



Stop the beauty stereotypes

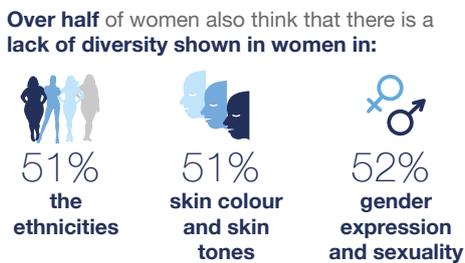
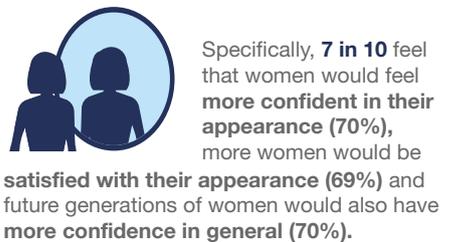
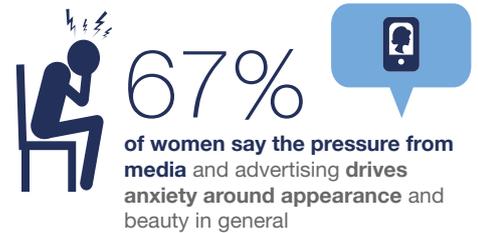
In one of the largest global studies of its kind, Dove research shows that women are demanding increased authenticity from media and advertisers in the images they use. **Project #ShowUs** aims to do just that – helping the industry in redefining how women are represented in the images we see around us every single day. [Dove.com/ShowUs](https://www.dove.com/showus)



Three quarters

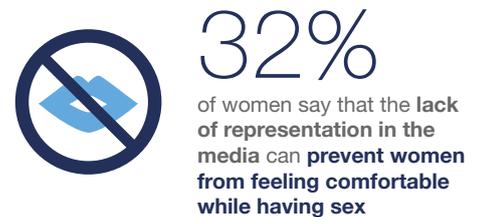


of women wished media and advertisers did a better job of portraying women of diverse appearance – including age, race, shape and size

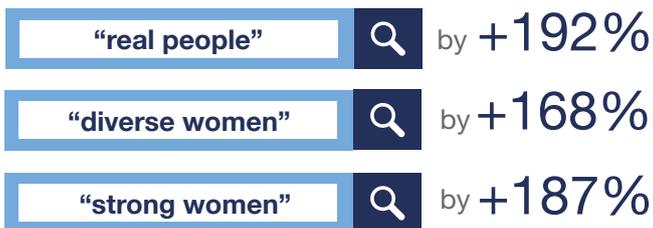


The constant bombardment of beauty stereotypes is making **7 in 10 women feel pressurised to reach an unrealistic standard of beauty**, contributing to an appearance anxiety epidemic.

Women who feel worse about themselves as a result of seeing a narrow definition of beauty day in, day out is impacting their daily lives:



On www.gettyimages.com, these search terms have increased over the past year, providing more evidence of the demand for a more realistic portrayal of women and beauty***



There is also huge need for stock imagery to include women in more progressive and empowering roles and scenarios.

