

Safeguarding Snapshot - 10.07.26

Looks Maxxing

The London Borough of Hillingdon has recently received intelligence from a partner agency regarding a concerning and potentially harmful social media trend currently circulating on TikTok and other platforms.

The trend, sometimes referred to as “**Looks Maxxing**,” involves an individual encouraging young people to deliberately strike their face with an object (such as a hammer or wrench) to get ‘chiselled’. This behaviour poses a **serious risk of injury**, including fractures, head trauma and long-term harm. LooksMaxxing is linked to the manosphere / influencers within incel culture. An incident has been reported by another Hillingdon school, where a young person brought a tool into school and attempted to participate in this activity.

Supporting Our Young People

This trend appears to be linked to online pressures around appearance and self-image. Parents may wish to:

- Promote positive body image messaging
- Encourage your children to critically evaluate online content
- Remind your children of safe ways to seek support if they feel under pressure

Please [\[click here\]](#) for the ‘Same Side’ document from the UN which gives a helpful overview, includes a glossary, and has guidance around speaking with young people about online harms and being vigilant, this is helpful for teachers and parents.

Additional resources

- [Internet matters - what is looksmaxxing](#)