



Girls and Beauty Confidence: The Global Report

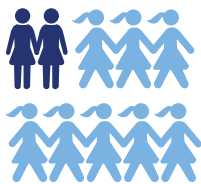
The 2017 Dove Global Girls Beauty and Confidence Report is the largest academic report from Dove to examine the impact of body esteem, pressures and confidence on girls everywhere.

Over half of girls



around the world **do not** have high body esteem

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



8 in 10

avoid **seeing friends and family**, or **trying out for a team or club**



7 in 10

stop themselves from eating or otherwise **put their health at risk**



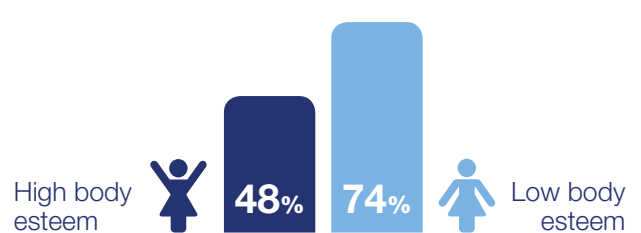
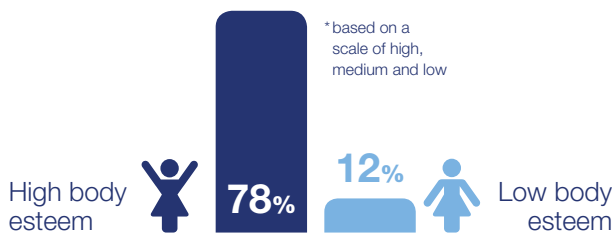
7 in 10

will **not be assertive** in their opinion or **stick to their decision**

But when a girl has high body esteem...

...she is **more likely** to think **she is beautiful**, even if she looks different than images in the media

...and is **less likely** to feel **pressure to be beautiful**



7 in 10 girls

think there is **too much importance placed on beauty** as a source of happiness



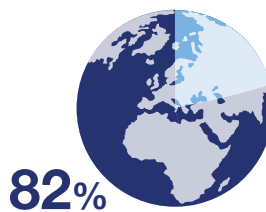
8 in 10 girls

say taking **time to do things that make them feel happy** makes them feel more confident



7 in 10 girls

think **images in the media are digitally air brushed or altered**



Nearly all girls

around the world think **every girl has something about them that is beautiful**