Pop quiz. Who are more likely to be dissatisfied with the appearance of their chests, men or women? Who is more likely to be concerned about acne, your teenage son or his sister? And who is more likely to binge eat, your nephew or your niece?

If you chose the women and girls in your life, you are right only for the last question—and even then, not by the margin you might expect. About 40% of Americans who go on compulsive-eating sprees are men. Thirty-eight percent of men want bigger pecs, while only 34% of women want bigger breasts. And more boys have fretted about zits than girls, going all the way back to a 1972 study.

A groundbreaking new book declares that these numbers, along with hundreds of other statistics and interviews the authors have compiled, mean something awful has happened to American men over the past few decades. They have become obsessed with their bodies. Authors Harrison Pope and Katharine Phillips, professors of psychiatry at Harvard and Brown, respectively, and Roberto Olivardia, a clinical psychologist at McLean Hospital in Belmont, Mass., have a catchy name to describe this obsession—a term that will soon be doing many reps on chat shows: the Adonis Complex.

The name, which refers to the gorgeous half man, half god of mythology, may be a little too ready for Oprah, but the theory behind it will start a wonderful debate. Based on original research involving more than 1,000 men over the past 15 years, the book argues that many men desperately want to look like Adonis because they constantly see the "ideal," steroid-boosted bodies of actors and models and because their muscles are all they have over women today. In an age when women fly combat missions, the authors ask, "What can a modern boy or man do to distinguish himself as being 'masculine'?
For years, of course, some men--ice skaters, body builders, George Hamilton--have fretted over aspects of their appearance. But the numbers suggest that body-image concerns have gone mainstream: nearly half of men don't like their overall appearance, in contrast to just 1 in 6 in 1972. True, men typically are fatter now, but another study found that 46% of men of normal weight think about their appearance "all the time" or "frequently." And some men--probably hundreds of thousands, if you extrapolate from small surveys--say they have passed up job and even romantic opportunities because they refuse to disrupt workouts or dine on restaurant food. In other words, an increasing number of men would rather look brawny for their girlfriends than have sex with them.

Consider what they're spending. Last year American men forked over $2 billion for gym memberships--and another $2 billion for home exercise equipment. Men's Health ("Rock-hard abs in six weeks!" it screams every other issue) had 250,000 subscribers in 1990; now it has 1.6 million. In 1996 alone, men underwent some 700,000 cosmetic procedures.

At least those profits are legal. Anabolic steroids--the common name for synthetic testosterone--have led to the most dramatic changes in the male form in modern history, and more and more average men want those changes for themselves. Since steroids became widely available on the black market in the 1960s, perhaps 3 million American men have swallowed or injected them--mostly in the past 15 years. A 1993 survey found that 1 Georgia high school boy in every 15 admitted having used steroids without a prescription. And the Drug Enforcement Administration reports that the percentage of all high school students who have used steroids has increased 50% in the past four years, from 1.8% to 2.8%. The abuse of steroids has so alarmed the National Institute on Drug Abuse that on Friday it launched a campaign in gyms, malls, bookstores, clubs and on the Internet to warn teenagers about the dangers. Meanwhile, teenagers in even larger numbers are buying legal but lightly regulated food supplements, some with dangerous side effects, that purport to make you bigger or leaner or stronger.

As they infiltrated the body-building world in the '70s and Hollywood a decade later, steroids created bodies for mass consumption that the world had literally never seen before. Pope likes to chart the changes by looking at Mr. America winners, which he called up on the Internet in his office last week. "Look at this guy," Pope exclaims
when he clicks on the 1943 winner, Jules Bacon. "He couldn't even win a county body-building contest today." Indeed, there are 16-year-olds working out at your gym who are as big as Bacon. Does that necessarily mean that today's body builders—including those 16-year-olds—are 'roided? Pope is careful. "The possibility exists that rare or exceptional people, those with an unusual genetic makeup or a hormonal imbalance," could achieve the musculature and leanness of today's big body builders, he says.

But it's not likely. And Pope isn't lobbing dumbbells from an ivory tower: the professor lifts weights six days a week, from 11 a.m. to 1 p.m. (He can even mark historical occasions by his workouts: "I remember when the Challenger went down; I was doing a set of squats.") "We are being assaulted by images virtually impossible to attain without the use of drugs," says Pope. "So what happens when you change a million-year-old equilibrium of nature?"

A historical loop forms: steroids beget pro wrestlers—Hulk Hogan, for one, has admitted taking steroids—who inspire boys to be just like them. Steroids have changed even boys' toys. Feminists have long derided Barbie for her tiny waist and big bosom. The authors of The Adonis Complex see a similar problem for boys in the growth of G.I. Joe. The grunt of 1982 looks scrawny compared with G.I. Joe Extreme, introduced in the mid-'90s. The latter would have a 55-in. chest and 27-in. biceps if he were real, which simply can't be replicated in nature. Pope also points out a stunning little feature of the three-year-old video game Duke Nukem: Total Meltdown, developed by GT Interactive Software. When Duke gets tired, he can find a bottle of steroids to get him going. "Steroids give Duke a super adrenaline rush," the game manual notes.

To bolster their argument, the Adonis authors developed a computerized test that allows subjects to "add" muscle to a typical male body. They estimate their own size and then pick the size they would like to be and the size they think women want. Pope and his colleagues gave the test to college students and found that on average, the men wanted 28 lbs. more muscle—and thought women wanted them to have 30 lbs. more. In fact, the women who took the test picked an ideal man only slightly more muscular than average. Which goes a long way toward explaining why Leonardo DiCaprio can be a megastar in a nation that also idealizes "Stone Cold" Steve Austin.
But when younger boys took Pope's test, they revealed an even deeper sense of inadequacy about their bodies. More than half of boys ages 11 to 17 chose as their physical ideal an image possible to attain only by using steroids. So they do. Boys are a big part of the clientele at Muscle Mania (not its real name), a weight-lifting store that TIME visited last week at a strip mall in a Boston suburb. A couple of teenagers came in to ask about tribulus, one of the many over-the-counter drugs and bodybuilding supplements the store sells, all legally.

A friend of mine," one boy begins, fooling no one, "just came off a cycle of juice, and he heard that tribulus can help you produce testosterone naturally." Patrick, 28, who runs the store and who stopped using steroids four years ago because of chest pain, tells the kid, "The s___ shuts off your nuts," meaning steroids can reduce sperm production, shrink the testicles and cause impotence. Tribulus, Patrick says, can help restart natural testosterone production. The teen hands over $12 for 100 Tribulus Fuel pills. (Every day, Muscle Mania does $4,000 in sales of such products, with protein supplements and so-called fat burners leading the pack.)

Patrick says many of his teen customers, because they're short on cash, won't pay for a gym membership "until they've saved up for a cycle [of steroids]. They don't see the point without them." The saddest customers, he says, are the little boys, 12 and 13, brought in by young fathers. "The dad will say, 'How do we put some weight on this kid?' with the boy just staring at the floor. Dad is going to turn him into Hulk Hogan, even if it's against his will."

What would motivate someone to take steroids? Pope, Phillips and Olivardia say the Adonis Complex works in different ways for different men. "Michael," 32, one of their research subjects, told TIME he had always been a short kid who got picked on. He started working out at about 14, and he bought muscle magazines for advice. The pictures taunted him: he sweated, but he wasn't getting as big as the men in the pictures. Other men in his gym also made him feel bad. When he found out they were on steroids, he did two cycles himself, even though he knew they could be dangerous.

But not all men with body-image problems take steroids. Jim Davis, 29, a human-services manager, told TIME he never took them, even when training for bodybuilding competitions. But Davis says he developed a form of obsessive-compulsive disorder around his workouts. He lifted weights six days a week for at least six years.
He worked out even when injured. He adhered to a rigid regimen for every session, and if he changed it, he felt anxious all day. He began to be worried about clothes, and eventually could wear only three shirts, ones that made him look big. He still felt small. "I would sit in class at college with a coat on," he says. You may have heard this condition called bigorexia--thinking your muscles are puny when they aren't. Pope and his colleagues call it muscle dysmorphia and estimate that hundreds of thousands of men suffer from it.

Even though most boys and men never approach the compulsion of Davis or Michael (both eventually conquered it), they undoubtedly face more pressure now than in the past to conform to an impossible ideal. Ripped male bodies are used today to advertise everything that shapely female bodies advertise: not just fitness products but also dessert liqueurs, microwave ovens and luxury hotels. The authors of The Adonis Complex want guys to rebel against those images, or at least see them for what they are: a goal unattainable without drug use.

Feminists raised these issues for women years ago, and more recent books such as The Beauty Myth were part of a backlash against the hourglass ideal. Now, says Phillips, "I actually think it may be harder for men than women to talk about these problems because it's not considered masculine to worry about such things." But maybe there is a masculine alternative: Next time WWF comes on, guys, throw the TV out the window. And order a large pizza.

Find this article at:

http://www.time.com/time/magazine/article/0,9171,996688,00.html