



A PARENT'S GUIDE TO THE TREND

LOOKSMAXXING

5 phrases from the feed, what each one means, and the questions that beat the lecture.
Print it. Stick it on the fridge. Start the conversation this week.

A PARENT'S CONVERSATION MAP

Understanding looksmaxxing

5 phrases from the feed, what they mean, and the questions that beat the lecture.

Looksmaxxing is a social media trend that teaches teenage boys their face decides their future. 68% of young Australian men regularly view influencer content about how to be a man, and 27% say it leaves them feeling worthless (Movember, 2025). The words below are doors. The lecture closes them, the question opens them.

The phrase	What it means	What doesn't work	Worth asking
"I'm mewing"	Pressing his tongue to the roof of his mouth to 'restructure' his jaw. No clinical evidence.	"That's ridiculous."	"Find me one orthodontist who says it works. If it's real, the evidence will be easy to find."
"He mogs me"	He believes a mate is more attractive than him, and that the ranking settles his worth.	"Looks don't matter." (He knows you're lying.)	"Whose scoreboard is that? Pick a scoreboard you can actually climb this term, and make the first move this week."
"It's over. I'm chopped"	The blackpill verdict: if my bones are wrong, my life is over at 15. Quiet despair.	"You're handsome!" (You're the parent. You're disqualified.)	"If your best mate said his life was over at 15, what would you tell him? Now say that to yourself, out loud."
"Negative canthal tilt"	He's measured the angle of his eyes with an app and rated himself 'prey'.	"Stop looking at that stuff."	"Who built the app that rated you, and what do they sell? Look it up tonight and show me."
"I need this jaw trainer"	An influencer just closed a sale.	"Waste of money."	"What does the seller earn while you believe your face is broken? Find me one cured customer who stopped buying."

WHY QUESTIONS BEAT LECTURES

Looksmaxxing dresses up as ambition, so lectures bounce off. A good question hands the judging back, and nobody in this house, at any age, likes being played. These questions work in both directions: ask them about his feed, then let him ask them about yours.

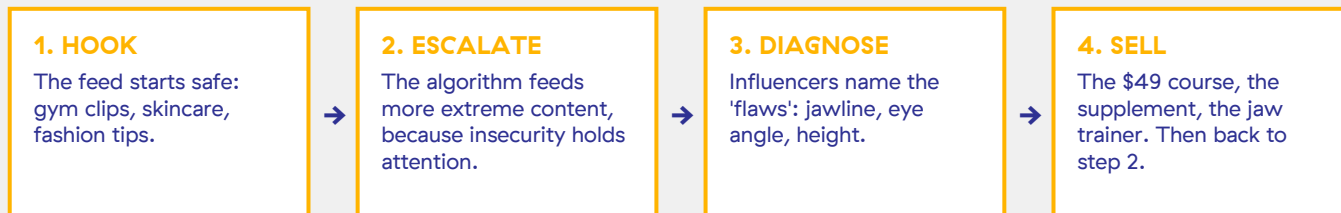
The one line to remember

The person telling you your face is wrong is the same person selling you the fix.

If you're the son reading this on the fridge: good. The same questions apply to our feeds. Ask us.

HOW THE MACHINE WORKS

Manufacture the insecurity, sell the cure



Every step is paid for. Attention becomes advertising revenue. Insecurity becomes product sales. A cured customer stops buying, so the machine never cures anyone. Even the seller takes the product: in April 2026 the influencer behind the \$49 academy was hospitalised mid-livestream after a suspected overdose, on the same routine he sells. Australia's under-16 ban moved the furniture, but more than 60% of under-16s are still on the platforms, and every student eventually turns 16.

THE REST OF THE VOCABULARY

Blackpill

The belief underneath it all: looks decide everything and effort changes nothing. Genetic fatalism with a brand name.

Ascending

Climbing the attractiveness 'tier list' from 'sub5' and 'normie' up to 'Chad'. Every ritual serves it.

Status sickness

The condition underneath: compulsive comparison, manufactured for profit. Your feed runs the same machine, aimed at a different mirror.

Bonesmashing

Hitting the face with hard objects to 'trigger bone growth'. No evidence, real damage.

Testosterone talk

Accounts with 6.8 million combined followers brand low T as a crisis, then sell the test and the fix. The risks they skip: heart problems, infertility, blood clots.

The counter-vocabulary

Skillmaxxing, servicemaxxing, coursemaxxing. Keep the word, keep the discipline, change the target.

THE 2 COUNTER-MOVES

Service

Obsession shrinks the world to a mirror. Service smashes the mirror.

Appearance anxiety runs on rumination, the same looping self-focused thought as depression. Clinical researchers now build volunteering into treatment for teen depression because it works: attention shifts from self to others and the loop has nothing to grip. You can't count your flaws while you're carrying someone's shopping.

Purpose maxxing

Keep the vocabulary. Change the target.

Stanford's William Damon found only 20% of under-26s can name a purpose that guides their choices. That vacuum is the market looksmaxxing sells into. That discipline (routines, tracking, delayed gratification) is elite training pointed at a worthless race. The fix is a new scoreboard, and it takes no new discipline.

This week, one move

One real commitment this week, name and hands. Coaching juniors, helping a neighbour, packing crates at a food bank. Real status is conferred by people who know you, never by an algorithm rating bone structure. Then one question at the dinner table: "What's worth optimising that an app can't measure?"