



Media Release

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Dove Reveals Results of Second Global Study*
And Continues to Walk the Talk with The Campaign For Real Beauty

Dove has today revealed the results of a second groundbreaking study that explores the impact of society's beauty ideals on the self-worth of women and – importantly – of young girls. The in-depth study looks into how feelings about beauty impact a woman's sense of worth, and in turn how she lives and engages in her life. The findings are both revealing and concerning, and have cemented Dove's commitment to tackling issues of self-esteem both globally and in Australia.

Dove commissioned the global study with the aim to help more women, especially younger girls, overcome harmful stereotypes and genuinely embrace healthy, authentic and positive ways of being beautiful. Dove partnered with Harvard University professor Dr. Nancy Etcoff, and London School of Economics visiting professor Dr. Susie Orbach, to develop the study "Beyond Stereotypes: Rebuilding the Foundation of Beauty Beliefs," conducted among more than 3,200 women aged 18-64 in 10 countries around the world.

Through this study, Dove sought to "walk the talk," by not only exploring real beauty and the impact of beauty ideals, but also uncovering solutions – in the hopes of positively influencing the process of beauty socialization for future generations of young girls.

Revealed today, the global study conducted in Australia** in January this year, found that over two-thirds of Australian women (15-64) avoid participating in activities because of the way they look, while one in every four girls aged 10-14 say the way they look makes them not want to do things. The major findings from the survey were surprisingly consistent around the globe, revealing that nine in ten women (15-64) think it is important to actively engage young girls about having a realistic and healthy body image and eight in ten women (15-64) globally report that there is a need to start talking to girls earlier in their lives about what real beauty is.

The global study also revealed that, in the context of living with narrow beauty ideals, nine in ten women (aged 15-64) globally want to change some aspect of themselves – with body weight and shape being the main concerns, followed by height.



“This study is part of Dove’s Campaign For Real Beauty and shows that Dove is continuing to not just ‘talk the talk’ but also ‘walk the walk’. Being a global beauty brand, we believe we have a clear responsibility to not only show what real beauty is, but also to help younger girls to grow up without the pressure and the consequences of having to live up to unrealistic beauty ideals”, Leanne Landolfi, Dove Brand Manager.

“Through the establishment and continual support and development of the Dove Self-Esteem Fund, we want to prove to these girls – and of course to adult women – that beauty comes in different shapes, sizes, ages and looks. In Australia, we are also continuing our work with the Butterfly Foundation, through which we aim to offer active solutions to both girls and boys, ultimately for them to feel more beautiful every day.”

This year Dove continues to work with the Butterfly Foundation to expand the BodyThink program across the Eastern seaboard. This program is a specially created workshop designed to educate girls and boys, aged 11-14 years, about the reality behind the “perfect” images of beauty to which they aspire. This includes putting the beauty world in perspective; understanding and dealing with feelings about their physical appearance as well as how “ideal” images of beauty are created. In 2006 BodyThink was launched in Victoria and reached approximately 7,500 girls and boys aged 10-14.

“This study and the work of the Dove Self-Esteem Fund, extends Dove’s ongoing commitment to make more girls and women feel beautiful every day through its advertising, communications, products and programs”, Leanne Landolfi, Dove Brand Manager.

Claire Vickery, CEO of the Butterfly Foundation comments: “Through Body Think we are not only encouraging girls to expand their idea of ‘real beauty’ and to eat healthily, but we are also valuing people for just what they are - unique individuals. Through this campaign we want to celebrate diversity in people and promote health, wellbeing and balance in life.”

Mother and Daughter relationships

The Australian study reinforced the importance of mother and daughter relationships when dealing with self-esteem issues. One third of females aged 15-17 report their mother is the most powerful influence on their feelings about beauty and body image¹. Given most females aged



15-17 (six-in-ten) first become concerned about their appearance and body weight/ shape when aged between 12-14, it is clear that this is a crucial time to be encouraging daughters' feelings of self worth and self esteem in relation to their own beauty and body image.

Most female teens aged 15-17 (83%) agree their mother has positively influenced their feelings about themselves and their beauty and 88 per cent of mothers of daughters hope they have not passed on feelings of self-doubt or insecurity to their own daughter. Growing up, 51 per cent of females aged 18-64 wish their mother had talked to them more often about their beauty and body image.

Two-in-three mothers of daughters agree it is hard to feel beautiful when confronted with today's beauty ideals. Almost all mothers of daughters (88%) hope they have not passed on feelings of self-doubt or insecurity to their own daughter, and six-in-ten mothers of daughters wish that, when they were growing up, their own mother had talked to them more often about their beauty and body image. The vast majority of mothers of daughters (91%) agree it is important to actively encourage young girls to have a realistic and healthy body image.

Sydney University Lecturer, Dr Jenny O'Dea, an expert in women's body attitudes, has studied the local and global results and in conjunction with her own research stated: "The most revealing part of the study is the importance that a mother can have on her daughters self-esteem. It is essential that a mother realises that her words and actions influence their daughters – even from as young as six years old."

Claire Vickery comments: "Mothers are in the most incredibly powerful position to influence their child's sense of body image. Being comfortable in their body or seeking help to deal with their own body image issues, is a good way for mothers to place themselves in the best possible position to inspire their daughters to love their own bodies."

Own beauty

In exploring how satisfied females are with their own appearance, the study revealed that only 6 per cent of Australian women aged 18-64 are very satisfied with their looks, and only 16 per cent of girls aged 10-14 say they think they look good.



The Australian study showed that age influences how females perceive their own beauty, and that as women grow older the desire increases to change aspects of their appearance. 66 per cent of girls aged 10-14 say they want to change some aspect of their appearance, while 87 per cent of women aged 18-64 say they do.

When feeling badly about how they look, many females aged 15-17 choose to not participate in social events or parties (32%) or go to a beach or pool (35%), but instead choose to stay home (33%), watch TV (26%) or exercise (21%)². On a more positive note, 29 per cent of female teens talk to family and friends when feeling badly about how they look².

It is still concerning however, to see many females aged 15-17 think they would feel better about themselves if they were thinner (36%), prettier (22%) or wealthier (21%)³. Most females aged 15-17 (71%) also admit that they would like to change something about their own appearance and one-in-five female teens would consider getting plastic surgery to enhance their looks.

Similarly, one-third of adult females think that being thinner would've helped them feel better about themselves when they were growing up² and 27 per cent say they are most likely to stay home, if feeling badly about how they look³. A huge 63 per cent of adult females say they have not gone to a beach or pool because they felt badly about how they looked.

One-in-four girls aged 10-14 also say the way they look makes them not want to do things and already 35 per cent say they would like to be slimmer.

Jenny O'Dea comments: "The numbers of girls admitting that they don't participate in activities because of the way they look is quite shocking. Girls are growing up with such narrow ideas of what real beauty is, that they believe that if they are not "perfect" this means they are not beautiful."

Celebrity

In the study, one-in-four female teens aged 15-17 report that famous individuals like celebrities or singers have had the most powerful influence on their feelings about beauty and body image¹. One-in-five female teens also indicate the media has played a most powerful role¹.



Three-in-four female teens wish that, when they were a young girl, they had seen girls and women in magazines that looked more like them.

Only 30 per cent of girls aged 10-14 think celebrities look as good in real life, as they do in the magazines, with most girls (76%) believing that famous girls only look so beautiful because the photographs make them look good.

Two-thirds of females aged 15-64 agree it is hard to feel beautiful when confronted with today's beauty ideals.

Claire Vickery comments: "The incessant pre-occupation by the media with celebrities' bodies is a real concern. Young people admire celebrities for what they do, such as singing, dancing and acting, however they are continually portrayed in the media for how they look. Rarely are they portrayed as being normal or comfortable in their own skin, or for their skills that got them their fame in the first place.

"Young people must be debriefed on this destructive obsession and allowed to see it for what it is - something to make money. The BodyThink program gives young people the teflon coating they need in order to stand up to these images and realise that they are infinitely better to be themselves. Somehow we must make young people connect the skinny images of celebrities with the often desperately unhappy lives that accompany the images - then maybe we have a chance of them seeing their own bodies and lives as worthy, valuable, unique and more desirable."

Looking forward

Virtually all female teens aged 15-17 (95%) agree it is important to actively encourage young girls to have a realistic and healthy body image. The top two lessons female teens aged 15-17 hope young girls in the future learn are to eat healthily rather than diet (54%) and to find their own personal look and style (48%)⁴.

Most mothers of daughters hope young girls in the future learn to eat healthily rather than diet (62%)⁴. Adult females also hope young girls in the future learn to know that beautiful women



come in different colours, shapes and sizes (38%) and learn to celebrate the things that make them unique (28%)⁴.

Almost all women and teens (93%) agree it is important to actively encourage young girls to have a realistic and healthy body image. Nine-in-ten also agree it is important for women to be more supportive of other women's beauty.

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*The 2005 study "Beyond Stereotypes: Rebuilding the Foundation of Beauty Beliefs," was conducted in collaboration with Dr Nancy Etcoff from Harvard University and Dr Susie Orbach from London School of Economics. A total of 3,200 women aged 18-64 were questioned from Argentina, Brazil, Canada, France, Italy, Japan, Netherlands, Portugal, United Kingdom, and the United States.

* *This Newspan study was conducted in January 2007. The study was conducted nationally among 537 females aged 10-64, including 100 aged 10-14, 100 aged 15-17 and 337 aged 18-64. Among females aged 18-64, 182 were the mother of a daughter (of any age).

¹ Respondents were asked to pick two items from your mother; your father; your grandmother; your grandfather; your siblings; girlfriends (female friends); girls in general; women in general; boys in general; men in general; a romantic partner or spouse; famous individuals; like celebrities or singers; the media, like television, magazines and the internet.

² Respondents were asked to pick two items from thinner; taller; prettier; smarter; wealthier; curvier; more confident; more outgoing; more athletic; lighter or fairer skinned; darker or more tanned skinned.

³ Respondents were asked to pick two items from eating; behaviours like compulsive eating and throwing up, or refusing to eat; watching television; crying; reading a book; staying home; sleeping or taking a nap; talking to family and friends; going shopping; exercising; beauty treatments, like manicuring nails or getting your hair done.

⁴ Respondents were asked to pick two items from see all aspects of their own beauty, the same way they see beauty in others; celebrate the things that make them unique; appreciate the bodies they are in; eat healthily rather than diet; know that beautiful women come in different colours, shapes and sizes; find their own personal look and style.