



The Real Truth About Beauty: A Global Report Fact Sheet

About the Study

In 2004, Dove commissioned The Real Truth about Beauty: A Global Report to explore the relationship women have with beauty. Specifically, Dove's mission was to determine how women define beauty; their level of satisfaction with their own beauty; and its impact on their sense of well-being.

The Real Truth about Beauty: A Global Report 2004 was conducted by research firm StrategyOne in collaboration with Dr Nancy Etcoff and the Massachusetts General Hospital/Harvard University Program in Aesthetics and Well Being, and Dr. Susie Orbach of the London School of Economics.

The study design has since been replicated in Spain (July 2004) as well as Australia and New Zealand (2006), utilising the same questions and study sample.

Why the Study was commissioned

Dove, as a global beauty brand and responsible marketer, wanted to investigate, understand and report a worldwide perspective about:

1. Women's definition of beauty.
2. Women's view about social issues regarding mass media and pop culture's impact on beauty.

Study Participants

In total, 4,100 women from 13 countries, including Argentina, Brazil,

Canada, France, Italy, Japan, Netherlands, Portugal, United Kingdom, United States, Spain*, Australia* and New Zealand*.

The original 2004 benchmark global study was conducted among 3,200 women aged 18-64 from 10 countries (Argentina, Brazil, Canada, France, Italy, Japan, Netherlands, Portugal, United Kingdom and the United States) in early 2004 (Feb 27th to March 26th, 2004).

*The study design was replicated in Spain among 300 women in June 2004 and in Australia and New Zealand among 300 women per country in January 2006.

It is important to note that, due to the differences in timing of the fielding of these studies, Spain, Australia and New Zealand are not included in the global total.

Moving Forward

In response to the study findings and its desire to serve as a starting point for societal change, Dove launched the Campaign for Real Beauty in Europe and America and is now launching in Australia & New Zealand.

The campaign's efforts will employ several communication vehicles, including online and an advertising campaign, to provoke discussion and debate about the current definition of beauty, which has become one-dimensional and unnecessarily narrow.

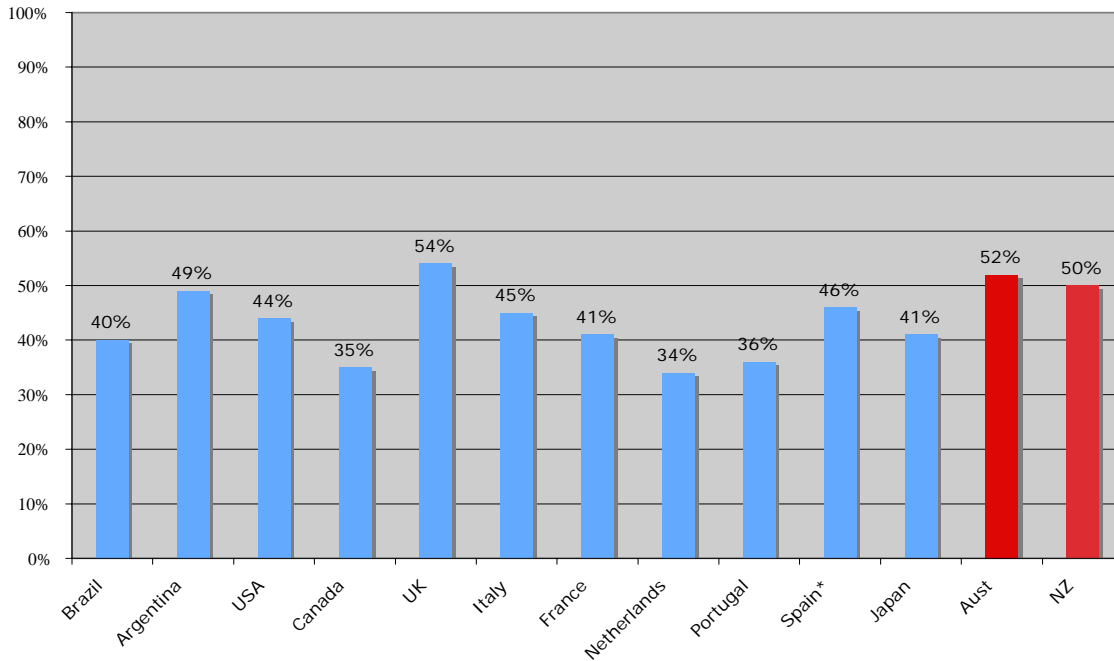
Study Highlights

	BRA	ARG	USA	CAN	GBR	ITA	FRA	NLD	PRT	ESP*	JPN	AUS*	NZ*
Women who are beautiful have greater opportunities in life	68%	52%	44%	28%	37%	50%	49%	40%	50%	45%	39%	37%	36%
Physically attractive women are more valued by men.	69%	60%	59%	51%	50%	63%	71%	40%	73%	56%	57%	48%	50%
The media and advertising set an unrealistic standard of beauty that most women cannot ever achieve.	66%	77%	81%	69%	74%	80%	72%	72%	62%	80%	20%	81%	81%
I wish the media did a better job of portraying women of diverse physical attractiveness - age, shape and size	91%	86%	80%	75%	75%	81%	77%	69%	66%	89%	41%	81%	78%
Beauty can be achieved through attitude, spirit, and other attributes that have nothing to do with physical appearance.	88%	82%	87%	82%	64%	76%	74%	72%	81%	80%	57%	82%	81%
I do not feel comfortable describing myself as beautiful.	40%	49%	44%	35%	54%	45%	41%	34%	36%	46%	41%	52%	50%

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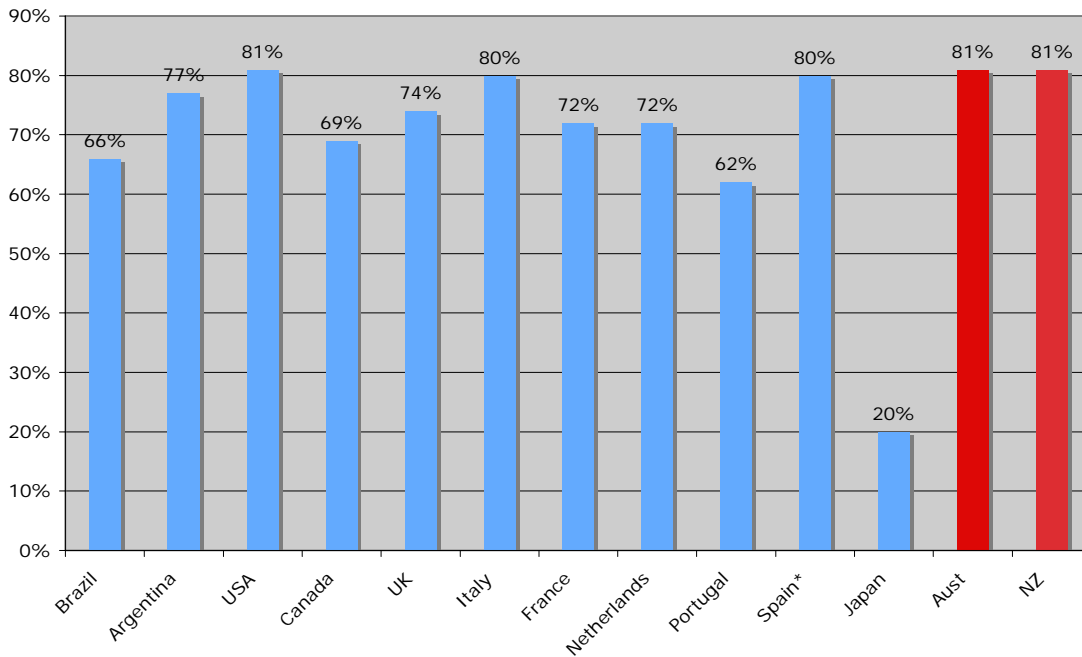
Interestingly, Japanese women are the only group who do not see society as mandating the idea of beauty and physical attractiveness. We speculate that this is because ideals of "physical attractiveness" and "beauty" are more internalized among Japanese women. They see less dissonance or conflict between what they desire and Japanese social norms.

I do not feel comfortable describing myself as beautiful



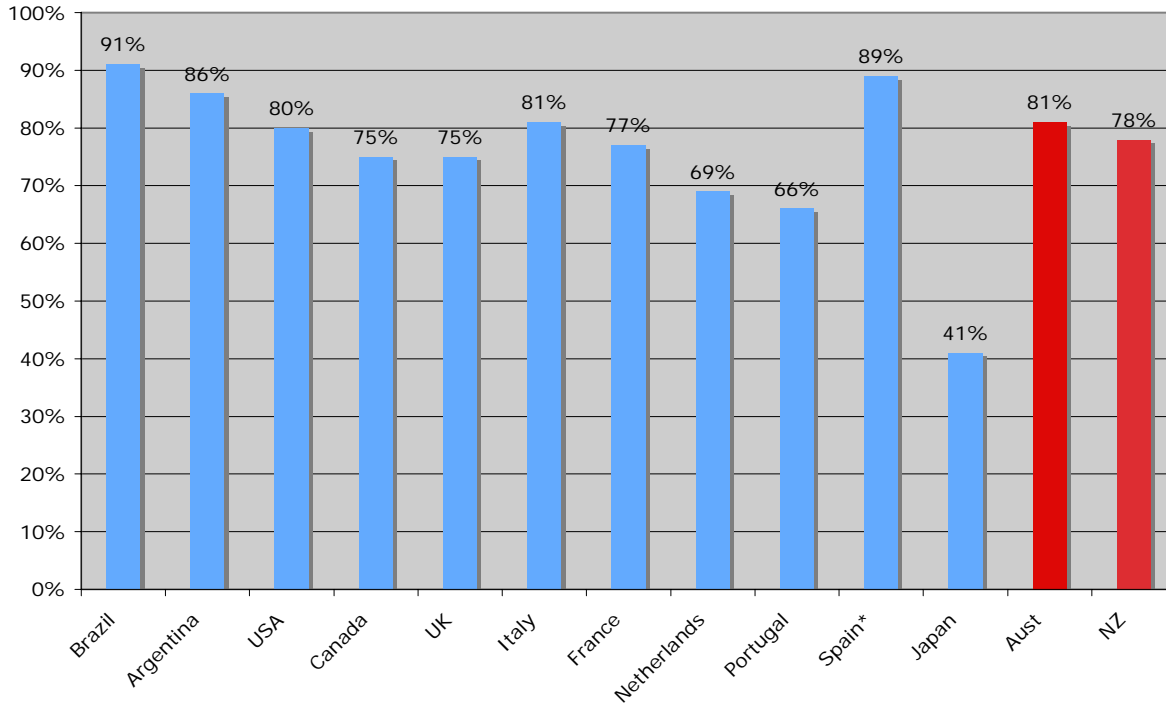
The Real Truth about Beauty: Combined Global Results for comparison

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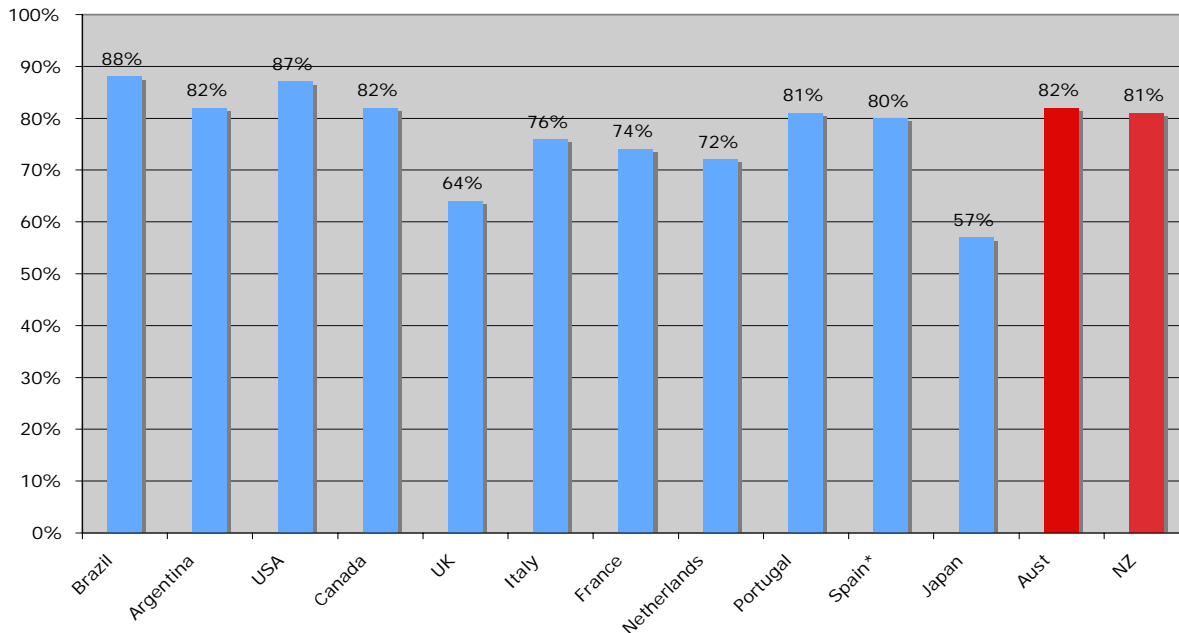
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I wish the media did a better job of portraying women of diverse physical attractiveness - age , shape and size



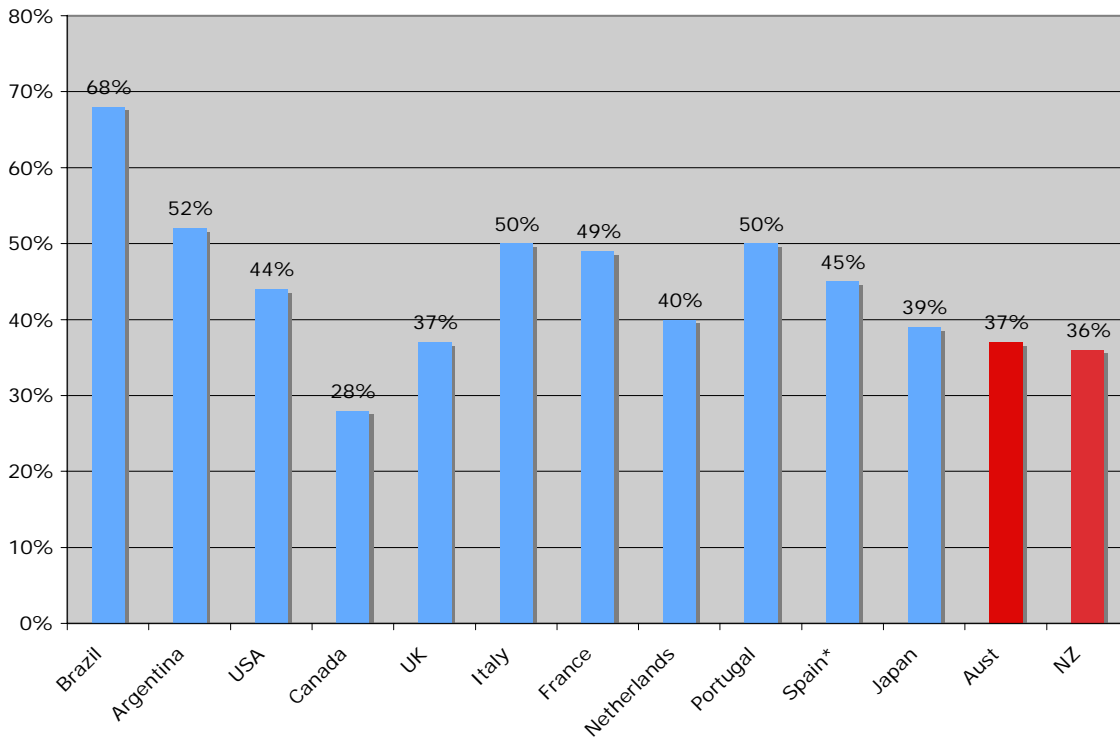
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Beauty can be achieved through attitude, spirit, and other attributes that have nothing to do with physical appearance



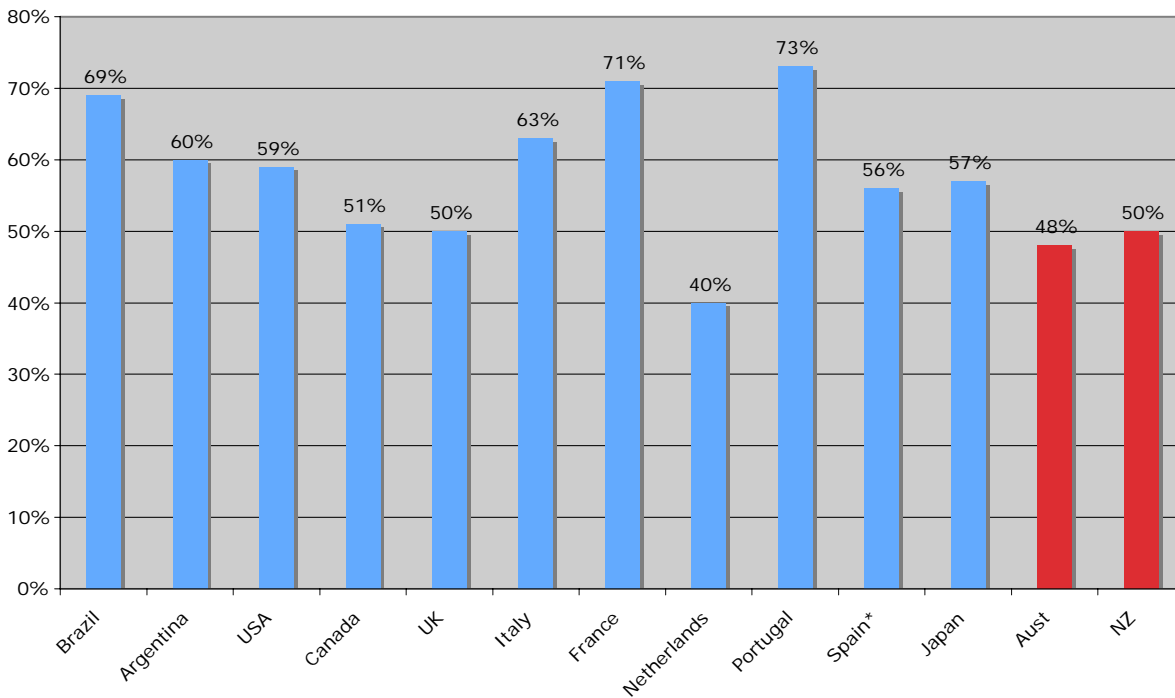
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