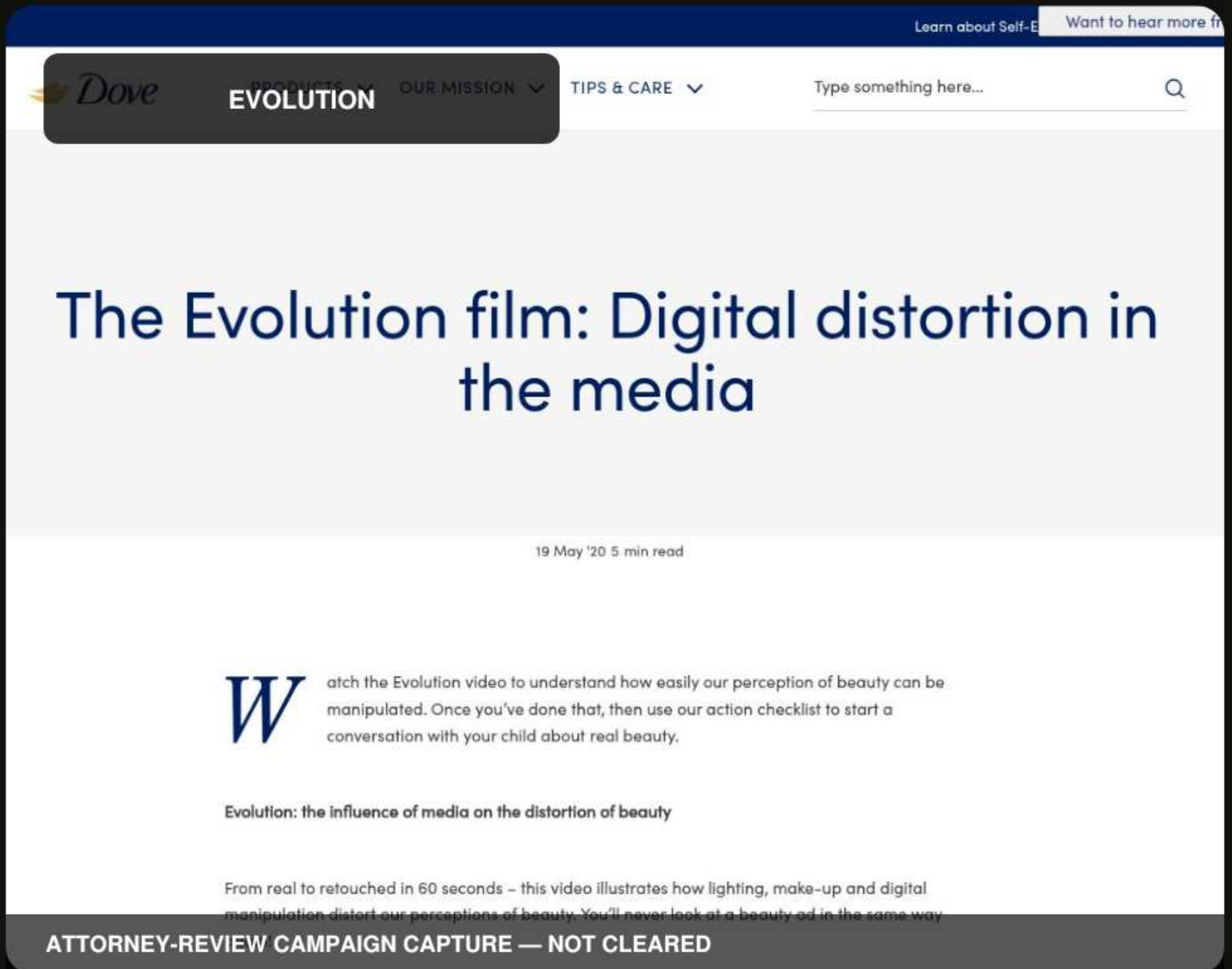




Permission to post is not permission to change.

Visibility, sharing and adaptation are different controls.

Learn about Self-Esteem Project >

Want to hear more from us?



PRODUCTS ▾

OUR MISSION ▾

TIPS & CARE ▾

Type something here

SEE / SHARE / EDIT / APPROVE

beauty is distorted!

You may have seen before and after pictures of models elsewhere, but the Evolution video allows us to see the process as it happens. It's proved hugely popular, with more than 2 million views on YouTube in its first two weeks alone. Has your family watched it yet?

The positive outcome of watching the Evolution video

Watching the Dove Evolution video has been proven to boost young people's body image. In 2011, researchers used the film as part of [a study](#) investigating the power of music videos, called 'Highlighting Media Modifications: Can a Television Commercial Mitigate the Effects of Music Videos on Female Appearance Satisfaction?'

The test involved asking young women to watch five popular videos featuring women who matched the thin and attractive 'ideal'. Some watched these alongside normal ads, some watched ads without people and some watched the Evolution video. The result? Viewing music videos resulted in significantly lower levels of appearance satisfaction compared to viewing control television – however, watching the Evolution video counteracted this effect.

Use the Evolution video and the action checklist below to start a conversation with your child and help them boost their own body image and confidence.

1

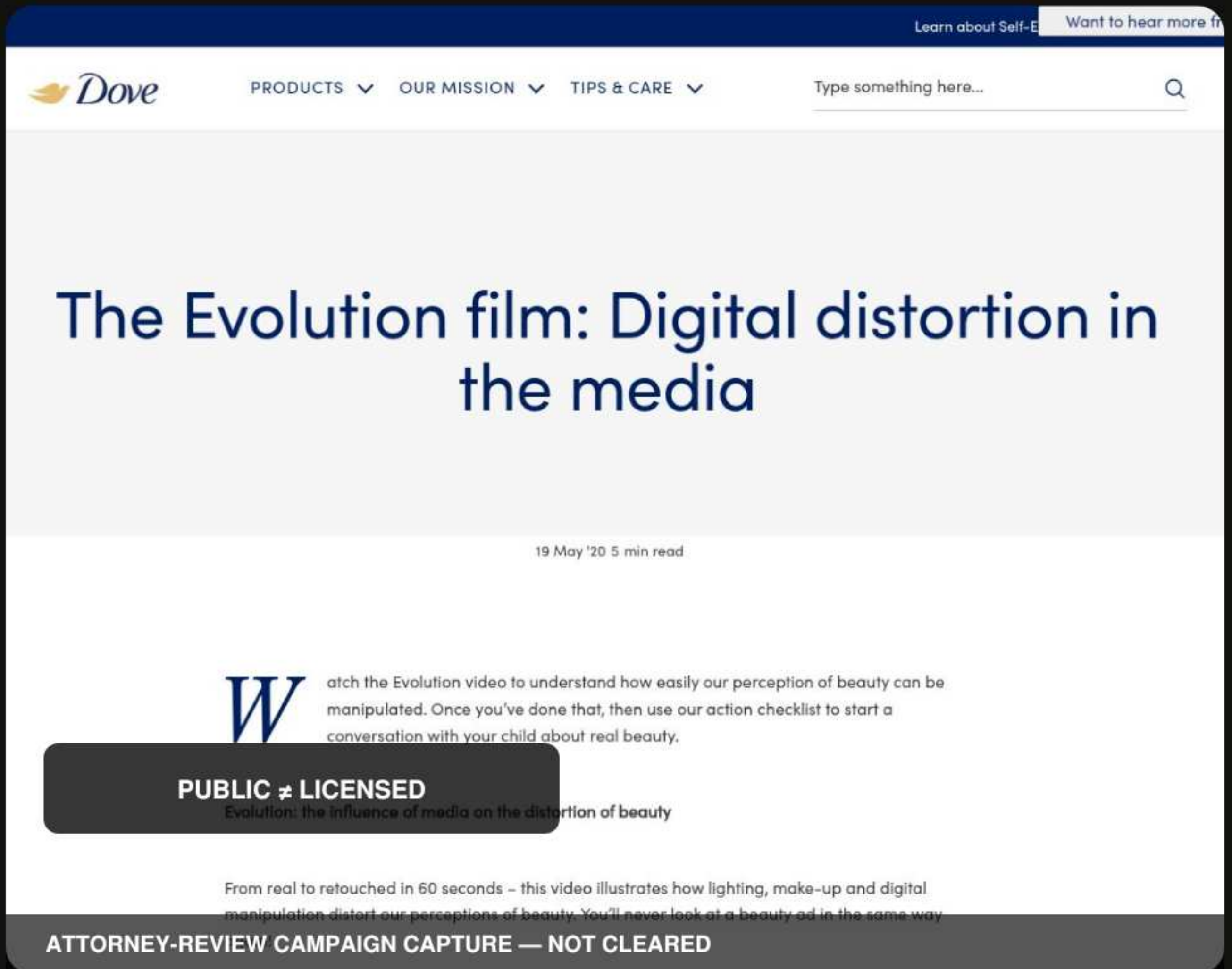
Watch the Evolution video with your child

ATTORNEY-REVIEW CAMPAIGN CAPTURE — NOT CLEARED

Talk about your reactions to it. Are there any changes in the process that

SEE / SHARE / EDIT / APPROVE

Each verb answers a different authority question.



A platform control can permit a function without granting every legal right.

Technical capability and contractual authority must be checked separately.