baby house'!

💖🥰💖🥰💖

43 days ago

v

GETULLY

That was one of the worst advertizing campaigns!

v



45 days ago



NOVEMBERGAIL

The bottom line for me has been self-acceptance. When I would go to the beach, I would be self-conscious the whole time. I thought if only I could lose 50 - 75 pounds. But you know, I doubt it would matter. Until I came to a better self-acceptance, I would have still found a way to be self-conscious. I would trade self-consciousness for self-acceptance any day. Age = wisdom sometimes.



45 days ago



RUFFIT

I remember a hot neon one piece bathing suit I bought. I was in my teens and was out at the beach with my parents. I ran into the ocean had my swim and came back walking to my chair. My Dad's mouth dropped - my bathing suit became see - thru!! That was the only and last time I wore it!! Hugs,

45 days ago



DONNA_CPS2

How did the ad campaign come to mind? 🗣️ watched the clips. Wow. Yes and fast food

doesn't help.

45 days ago



UPTOIT59

You reminded me of when my husband and I went on our "second" honeymoon and I was about 4 mos. pregnant with our 5th child. Not pregnant enough to look pregnant but pregnant enough to look like I had no waist. My Swedish Team was the Anheiser-Busch girls. All over the hotel in bikinis and low cut tops- I felt so dumpy but we went our own way and had fun regardless but it wasn't a big ego boost to see them around the lobby of the hotel! lol

45 days ago



OVERWORKEDJANET

I meant to comment yesterday but got interested in the links and never returned. Thanks!

I remember bathing suit angst in my earlier years.

Now I'm simply happy that something covers all my parts and I can pull it on!



45 days ago



NANANANA

Our first cruise was also in 1991. I had a one-piece suit with a skirt to 'hide' my hips. Every time I got in the water it floated up. I had already given up sunbathing. Before our scheduled cruise late in the year, I'll have to find out which suit I can wear.

46 days ago



QUARTERMASTER3



46 days ago



MARKSMOM3



I'm happy to say I don't remember this commercial.

46 days ago



TOMATOCAFEGAL

Beer and car commercials always made me feel ugly.

46 days ago



FITMARY

Gosh, yes. That's the best advice. First, STOP GAINING!

Thanks for the reminder.

46 days ago

RKOTTEK

i sometimes watch 600 pound life and wonder also about their family members

46 days ago



JUNETTA2002

Thank you for sharing
46 days ago



COUNTRYGALINNY

I like to watch "My 600 pound Life" also. It does not matter how much you weigh. Losing weight is hard. Figuring out why you over eat is hard. I like the quote from Dr Now - if nothing changes, nothing changes
46 days ago



MTN_KITTEN



46 days ago



THOMS1

First figure out how to stop gaining and what does your body need to stay exactly where it is?

Proceed from there!
46 days ago



Great advice!!



BJAEGER307

I don't remember any of this in the 90's, but then again I didn't drink beer, nor did I read Playboy.

I think there is way too much emphasis on looks. I was always told never to judge a book by it's cover. It doesn't matter if you are obese or thin you are who you are. Be as healthy as you can be. If you choose to ignore this in the long run your health will decline. So I say just keep on a healthy path, your body will do the rest.



46 days ago



JPPERSELL

Your blog was amazing! I didn't realize the percentage of overweight/obese women in the United States. It definitely motivates me to continue dieting and exercising.
46 days ago



ETHELMERZ

Those old ads are so passé , just like looking at celebrities who have been faked to look better than average folks. To sell something. But not realistic. Looking to a fantasy life is still popular though.
46 days ago



PATRICIAAK

We're each unique and follow our own journey.
That said, we tend to gravitate towards people who share some similarities.
As bikinis and beer are off my radar, I didn't recognize the ad but enjoyed the blog.

46 days ago



SUNNYBEACHGIRL

I buy suits that are meant for comfort and swimming. I love it
46 days ago



KITTYHAWK1949

do not remember the ads but once I could fast forward through ads, I stopped watching them.



46 days ago



ALEXSGIRL1



46 days ago





MJZHERE

I've looked at photos where I wondered how I ever let myself go to that size. Other photos where I underate and was so thin that I haven't recognized myself and actually have no identity with that woman. Now at age 62 health has truly moved to the top of the page tho my appearance still matters. I've lost 15 pounds and have been at a plateau for months. Maintenance has never mattered to me as much as it does now.

46 days ago



RACHNACH

**KEEP
SPARK
ING!**

46 days ago



THINCPL2004

I remember that ad. That is one of the secrets is stop and figure out how to stop the gaining. After all my time here it is a never ending battle so I understand what you are writing about! There

are a lot of factors involved.

46 days ago

Well
Said!



YELLOW09RED

Good morning Eileen,
great blog. I had not seen that beer commercial.

I'm glad you went with the ladies around your age.

Have a great day with Joe.

Hugs,
Debbie

46 days ago



SPARKUVU

Interesting article. Surprised I do not recall the ad.

46 days ago



DSJB9999

Love it, really amusing, it is smart to keep looking after ourselves. My Mum loves the 600lb lives shows and I only watch it occasionally as it makes me feel 'thin'. Much happier with my body now but don't think I would ever wear a bikini in public! I think its great that you enjoyed the cruise

with 'genuine' good company!

46 days ago



CMFARRELL36

An interesting, and thought-provoking, read. Thank you.

46 days ago



AZMOMXTWO

I was never comfortable in a swimsuit but for other reasons than my weight but I was never brave enough to wear a 2 piece and let it show maybe under a tee shirt and shorts

great blog I love the way you put things

46 days ago



DEE797

Don't remember the ad. Have to wait to get in a computer as I can never get links to work in my phone. I wore a few bikinis in my time but now it's one piece or tankini's for me. Good reminder to do what is best for you.

46 days ago



RHOOK20047

I have been on this journey since 2009 and I simply use myself as my judge. What did I look a year ago? What changes did I make, what do I need to make? How am I slacking on what I know works for me? I self examine myself on New Years Eve and set my plan for the following months, year. It has been a slow process, but I am still a work in progress. When compared to when I was almost 400 lbs, I look better today and that is all I worry about. I know I will never have six pack abs, or have a butt that women will notice, but as long as I am happy with myself, what others think doesn't bother me.

46 days ago

PLCHAPPELL

Yes and no - I strive for better health.

47 days ago



LIS193

Great blog!

Never seen the ad but I remember as a teenager being larger and taller than my friends and feeling very self conscious being a size 10 to their 6-8's

47 days ago

v



SHAKERATTLEROLL



47 days ago

v



ALIHIKES

I remember those ads. I agree that weight has shifted upward and waistlines have increased (and I am trying to lose weight and be more healthy myself). But also images of the ideal figure are ridiculously unreal. Magazines routinely digitally alter photos to create some artificial image of the female body.

47 days ago

v



KOHINOOR2



47 days ago

v



CHERIRIDDELL

I would have been in Germany when this campaign was out so I didn't see it but they have a much healthier body image over there plus they walk hundreds of miles regularly !! I have plates on my dining room wall that I earned in volksmarches 10 or 20 km at a time ! You are in excellent shape and an ideal people should aspire to happy, healthy and intelligent !

47 days ago

v



NANCYPAULINE



I never saw the ad campaign, but that's probably because it didn't play in the mountain west where other inexpensive beers are more popular.

When I followed your link and saw the brand that the Swedish Bikini Team promoted, I had to roll my eyes. No offense if you're a fan, taste is a very personal thing, but when I bought a 12-pack during a summer trip to the farm in ND, it was not drunk. I found it in the fridge a year later and used it for hair rinse, since a stylist once told me it made hair shiny. Didn't make my blond hair look like that!

Those women neither drank it, nor rinsed their blond locks with it!

47 days ago

v



SAMMILESSACH

I totally agree.

The generation after me health numbers are worse.

Not to mention the "love your body" stuff. I agree to a point....no one should encourage obesity.

I feel in my lifetime the "norm" has done a 180.

I am fighting weight gains. But when I see those half my age and "worse off" I worry for them.

I am so glad for Spark and you!

You are such a great writer! 🍷🍷🍷

47 days ago

v



SPEDED2

I don't recall the ad. Even when I was young, thin, and in excellent physical health, I didn't look like that. Not sure many do without some medical help along the way.

47 days ago

v



PHEBESS

I never saw the ad with the Swedish bikini team - but it sounds so ridiculous and sexist, no wonder everyone made fun of it!

Young women are getting taller with each generation, but it's sad that waistlines are expanding at a faster rate!!!

47 days ago

v



JAMER123

I was not aware of this advertisement. I was never the size of the "swedes" but wasn't overweight either. I didn't gain weight until I developed Fibromyalgia and work 16 to 20 hrs. a day. My downfall and most likely not to change much any longer. But I also am old enough to know I would never had that body. I am happy with me. Thanks for a great read!



47 days ago



DOVESEYES

Awesome reading today, thanks for this, smiles and nodding and laughter here in Australia:)

47 days ago



RAZZOOLE

It is always nice to find a place to fit in, I am sure you looked amazing in the suit.

47 days ago



BKNOCK

Good food for thought! As I approach 60 I am much more comfortable in my own skin.

47 days ago



Add Your Comment to the Blog Post

Leave encouragement, a question, or anything else relevant to this post. All blog comments must abide by SparkPeople's [Community Guidelines](#).

☐ Subscribe to this blog

ADD AN EMOTICON

SPELL CHECK

Post Comment

Member Comments Page (85 total):

1 [2](#) [Next >](#)

Disclaimer: Weight loss results will vary from person to person. No individual result should be seen as a typical result of following the SparkPeople program.