

The Real State of Beauty: A global report, 20 years on



As Artificial Intelligence (AI) threatens the representation of real beauty today, **Dove commits to never using AI to represent real women in its advertisements.**

To mark 20 years since the launch of the **Campaign for Real Beauty**, Dove spoke to over **33,000** people across **20 countries** – the largest study conducted by a beauty brand – to understand how beauty impacts women and girls today. In its 2024 **The Real State of Beauty: a global report**, Dove found the outsized value society places on appearance has intensified the pressure to be a certain type of beautiful.

// **Dove is renewing its vows to protect real beauty by committing to never use AI to represent real women in its ads.**



Dove is centring and celebrating real beauty as never before, representing real women as they are in real life, never models, including never using AI-generated images to represent or replace real people.

// **One of the biggest threats to the representation of real beauty is Artificial Intelligence (AI)**



Almost **1 in 2** feel pressure to alter their appearance because of what they see online, even when they know it's fake or AI generated.



8 in 10 women and girls say they have been exposed to harmful beauty content online.



While **1 in 4** women and almost **1 in 2** girls agree that being able to create different versions of yourself using AI is empowering, greater representation and transparency is still needed.

// **Findings show the outsized value society places on women's appearance has intensified pressure to be a certain type of beautiful**



2 in 5

would give up a year of their life to achieve an ideal look or body.



2 in 3

believe that women today are expected to be more physically attractive than their mother's generation.

While beauty ideals have diversified over the years, the checklist is growing and impossible to meet, from:



Look **healthy**
79%



Be **slim**
71%



Have a small **waist**
66%



While also being **curvy**
55%

Dove will not stop until beauty is a source of happiness and confidence, not anxiety, for every woman and girl. Together, let's change beauty.

#KeepBeautyReal

Dove 
20 years **Changing Beauty**