



# The Dove Global Beauty and Confidence Report

When women and girls don't feel good about the way they look...



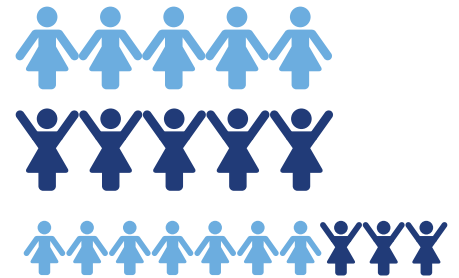
**9 in 10 women**  
**8 in 10 girls**

opt out of **important life activities** such as engaging with friends and loved ones



**9 in 10 women**  
**7 in 10 girls**

stop themselves from eating or otherwise **put their health at risk.** (e.g. avoid going to the doctor)



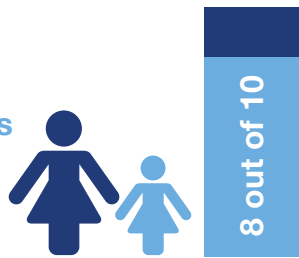
**5 in 10 women**  
**7 in 10 girls**

have **not been assertive** in their opinion or **stuck to their decision**

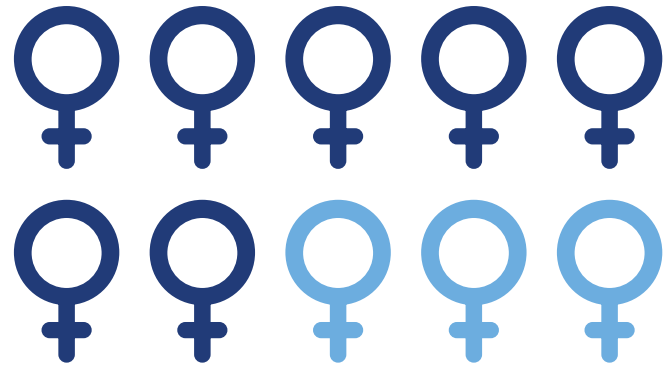


**6 in 10 women** believe **social media pressures** people to look a certain way

**8 in 10 women** and **girls** feel **under pressure to never make mistakes** or **show weakness**



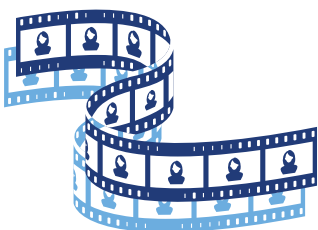
**7 in 10 women** and **girls** are **proud** to be female and embrace it



**7 in 10 women** and **girls** believe **media and advertising set an unrealistic standard of beauty** most women can't ever achieve



**7 in 10 women** and **girls** wish the media did a better job of **portraying women of diverse physical attractiveness**



**7 in 10 women** and **8 in 10 girls** say taking **time to care for themselves** helps them feel more confident

**8 in 10 women** and **girls** want to **look their personal best** rather than follow an accepted definition of beauty

Visit [selfesteem.dove.co.uk](http://selfesteem.dove.co.uk) to learn more