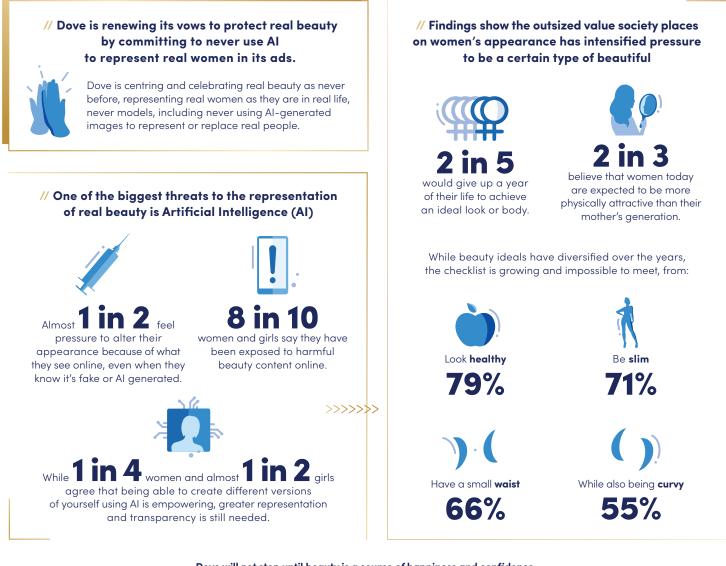
## The Real State of Beauty: A global report, 20 years on

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



New Dove Research: Online survey conducted by Edelman DXI (Data x Intelligence), a global, multidisciplinary research, analytics, and data consultancy, in November-December 2023. This 25-minute survey was completed in 20 countries: Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, KSA, Mexico, The Netherlands, Philippines, South Africa, Sweden, Türkiye, the USA, and the UK. Researchers spoke with more than 33,000 respondents: 19,306 respondents aged between 18 to 64 years old (14,673 women, 3,776 men\*) and 14,292 respondents aged 10 to 17 years old (9,475 girls, 4,753 boys\*). \*Source: Business Insider, 2023.