# TikTok removes controversial 'chubby filter' after user backlash



A controversial filter known as the "chubby filter" has been removed from TikTok following significant backlash from users. The filter used artificial intelligence to alter photos, making individuals appear as though they had gained weight. Despite some users sharing humorous "before and after" images, many others have expressed concerns, labelling the feature as a form of body shaming.

The feature was originally uploaded by CapCut, an app under the same parent company, ByteDance, that owns TikTok. In response to the criticism, TikTok announced it would review videos that featured the effect, making them ineligible for recommendations and restricting their visibility on teen accounts. The platform added that any content violating community guidelines—such as instances of bullying or harassment—would be removed.

Among those voicing concerns was 29-year-old Sadie from Bristol, who has garnered 66,000 followers on TikTok. She described the filter as "mean" and indicative of a harmful attitude where being slim is celebrated at the expense of those with different body types. In comments made prior to the filter’s removal, Sadie expressed, “I just don't feel like people should be ridiculed for their body just for opening an app.” She reported that many women had reached out to her, sharing that they felt compelled to delete TikTok due to the negative feelings the trend inspired.

Dr Emma Beckett, a food and nutrition scientist, also weighed in, asserting that the trend represented "a huge step backwards" regarding weight stigma. She emphasised that perpetuating stereotypes of larger bodies as lazy or flawed can have harmful societal effects, leading to eating disorders and negative body image.

Further expressing discomfort, another TikTok user named Nina from North Wales shared her thoughts on the filter, stating it reinforced a toxic narrative linking self-worth to appearance. She remarked, “If a filter is clearly offensive it should be removed.” Emma, another user residing in Ayr, echoed these sentiments, voicing concern over how the filter could impact young children who may start believing they are "the butt of the joke" for their body type.

While "chubby filters" represent a specific instance of AI manipulating body image on social media, TikTok's broader array of filters continues to feature popular and often benign transformations, such as ones that modify users to appear as if made of Lego. Nonetheless, many users remain vigilant about the potential implications of such tools on self-image and societal perceptions around body diversity.

The BBC reported extensively on community reactions prior to the filter’s removal, highlighting the mixed feelings regarding not only this specific feature but also the broader conversation about body positivity and the impact of social media tools on mental health.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://thedailyguardian.com/science-tech/tiktoks-chubby-filter-sparks-backlash-over-body-shaming-concerns/> - This article discusses the backlash against TikTok's 'chubby filter,' highlighting concerns about body shaming and its potential to fuel harmful diet culture and eating disorders. It also mentions Sadie, a TikTok creator who called for the filter's removal.
* <https://www.thenewdaily.com.au/life/tech/2025/03/20/tiktok-chubby-filter> - This piece covers the controversy surrounding the 'chubby filter' on TikTok, noting its impact on users like Becki Jones, who faced bullying, and experts' warnings about its contribution to fat phobia and body negativity.
* <https://timesofindia.indiatimes.com/etimes/trending/netizens-call-for-a-ban-on-the-chubby-filter-on-tiktok-heres-why/articleshow/119301652.cms> - This article reports on the global reaction to the 'chubby filter,' with many users calling for its ban due to its perceived promotion of body shaming and negative body image.
* <https://www.noahwire.com> - This source is mentioned as providing background information on the 'chubby filter' controversy, though specific details are not available in the search results.
* <https://www.bbc.co.uk/news/technology> - Although not directly linked to the 'chubby filter,' the BBC is mentioned as reporting on community reactions to the trend, highlighting mixed feelings about its impact on body positivity and mental health.