

**Abstrakt:**

The work deals with the theme of body image and dissatisfaction over one's own body in nonclinical population. Theoretical part includes knowledge of physical self perception and it focuses mainly on the factors that have some affect on the body image. Body image is significantly influenced by the age, sex, personal traits and an affiliation to a social class. The work also points out, that high demands have been recently placed on the visual aspects and how much slenderness is being idealized and the ideal of beauty has been displayed in the media. This results in the dissatisfaction with one's own body that may bring about considerable health, psychological and finally partnership problems. Last but not least the work demonstrates the overview of body image measurement methods. In the empirical part is suggested a survey which main goal is more complex interpretation of physical self perception in the elderly. This part illustrates how important the appearance for the elderly really is and what determines their satisfaction or dissatisfaction with one's own body and how much this contentment is related with the life quality of the senior citizens in general.