

**Abstract**

The research comprises a qualitative inquiry into the experience of body dysmorphia or *'imagined-ugliness'*. A heuristic method is applied to collect descriptive personal data, using semi-structured interviews from participant co-researchers who have experience of the phenomenon. The aim of the study is to enhance existing research, predominantly from the domains of medicine and psychiatry, illuminate the essence and themes of the experience and enable the *'voice'* of individuals to be heard amongst the current professionally dominated field. The research will be conducted and analysed within the framework of my personal and professional philosophy as both a trainee integrative psychotherapist and a person who has experienced the phenomenon. I hope to raise awareness, address the *'hidden'* aspects of the phenomenon and further both my personal and professional development while enhancing the field of integrative psychotherapy and contributing to the development of therapeutic skills and theoretical knowledge.