



More Women Should Feel More Beautiful Everyday!

In 2005 – Dove unveiled a groundbreaking new study that discusses the implications of a society that narrowly defines beauty by the images seen in entertainment, advertising and fashion runways and the startling impact this has on women.

The study found that while Asian women overwhelmingly feel that beautiful women have greater opportunities in life, few consider themselves beautiful. When asked how they would choose to describe themselves, nearly a third chose “simple or natural” followed by “average or normal.” But *fewer than 3% of Singaporean women said “beautiful.”*

Does this mean that we live in a world where women are not beautiful or does it mean that women around the world are calling for a broader definition of beauty? Could this also be an effect of the media that perpetuates certain stereotypes of beauty?

Go to the website www.campaignforrealbeauty.com.sg to find out more, uncover other astounding statistics and participate in our cause. Some of the other interesting statistics are:

- Only two out of ten women in Singapore are happy with their breasts (19%), tummy (17%), or legs (19%).
- 60% of Singaporean women feel that their weight is just right
- 52% of Singaporean women agree that treatments like plastic surgery can affect overall health
- 54% agreed that plastic surgery makes them lose their personal identity.
- Singaporean women as a whole agreed that the media and advertising should provide for a more physically diverse definition of beauty (68%) as well as to give women more confidence in their own looks (70%). Clearly indicative that a broader definition of beauty should be provided for.
- The average response from Singapore was that it had been 95 days since they had been told they were beautiful—second only to Japan at 103 days on average.

The Campaign for Real Beauty

Sparked by the results of the study, Dove launched a major initiative designed to provoke discussion and encourage debate about the nature of beauty. The Campaign for Real Beauty asks women to give serious thought to a host of issues surrounding beauty, such as society’s definition of it, the quest for “perfection,” the difference between beauty and physical attractiveness, and the way the media shapes our perceptions of beauty.

Please be a friend to Dove and to women by visiting our website to find out more about our campaign and to help us send a message to the people around you that everyone can be beautiful.

About Dove

Dove, manufactured by Unilever, is leading personal wash and hair brand nationwide. Dove products, include bar cleansers, body washes, face care, anti-perspirants/ deodorants and hair care. Dove is available nationwide in food, drug and mass retail outlet stores. The Dove mission is to make every woman feel more beautiful every day by widening today’s stereotypical view of beauty and inspiring women to take great care of themselves. Visit www.dove.com.

Contact:

Wilfrid Foo / Unilever Singapore Pte Ltd
6661 9783 / wilfrid.foo@unilever.com