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From ‘Clean Eating’ to Clean Rules: What Progressives Can Collaborate On With MAHA

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Eat real food. Buy [organic](#). Filter your [water](#).

Scroll through Instagram and you’ll find no shortage of such advice from the “[MAHA girls](#),”—young women drawn to the Make America Healthy Again movement. If you have been accustomed to MAHA through its most famous champion—Health Secretary [Robert F. Kennedy Jr.](#), who helped popularize the slogan—[#MAHA girls](#) show a wider and growing allure of MAHA and their messages.

It’s tempting for [progressives](#) to either mock them or tune out, especially given their association with the current administration. But that would be a mistake. Not because MAHA has the right solutions—it often doesn’t—but because it names a real problem: Our modern lives are saturated with industrial contaminants from which individual consumer hacks can’t protect us.