https://hispanicad.com/news/only-2-women-decribe-themselves-beautiful/

**Only 2% of Women Decribe themselves As Beautiful.** (prnewswire; edited) **January 9, 2005**

Dove unveiled a study about the implications of a society that narrowly defines beauty by the images seen in entertainment, advertising and fashion runways. Dove partnered with Dr. Nancy Etcoff, Harvard University and Dr. Susie Orbach, London School of Economics to develop "The Real Truth About Beauty: A Global Report." (3200 women, age 18 -64 from 10 countries)

Specifically, Dove’s mission was to determine

> how women define beauty

> their level of satisfaction with their own beauty

> its impact on their sense of well-being

The result: the percentage of women who consider themselves:

> beautiful = 2%

> pretty = 5%

> attractive = 9%

When asked about "dissatisfaction with body weight", the percentage answering yes were:

> Japan = 59% (highest)

> Brazil = 37% (2nd)

> United Kingdom = 36% (3rd)

> United States = 36% (4th)

So what is beautiful?

First, women expressed the definition of beauty:

> is limited to a physical definition of appearance

> is too one dimensional and narrow

> equates beauty & physical attractiveness

> is nearly impossible to attain

Next, women state that the definition of beauty should be expanded to include:

> Behavior > Feeling / Thinking

- showing kindness / compassion - possessing dignity

- showing love / affection - possessing positive attitude / spirit

- showing self-honesty / authenticity - possessing wisdom

- showing humor / happiness / laughter - possessing passion

- possessing character / morality

This study widened the definition of beauty. It profoundly deepened and the ways in which beauty can be defined.

1. What percentage of women considered themselves beautiful?

2. What country had the highest percentage of women who were dissatisfied with body weight?

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https://www.prnewswire.com/news-releases/a-new-study-from-the-dove-self-esteem-project-finds-1-in-2-girls-say-idealized-beauty-advice-on-social-media-causes-low-self-esteem-301533873.html

**A NEW STUDY FROM THE DOVE SELF-ESTEEM PROJECT FINDS 1 IN 2 GIRLS SAY IDEALIZED BEAUTY ADVICE ON SOCIAL MEDIA CAUSES LOW SELF-ESTEEM** [**Dove**](https://www.prnewswire.com/news/dove/)Apr 27, 2022

*The Insidious Nature of Toxic Beauty Advice in Teens' Feeds*

ENGLEWOOD CLIFFS, N.J., April 27, 2022 /PRNewswire/ -- Teens in the US are spending increasing amounts of time on social media. Two in three girls in the US are spending more time each day on social media, than they are spending in person with friends. The experience is not all positive. In fact, 1 in 2 girls say idealized beauty content on social media causes **low self-esteem**.

Dove found the when girls realize that less time on social media and taking control of what they scroll, this becomes part of the solution. In fact, 7 in 10 girls **felt better** after unfollowing idealized beauty content on social media.

For years, Dove has championed wider definitions of beauty and has taken action towards making social media a more positive place.

The latest effort is this website #DetoxYourFeed. <https://www.dove.com/us/en/stories/campaigns/detoxify.html>

Through a series of films, educational content, and partnerships with inspiring voices, the campaign encourages necessary conversations between parents, caregivers and teens about the dangers of toxic beauty advice.

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1. What percentage of girls say idealize beauty content on social media causes low self-esteem?

2. What percentage of girls felt better after unfollowing idealized beauty content on social media?

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