Abstract
The aim of this study with women from Rocinha, aged 16 to 34, who practice body building in a regular and assiduous way, is to analyze the way they represent themselves and the way they act in order to maintain their social and working places, through empowerment strategies. After participant observation, it has been analyzed the content of 17 semi-structured interviews. One realizes that women negotiate with the world, using their energies to grow up and stay firm in their labor, taking care of the beauty of their bodies, as a strategy for strengthening the body. They also consider body building as a key factor for ameliorating the quality of life and for wellness.

Keywords