

“THE REAL TRUTH ABOUT BEAUTY: A GLOBAL REPORT”

Findings of the Global Study on Women, Beauty and Well-Being

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Commissioned by Dove, a Unilever Beauty Brand

**“Beauty is truth, truth beauty’ -- that is all
Ye know on earth, and all ye need to know.”
John Keats – *Ode on a Grecian Urn***

ABOUT THE STUDY

The Real Truth About Beauty study was commissioned by Dove, one of Unilever's largest beauty brands, to further the global understanding of women, beauty and well-being – and the relationship between them. It had its genesis in a growing concern that portrayals of female beauty in popular culture were helping to perpetuate an idea of beauty that was neither authentic nor attainable. Dove was concerned that this limited portrayal of beauty was preventing women from recognizing and enjoying beauty in themselves and others. The company was also aware that – in a world where female beauty is highly valued – this situation could also impact women's well-being, happiness and self-esteem.

Dove's mission, in commissioning The Real Truth About Beauty study, was to explore empirically what beauty means to women today and why that is. Further, Dove wanted the study to assess whether it was possible to talk and think about female beauty in ways that were more authentic, satisfying and empowering.

The Real Truth About Beauty findings detailed in this White Paper are based on quantitative data collected from a global study of 3,200 women, aged 18 to 64. StrategyOne – an applied research firm based in New York – managed the study in collaboration with Dr. Nancy Etcoff and Massachusetts General Hospital - Harvard University, and with the expert consultation of Dr. Susie Orbach of the London School of Economics. The survey was fielded between February 27 and March 26, 2004, using the field services of MORI International. Interviews were conducted across ten countries: the U.S., Canada, Great Britain, Italy, France, Portugal, Netherlands, Brazil, Argentina and Japan. The survey has a margin of error of ± 1.7 percentage points among the total sample of 3,200.

To inform the structure and content of the study, Dove first commissioned a global literature review, which examined existing research and writing on beauty, appearance and self-worth. This review was conducted by the specialist secondary research and media analysis group of StrategyOne. It was designed to review current public knowledge on the topic and to isolate any gaps that might exist in the discourse. The review scanned materials available in 22 languages from 118 countries. It tapped multiple databases provided through the National Library of Medicine and PubMed, as well as the Reuters and Dow Jones newswires and the Factiva News database. It may be accessed on the Internet at: www.campaignforrealbeauty.com. The Literature Review is supplemented by ongoing quarterly updates based on analysis of the latest data and information gathered from global databases.

FOREWORD BY SYLVIA LAGNADO - GLOBAL BRAND DIRECTOR, DOVE

This powerful study was born out of a desire to talk to women around the world about female beauty. Dove knows that the relationship women have with beauty is complex: it can be powerful and inspiring, but elusive and frustrating as well. We sponsored this study in order to probe more deeply into this intricate relationship. Dove wanted to understand how women define beauty; how satisfied they are with their beauty; how they feel about female beauty's portrayal in society; and, how beauty affects their well-being. This work is groundbreaking because no one had undertaken a comprehensive study of this nature before. And, the results are truly enlightening.

Dove wants more women to feel that beauty is within their reach and this study is instrumental in showing us how to achieve this goal. The results demonstrate the need to present a wider definition of beauty than is currently available to women – regardless of where they live. By doing this, Dove can not only help women feel beautiful every day, we can help them lead more satisfied lives.

Dove adopted a rigorous academic approach to this research. It commissioned the services of established applied research companies, StrategyOne and MORI International, to ensure that the implementation of the study met criteria and codes of conduct established by global research associations, including ICC/ESOMAR and the American Council of Research Organizations (ACRO). In addition, Dove utilized leading independent thinkers and academic institutions for expert guidance and support for the study hypotheses, quantitative research design, and data analysis. Finally, Dove ensured that the study itself contained no reference to the brand or its parent, Unilever, and participants remained unaware of their sponsorship of the study.

FOREWORD BY DR. NANCY ETCOFF - HARVARD UNIVERSITY

In 1913, Webster's dictionary defined beauty as "properties pleasing the eye, the ear, the intellect, the aesthetic faculty or the moral sense." But in 2004, the default definition of beauty has shriveled pitifully. The contributions of the ear, the intellect, the broader aesthetic faculty or the moral sensibilities are gone. Beauty is visual; in fact, it is the same visual – the eye popping features and stunning proportions of a few hand picked beauty icons. No wonder many people turned away from beauty. In the 1980s and 1990s beauty fell out of academic discourse. Some people waved it away, denying its reality or power. But beauty never went away and it is time to reclaim it.

As we used to know, beauty is so much more. The Real Truth About Beauty study on women, beauty and well-being is a landmark, a revolutionary step forward in reclaiming beauty and re-examining it with a 21st century point of view. It realizes that beauty is never going away and that it has enormous power. It knows that beauty should not be reduced to a political or cultural problem but understood as a basic human pleasure.

This study used rigorous methodology to canvass women in many corners of the world, allowing them to deconstruct and reconstruct their notions of beauty. The study does not suggest that women are self-loathing or in despair or mere victims. Far from it. But they do not feel the power and pride of beauty, either. Only the minority of women see themselves as above average in appearance, and only 2% claim to be beautiful. It is important to put this finding in context. Studies of well-being and self esteem show that people in western cultures (but not East Asia) rate themselves as better than average on everything from kindness, intelligence, and popularity to their skills as a mate or parent or as an employee or a driver. "Average" is an unusually low rating. Indeed, the study shows that women are less satisfied with their beauty than with almost every other dimension of life except their financial success. There is enormous room for improvement.

The Real Truth About Beauty study makes it clear that it is time to lift the quota system on images of beauty. The diversity of human beauty has been strained through a sieve of culture, status, power and money and what has emerged is a narrow sliver of the full panorama of human visual splendor. Beauty is diverse and the human eye thrills to new pleasures and fresh sources of inspiration. Ethereal weightlessness and Nordic features are not its only incarnation. As Darwin wrote, "If all our women were to become as beautiful as the Venus de Medici we should for a time be charmed but we should soon wish for variety and as soon as we had obtained variety we should wish to see certain characteristics in our women a little exaggerated beyond the then existing common standard."

Let the discussions and debates begin and let us reclaim and rejoice in authentic, diverse human beauty once again.

FOREWORD BY DR. SUSIE ORBACH – THE LONDON SCHOOL OF ECONOMICS

Women want to see the idea of beauty expanded. As this ten country survey so clearly shows, women see emotional qualities, character and individuality as equally expressive of beauty as the narrow physical aspects of beauty that currently dominate popular culture.

To be sure, women want to be physically attractive and they want to be perceived as such. Their looks are important to how they feel about themselves, how they regard beauty in themselves and in others. But at the heart of this study is a result which is highly significant: Women regard being beautiful as the result of qualities and circumstance: being loved, being engaged in activities that one wants to do, having a close relationship, being happy, being kind, having confidence, exuding dignity and humor. Women, who are like this, look beautiful. They are beautiful.

When it comes to strictly physical attributes, the images of manufactured femininity are rejected as being too narrow, as inauthentic and as insufficient. The great majority of women want broader definitions of how women's physical beauty is visually represented. Seventy five percent of women in the study would like to see considerably more diversity in the images of beauty. They want to see women of different shapes, they want to see women of varying sizes and they want a broader range of ages in the pictures of women than those who, at present, saturate our visual field.

These results are in a sense, no surprise at all. The last fifty years have witnessed an interesting paradox. Beauty – as an idea and an ideal – has moved away from being the exclusive province of the Hollywood dream factory, of fashion models and the young bride, to become an essential attribute to which women of all ages need to pay heed. But at the same time that women of all ages and classes want to claim beauty for themselves, there has been an insidious narrowing of the beauty aesthetic to a limited physical type – thin, tall – which inevitably excludes millions and millions of women. The conjunction between democratizing the *idea* of beauty and the limiting of what constitutes the *ideal* of beauty has caused considerable anguish to women – young to old – who strive to find in themselves the means to meet those aesthetic values which have come to make up what we regard as beautiful.

Women's interest in and preoccupation with beauty, is not some easily dismissed concern. This study shows conclusively that women now judge beauty as important and even crucial as they navigate today's world. In attempting to democratize and make accessible to all *the idea* of beauty, women are eager to see a redefinition and expansion of *the ideals*, along the lines they see it and away from the limiting, narrowed and restricted body shapes and sizes we see in moving images and in print.

The overwhelming majority of women (despite the popularity of Extreme Makeover™) do not wish to expose themselves to the surgeon's scalpel. But neither do they wish to be excluded because they fail to find their beauty reflected in the images which bombard them, on average, in 2000 advertisements per week.

What women in this study tell us is that a sense of legitimacy and respect is wrapped up with beauty in today's world. Whether this sentiment dismays or delights us, it poses a serious challenge. And it is this in the first instance: For the idea of beauty to become truly democratic and inclusive, then beauty itself must be revitalized to reflect women in their beauty as they really are rather than as portrayed in the current fictions that dominate our visual culture. With such fictions removed, the many hours of anguish, spent in self criticism, or in the attempt to reshape themselves so that they do in some ways resemble the ideal, have a chance to be freed up and find expression in the many other desires and ambitions that women hold.

STUDY METHODOLOGY

The Real Truth About Beauty study was managed by StrategyOne – a specialist applied research firm based in New York – in conjunction with Dr. Nancy Etcoff of Harvard University and Dr. Susie Orbach of the London School of Economics. The study consisted of a 3,200-respondent telephone survey, conducted among women aged 18 to 64 in ten countries. Each interview lasted between 20 and 25 minutes (depending on translation length) and respondents were interviewed by native speakers in their own language.

Interviews were conducted in each of the following countries: U.S., Canada, Great Britain, Italy, France, Portugal, Netherlands, Brazil, Argentina and Japan. Three hundred (300) interviews were conducted in each country, except the U.S., where 500 interviews were conducted. This was to allow for a more robust analysis of the U.S. data.

Interviewing took place between February 27 and March 26, 2004 using the telephone field services of MORI International based in London. MORI is one of the most reputable fielding services in the world, with a global scope and significant in-country resources for the effective implementation of studies across a wide variety of languages, dialects and cultures. The survey was designed in English and translated into seven other languages by MORI translators. Local country representatives of both MORI and Dove reviewed the translations in detail to ensure that they were as consistent as possible with the original – while allowing for local nuances.

The data were weighted for each country to ensure accurate representation by age, marital status, income/social class, ethnicity and region. The margin of sampling error at the 95% level of confidence is ± 1.7 for total respondents (3,200), ± 4.4 for the U.S. (sample of 500), and ± 5.7 for all other countries (sample of 300). This means that, in 95 times out of a hundred, when a sample of this size and composition is drawn, findings will not differ by more than 1.7 percentage points in either direction for the total sample, and plus or minus 5.7 percentage points within each country (plus or minus 4.4 percentage points for the U.S.). This margin of error is small – particularly at the global level – making the data highly reliable.

FINDINGS

WOMEN'S RELATIONSHIP TO THEIR OWN BEAUTY

The Real Truth About Beauty study began by exploring to what extent women perceive and experience themselves as beautiful, and the reasons why. Specifically, the study tried to determine: how comfortable women are with using the word to describe themselves; their level of satisfaction with their own beauty; its impact on their sense of well-being; and, how important it is to them.

The initial part of the study specifically asked women to reflect on their own beauty. It was only later in the study that women were asked to reflect on beauty as a concept or in relation to others. Thus, at the outset of the study – before women had a sense of the subject matter of the investigation – the objective was to obtain as accurate an understanding as possible of women's relationship with their own beauty, unmediated by ideals or stimulus that encouraged deeper reflection on the concept.

Ownership of the Word "Beautiful"

Study data reveal that "beautiful" is not a word women willingly associate with themselves. In the study, women were given a list consisting only of positive or neutral adjectives to describe their looks (including; "natural," "average," "beautiful," "sexy" and "gorgeous") and asked to choose the one they felt most comfortable with.

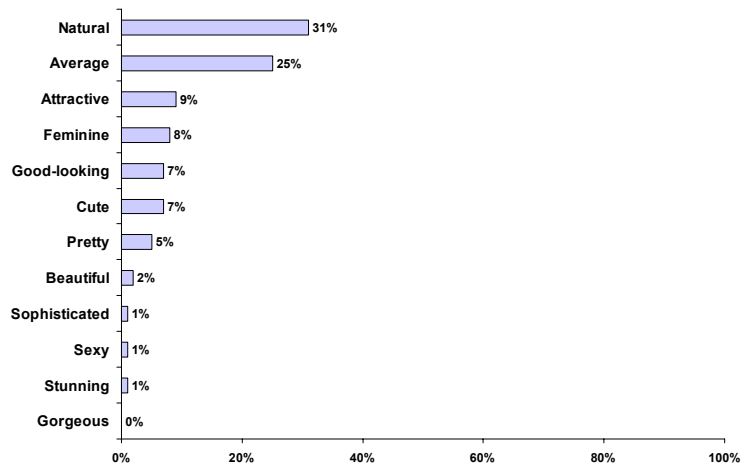
By an overwhelming majority, women around the world are most comfortable using the words **natural** (31%) or **average** (29%) to describe their looks.

- ◆ Only 2% of women around the world choose **beautiful** to describe their looks, fewer even than choose "attractive" (9%), "feminine" (8%), "good-looking" (7%) or "cute" (7%).

Analysis reveals that this lack of identification with "beautiful" holds across all age groups, with only 4% of 18-29 year-olds choosing "beautiful" as a word to describe their looks.

Self-descriptors for one's looks

Total Respondents



C1 – Which ONE of the following words, if any, would you be most comfortable using to describe the way you look?

Excludes none of these, don't know and refused

A country-by-country analysis reveals that there are interesting distinctions between the two most popular descriptors of “average” and “natural.” “Natural” is the descriptor of choice among Canadian, Italian, French, Argentinean and Japanese women, while Brazilian, Portuguese, British and Dutch women are most likely to describe themselves as “average.”

- ◆ 6% of Brazilian women choose “beautiful” to describe themselves – the highest number among all countries studied.

Self-descriptors for one's looks

| | USA | CAN | GBR | ITA | FRA | NLD | PRT | BRA | ARG | JPN |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Natural | 21% | 36% | 27% | 37% | 43% | 28% | 22% | 20% | 40% | 43% |
| Average | 27% | 25% | 31% | 12% | 13% | 28% | 37% | 42% | 10% | 26% |
| Attractive | 18% | 12% | 20% | 4% | 6% | 9% | 3% | 5% | 8% | 2% |
| Feminine | 5% | 3% | 5% | 9% | 8% | 19% | 9% | 8% | 13% | 3% |
| Good-looking | 4% | 8% | 3% | 9% | 11% | 0% | 13% | 8% | 16% | 2% |
| Cute | 9% | 10% | 3% | 9% | 9% | 1% | 11% | 7% | 1% | 6% |
| Pretty | 7% | 2% | 5% | 17% | 5% | 9% | 1% | 1% | 2% | 0% |
| Beautiful | 3% | 1% | 2% | 2% | 1% | 3% | 2% | 6% | 3% | 0% |
| Sophisticated | 2% | 2% | 2% | 0% | 0% | 1% | 1% | 1% | 2% | 2% |
| Sexy | 2% | 0% | 2% | 0% | 0% | 1% | 0% | 0% | 1% | 1% |
| Stunning | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 3% |
| Gorgeous | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 1% | 1% | 0% |

C1 – Which ONE of the following words, if any, would you be most comfortable using to describe the way you look?

Excludes none of these, don't know and refused
Ranked on total respondents

Deeper probing on this issue revealed that four in ten women around the world **strongly agree** (8, 9, or 10 on a 10-point scale) that they **do not feel comfortable** describing themselves as beautiful.

NOTE: Throughout this study, we have used “strongly agree” data (top 3 box), meaning that women had to select 8, 9, or 10 on a 10-point scale where 1 was “completely disagree” and 10 was “completely agree.” This is in keeping with research convention. From the perspective of the lay reader, it is important to remember that - in all cases - “strongly agree” represents very firmly held beliefs—not simple accord.

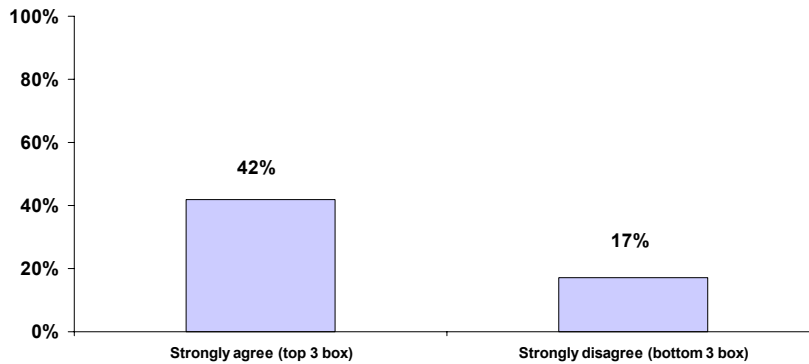
Thus, “beauty” is not only a word that women are very unlikely to choose to describe their looks; it is also one which many actually feel “uncomfortable” using to describe themselves. This level of “discomfort” illustrates the degree to which women have become distanced from today’s idea of female beauty.

- ◆ Importantly, women feel this way regardless of age. Thus 40% of 18 to 29 year-olds strongly agree that they do not feel comfortable describing themselves as beautiful, with 43% of 30 to 44 year-olds and 42% of 45 to 64 year-olds also feeling this way.
- ◆ A country-by-country comparison reveals that women from Great Britain are more likely than women from other countries to feel uncomfortable describing themselves as beautiful, followed by women from Argentina, Italy and the U.S.

Discomfort in describing self as beautiful

Total Respondents

"I do not feel comfortable describing myself as beautiful"

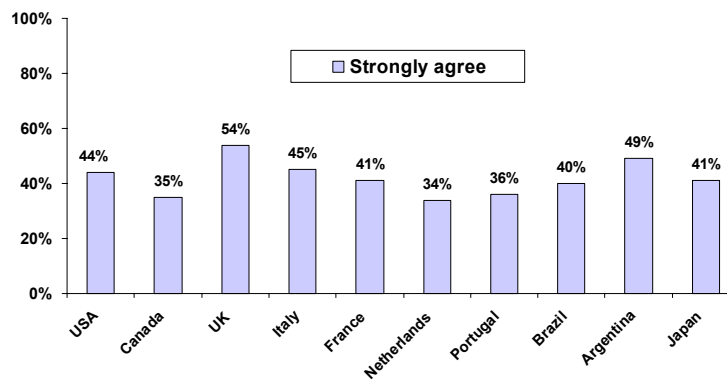


C57 - Now, I am going to read you a list of statements, and I'd like you to tell me to what extent you agree or disagree with each. Please use a 10-point scale where 1 means you "Completely disagree" and 10 means you "Completely agree".

10 pt. scale

Discomfort in describing self as beautiful

"I do not feel comfortable describing myself as beautiful"



C57 - Now, I am going to read you a list of statements, and I'd like you to tell me to what extent you agree or disagree with each. Please use a 10-point scale where 1 means you "Completely disagree" and 10 means you "Completely agree".

Top 3 box of 10 pt. scale

Self-Evaluations of Beauty and Physical Appearance

The Real Truth About Beauty study went on to conduct an assessment of how women evaluate their own beauty. Throughout this exploration, women were asked to evaluate both their beauty and their physical attractiveness. This was partly to determine how women assess themselves, and partly to discern whether women evaluate their “beauty” any differently from their “physical attractiveness.” While similar assessments of both would not confirm a causal connection (i.e., beauty is based solely on physical appearance), it would suggest that women think about the two in similar ways, seeing them as having a great deal of overlap and perhaps as being interchangeable.

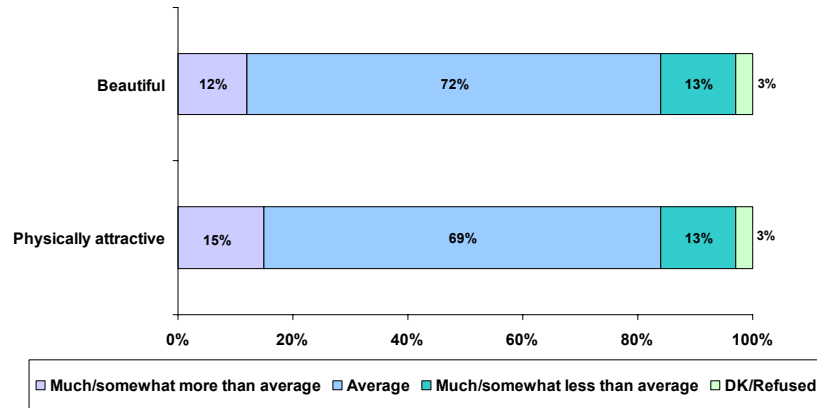
Results show that, overall, women do not rate their own “beauty” and their “physical attractiveness” differently across various measures (such as evaluation and satisfaction). Thus the two concepts appear – in these respects – interchangeable.

Data show that the vast majority of women rate themselves “average” in terms of their “beauty” and their “physical attractiveness.”

- ◆ Almost three-quarters of women (72%) rate their beauty “average” and 69% rate their physical attractiveness “average.”
- ◆ Overall, 13% see themselves as somewhat less or much less beautiful or physically attractive than others.
- ◆ 16% of all women think of themselves as “somewhat more” or “much more” physically attractive than others.

Apart from the similarity in the ratings across both concepts, the very substantial number of respondents opting for “average,” indicates that women prefer not to distinguish themselves from other women in terms of either their beauty or physical attractiveness.

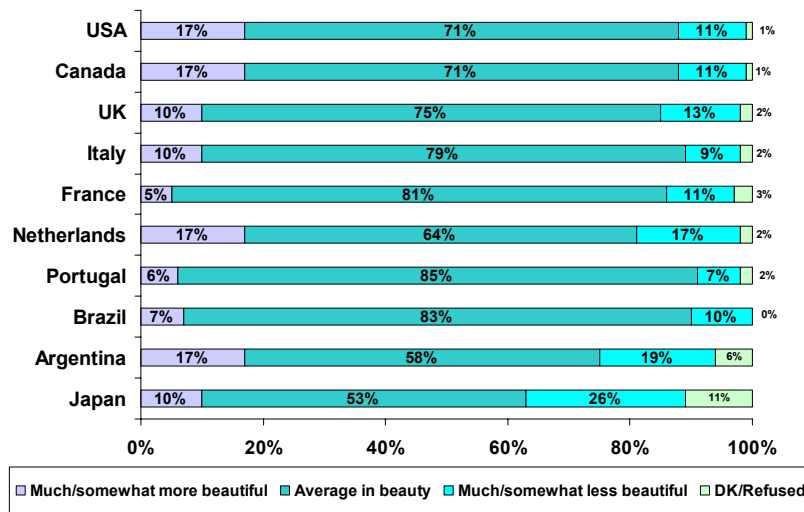
Comparison to other women beauty – physical attractiveness Total Respondents



C4 – Compared to other women, do you think you are...? C39 – Compared to other women, do you think you are...?

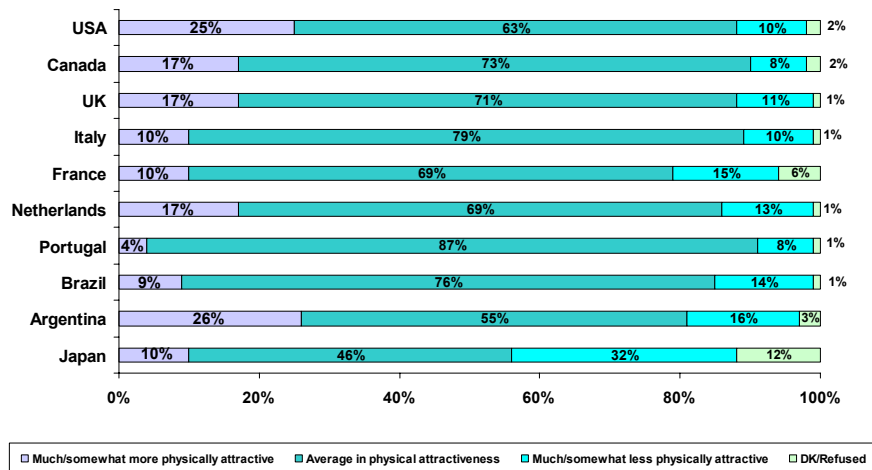
Country comparisons reveal that women in Japan are significantly more likely to rate their beauty and their physical attractiveness poorly compared to other women. They are significantly more likely to think of themselves as “somewhat less” or “much less” beautiful or physically attractive. Indications from numerous other studies as comparative subjects among the Japanese are that these relatively depressed scores for Japan are reflective of a broad and consistent cultural trend.

Comparing beauty to other women



C4 – Compared to other women, do you think you are...?

Comparing physical attractiveness to other women



C39 – Compared to other women, do you think you are...?

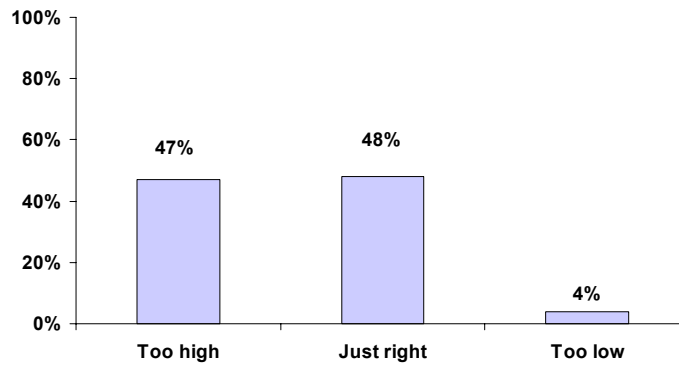
While it is noteworthy that most women see themselves as at least “average” in attractiveness, these results must be interpreted in light of an extensive body of research which finds that people in most Western cultures (but not East Asian cultures, such as Japan) tend to rate themselves as significantly “above average” in virtually every domain. Thus, women’s self rating of physical attractiveness is lower than their predicted self rating in other domains.

The study did illustrate a difference between the way in which women evaluate their body weight in comparison to their beauty and physical attractiveness. Despite mostly categorizing themselves as “average” on beauty and physical attractiveness, almost **half of all women** (47%) rate their **body weight** as “too high” – a trend that increases with age.

- ◆ This is particularly the case in the U.S. (60%), Great Britain (57%) and Canada (54%).
- ◆ Italian and Argentinean women are most likely to say their weight is “just right.”

Thus we can see that a particular aspect of physical appearance can elicit very different ratings from women, and also how a perceived sense of being overweight is of concern to literally millions of women in the countries studied.

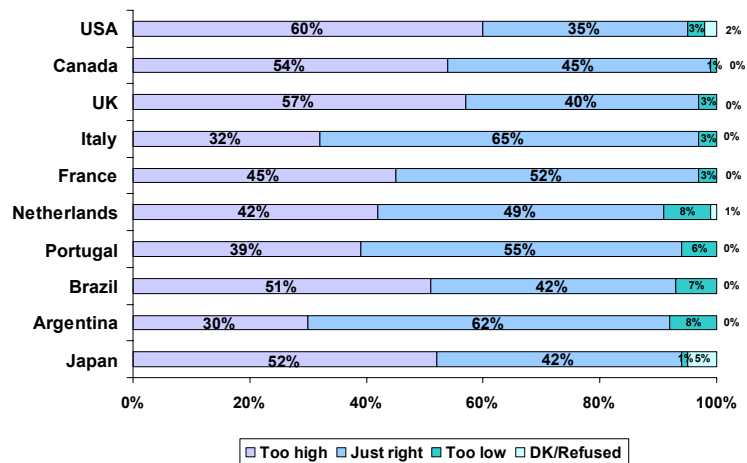
Defining one's weight Total Respondents



E2 – Would you describe your body weight as ...?

Excludes don't know/refused = 1%

Defining one's weight



E2 – Would you describe your body weight as ...?

It is important to recognize that, while these assessments often reflect hard data on overweight and obesity levels in many of the countries, this study does not demonstrate whether the women who are medically overweight/obese are also those who feel overweight.

- ◆ It is worth noting the significant disparity between perception of overweight and medical reality in Japan and, to a lesser extent, Canada.

Perception of Weight vs. The Reality of Weight

| | Reality - Obese/Overweight | Perception - "Too high" |
|--------------------|-------------------------------|----------------------------|
| USA | 62% | 60% |
| Canada | 40% | 54% |
| UK | 57% | 57% |
| Italy | 36% | 32% |
| France | 47% | 45% |
| Netherlands | 42% | 42% |
| Portugal | 60% | 39% |
| Brazil | 47% | 51% |
| Argentina | 54% | 30% |
| Japan | 23% | 52% |

Source: International Association for the Study of Obesity

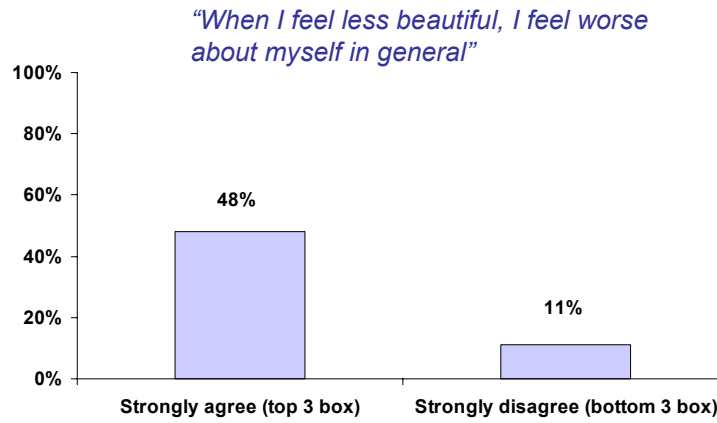
Personal Satisfaction with Beauty, Physical Appearance and Life in General

The study also explored how women **feel** about their beauty and physical appearance – specifically whether they are happy with these and how important it is for them to be happy with these.

Importantly, almost half of all women (48%) **strongly agree** (8, 9, or 10 on a 10-point scale) with the statement that: “When I feel less beautiful, I feel worse about myself in general,” clearly illustrating the impact these feelings can have on overall self-esteem and happiness.

Beauty, Well-Being and Self-Esteem

Total Respondents



C50 – Now, I am going to read you a list of statements, and I'd like you to tell me to what extent you agree or disagree with each. Please use a 10-point scale where 1 means you "Completely disagree" and 10 means you "Completely agree".

The study assessed levels of **satisfaction** among women regarding their beauty, physical attractiveness, facial attractiveness, and body weight and shape.

- ◆ The study finds that women make little distinction between their own physical attractiveness, facial attractiveness and beauty when reporting levels of overall personal satisfaction.

The majority of women around the world remain only **somewhat satisfied** with their beauty (58%), physical attractiveness (59%) and facial attractiveness (58%). This large “somewhat satisfied” response is comprised of women who could be “happier” with their beauty and appearance – although it would be a mistake to classify them as “unhappy.”

- ◆ It is likely to be women from this group who are most receptive to messages about beauty and appearance in the media and popular culture because, although they derive some satisfaction from how they look, they certainly believe they could be more satisfied, and may well strive to be so.

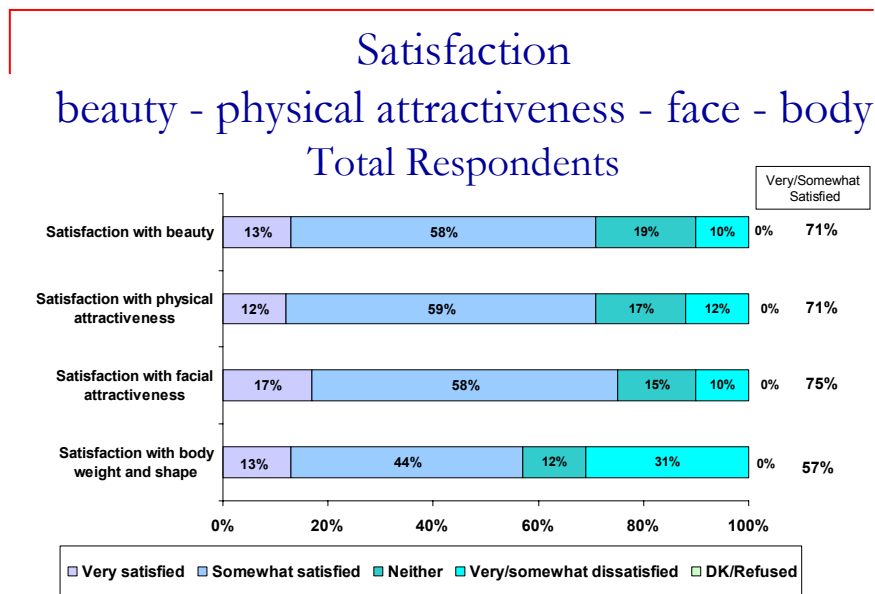
Just 13% of all women say they are very satisfied with their beauty, 12% with their physical attractiveness, 17% with their facial attractiveness and 13% with their body weight and shape.

- ◆ Across countries studied, a comparatively **higher** level of satisfaction with beauty and physical and facial attractiveness is found in Argentina, the U.S., Canada and the Netherlands.
- ◆ In comparison, women in Japan have the **lowest** levels of satisfaction with their beauty and physical and facial attractiveness.

The majority of women are significantly less satisfied with their body weight and shape than with their beauty and physical attractiveness.

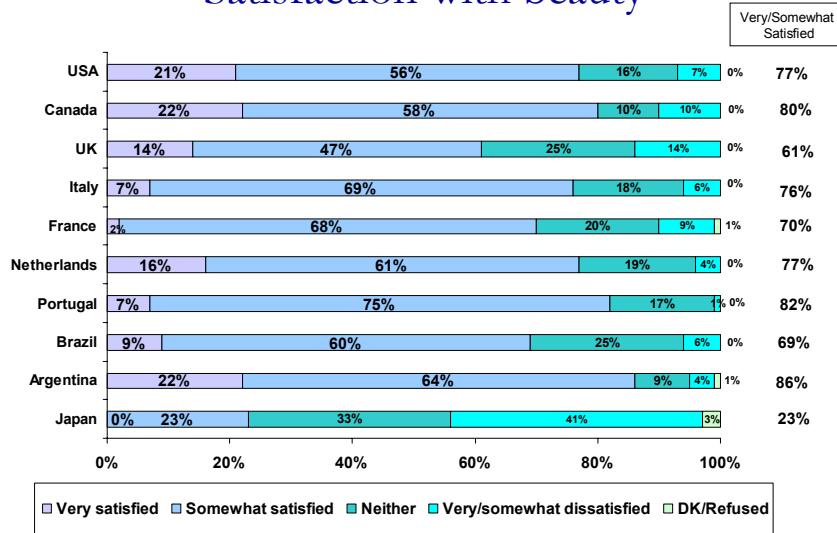
- ◆ While 71% are somewhat or very satisfied with their physical attractiveness and beauty, only 57% of women worldwide are somewhat or very satisfied with their body weight and shape.

The exception to this rule is Japan – where only one in five women are satisfied with their physical attractiveness, beauty *and* their body weight and shape.



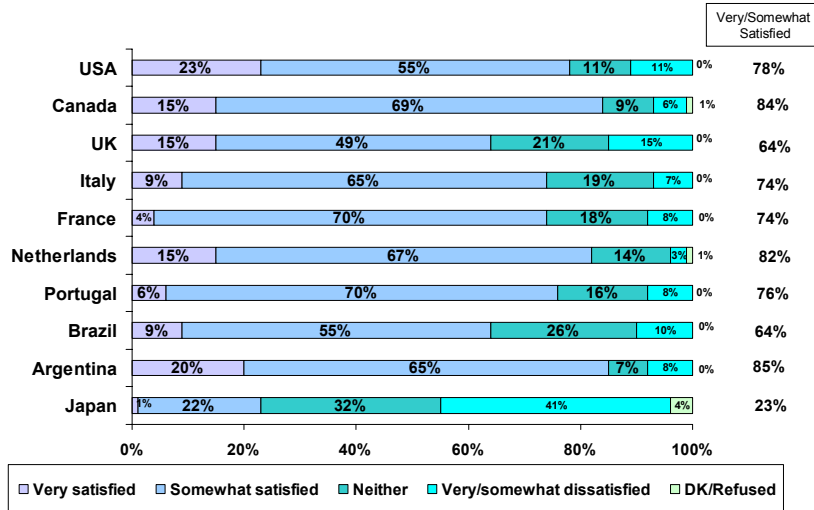
C2 – How satisfied would you say you are with your own beauty? C37 – How satisfied would you say you are with your own physical attractiveness? C41 – Now thinking specifically about your face, how satisfied would you say you are with your facial attractiveness? E1 – How satisfied would you say you are with your current body weight and shape?

Satisfaction with beauty



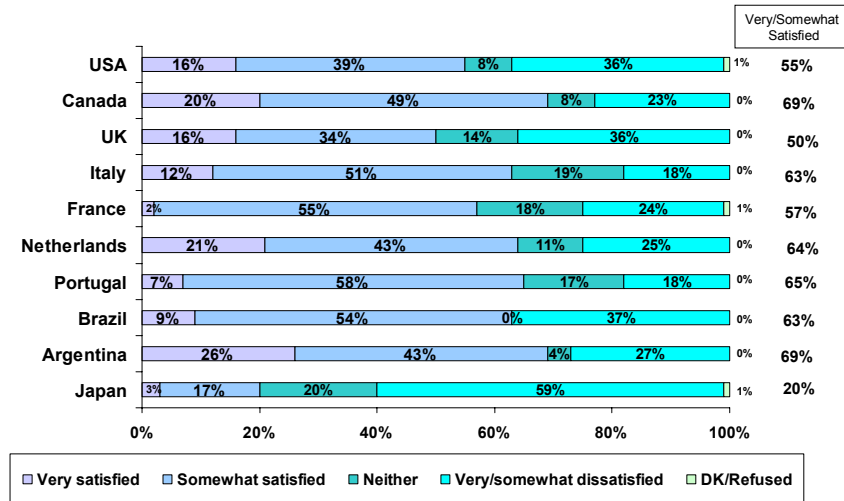
C2 – How satisfied would you say you are with your own beauty?

Satisfaction with physical attractiveness



C37 – How satisfied would you say you are with your own physical attractiveness?

Satisfaction with body weight and shape



E1 – How satisfied would you say you are with your current body weight and shape?

To further explore satisfaction with beauty and appearance in relation to satisfaction with other dimensions of life, women were read a list of different aspects of their lives (in randomized order) and asked to rate their level of satisfaction with each on a 10-point scale. Results show that women are **most happy** with their **health** and with their **relationships – with family, friends and romantic partners**.

- ◆ A notable exception is Japan – where romantic relationships receive extremely low satisfaction scores. This may be due to the fact that the Japanese translation for “romantic relationship” used in the study has far more idealized connotations than in the English version and is thus perceived as harder to achieve by Japanese respondents.

Relatively speaking, women are least satisfied with their physical attractiveness, body weight and shape, beauty and financial success.

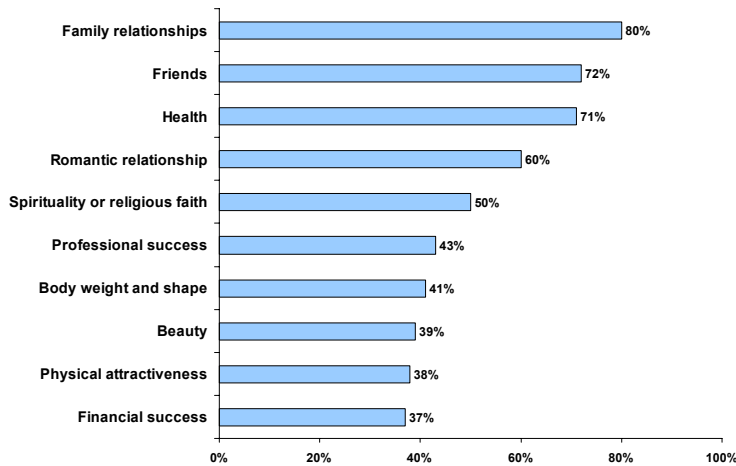
- ◆ Again, it is instructive to compare women’s satisfaction with physical appearance against the extensive literature on life satisfaction and well-being. Large scale surveys in the United States, Western Europe and other Westernized countries find life satisfaction ratings to be in the 70-80% range. This suggests that satisfaction with appearance is lower than overall satisfaction with life. Indeed, in this study, the only domain women are less satisfied with is their financial success.

Levels of satisfaction for beauty, appearance and financial success still show about a third of women claiming that they are “very satisfied” (i.e. choosing 8, 9 or 10 on a 10-point scale).

- ◆ Thus, we see approximately two-thirds of women who could be happier than they currently are with these key dimensions of their lives.

Satisfaction with factors in one's life

Total Respondents



B12-B21 – Now, I am going to read that same list again, but this time, please tell me how satisfied you currently are with each of the following things in your own life. Please use a 10-point scale where 1 means "Not at all satisfied" and 10 means "Extremely satisfied".

Top 3 box of 10 pt. scale

Satisfaction with factors in one's life

| | USA | CAN | GBR | ITA | FRA | NLD | PRT | BRA | ARG | JPN |
|---------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Family relationships | 85% | 82% | 79% | 81% | 83% | 73% | 86% | 82% | 83% | 66% |
| Friends | 68% | 81% | 79% | 63% | 71% | 74% | 74% | 74% | 77% | 68% |
| Health | 65% | 72% | 63% | 78% | 75% | 69% | 65% | 83% | 80% | 62% |
| Romantic relationship | 62% | 59% | 62% | 70% | 65% | 49% | 71% | 70% | 74% | 16% |
| Spirituality or religious faith | 69% | 50% | 30% | 49% | 32% | 27% | 48% | 81% | 63% | 36% |
| Professional success | 47% | 43% | 38% | 45% | 46% | 31% | 52% | 53% | 52% | 18% |
| Body weight and shape | 38% | 43% | 35% | 46% | 40% | 38% | 47% | 54% | 57% | 17% |
| Beauty | 43% | 45% | 30% | 42% | 31% | 25% | 42% | 62% | 50% | 13% |
| Physical attractiveness | 43% | 44% | 30% | 40% | 33% | 25% | 42% | 53% | 50% | 14% |
| Financial success | 45% | 34% | 38% | 36% | 41% | 34% | 36% | 45% | 40% | 20% |

B12-B21 – Now, I am going to read that same list again, but this time, please tell me how satisfied you currently are with each of the following things in your own life. Please use a 10-point scale where 1 means "Not at all satisfied" and 10 means "Extremely satisfied".

Top 3 box of 10 pt. scale
Ranked on total respondents

We can conclude from these results that, while their own beauty and physical appearance are not the primary drivers of women's well-being, they are important players. Importantly, the study shows that the majority of women are only "somewhat satisfied" with their beauty, indicating – again – that there is a desire for improvement. This improvement would contribute not only to their satisfaction with their appearance but presumably to their satisfaction with life as a whole.

- ◆ Data on women's evaluation of their own beauty and physical appearance is at parity – suggesting that they feel similarly about each. This indicates that there may be ways in which women equate one with the other when they are evaluating themselves. Indeed, if beauty and physical attractiveness are seen as congruent concepts, there is a reticence on women's part to call themselves "beautiful" or to use any close synonyms such as "attractive," "pretty" or "good-looking."

PERCEPTIONS OF HOW BEAUTY IS PORTRAYED IN POPULAR CULTURE

Having assessed how women think about and evaluate their own beauty and appearance, The Real Truth About Beauty study went on to ask women to speculate upon popular ideas of beauty. The survey explored women's perspectives on the social cues about beauty that emerge from the mass media and popular culture. This was partly to discern the degree to which external norms drive women's assessments of their own beauty and physical attractiveness. In reviewing the findings, it became apparent that – when women report on the messages they get from popular culture and the media – the idea of “beauty” and the idea of “physical attractiveness” are treated as largely synonymous. *Furthermore, both are seen as highly valued by society, but, at the same time, rendered almost impossible to attain.*

The study reveals that women see beauty and physical attractiveness as **increasingly socially mandated and rewarded**, with almost two-thirds strongly agreeing that:

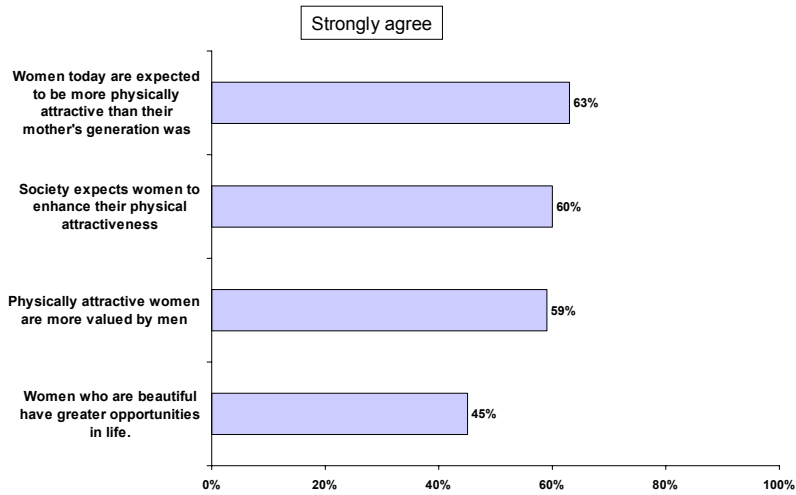
- ◆ “Women today are expected to be more physically attractive than their mother's generation was” (63%); and,
- ◆ “Society expects women to enhance their physical attractiveness” (60%).

Furthermore, 45% of all women strongly agree that “women who are more beautiful have greater opportunities in life.” Interestingly, Japanese women are the only group who do not see society as mandating the idea of beauty and physical attractiveness. We speculate that this is because ideals of “physical attractiveness” and “beauty” are more internalized among Japanese women. They see less dissonance or conflict between what they desire and Japanese social norms.

Social pressures are reinforced by perceptions regarding the **role of men** in driving up the beauty standard. More than half of women (59%) strongly agree that “physically attractive women are more valued by men.”

- ◆ Given the high value placed on marriage and romantic relationships by women and the importance of these to their happiness and self-esteem, we can see how this perception can negatively impact life satisfaction and well-being—especially among younger women.

Perceptions about Physical Attractiveness/Beauty Total Respondents



C43, C45, C46, C48 - Now, I am going to read you a list of statements, and I'd like you to tell me to what extent you agree or disagree with each. Please use a 10-point scale where 1 means you "Completely disagree" and 10 means you "Completely agree".

Top 3 box of 10 pt. scale
Strongly agree

Perceptions about Physical Attractiveness/Beauty

| | USA | CAN | GBR | ITA | FRA | NLD | PRT | BRA | ARG | JPN |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Women today are expected to be more physically attractive than their mother's generation was | 63% | 55% | 60% | 62% | 67% | 52% | 73% | 79% | 81% | 33% |
| Society expects women to enhance their physical attractiveness | 75% | 59% | 71% | 57% | 62% | 42% | 64% | 67% | 73% | 13% |
| Physically attractive women are more valued by men | 59% | 51% | 50% | 63% | 71% | 40% | 73% | 69% | 60% | 57% |
| Women who are beautiful have greater opportunities in life. | 44% | 28% | 37% | 50% | 49% | 50% | 40% | 66% | 52% | 39% |

C43, C45, C46, C48 - Now, I am going to read you a list of statements, and I'd like you to tell me to what extent you agree or disagree with each. Please use a 10-point scale where 1 means you "Completely disagree" and 10 means you "Completely agree".

Top 3 box of 10 pt. scale
Strongly agree
Ranked on total respondents

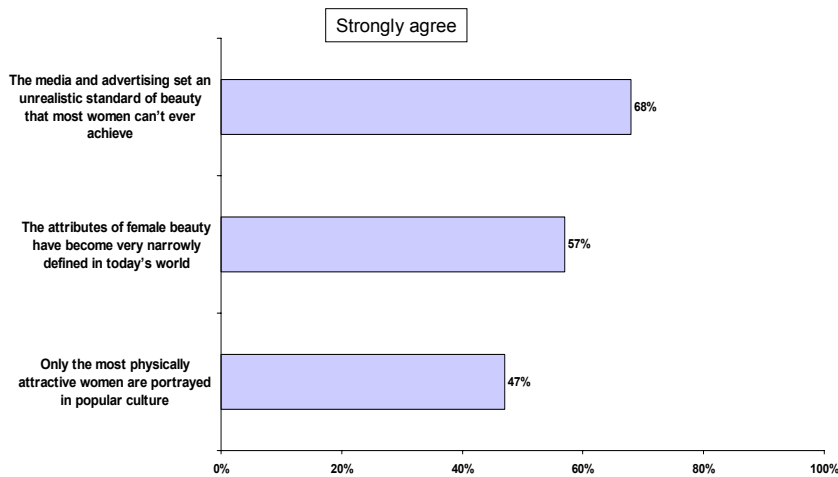
The study also demonstrates that women tend to believe that the popular meanings of beauty and physical attractiveness have become increasingly **narrowed and unattainable**. Thus:

- ◆ Well over half of all women (57%) strongly agree that “the attributes of female beauty have become very narrowly defined in today’s world.”
- ◆ More than two-thirds (68%) of women strongly agree that “the media and advertising set an unrealistic standard of beauty that most women can’t ever achieve.” Women over 30 tend to believe this more strongly than women 18 to 29.

Furthermore, almost half of survey respondents (47%) strongly agree with the relatively extreme statement: “Only the most physically attractive women are portrayed in popular culture.”

- ◆ Again, we see significantly less dissonance between society and self in the responses of Japanese women to these statements.

Popular Portrayals of Beauty/Physical Attractiveness Total Respondents



D6, D2, D1 - Now, I am going to read you a list of statements, and I'd like you to tell me to what extent you agree or disagree with each. Please use a 10-point scale where 1 means you "Completely disagree" and 10 means you "Completely agree".

Top 3 box of 10 pt. scale
Strongly agree

Popular Portrayals of Beauty/Physical Attractiveness

| | USA | CAN | GBR | ITA | FRA | NLD | PRT | BRA | ARG | JPN |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| The media and advertising set an unrealistic standard of beauty that most women can't ever achieve | 81% | 69% | 74% | 80% | 72% | 72% | 62% | 66% | 77% | 20% |
| The attributes of female beauty have become very narrowly defined in today's world | 70% | 57% | 59% | 63% | 67% | 42% | 47% | 67% | 60% | 24% |
| Only the most physically attractive women are portrayed in popular culture | 59% | 53% | 51% | 33% | 47% | 51% | 35% | 46% | 59% | 31% |

D6, D2, D1 - Now, I am going to read you a list of statements, and I'd like you to tell me to what extent you agree or disagree with each. Please use a 10-point scale where 1 means you "Completely disagree" and 10 means you "Completely agree".

Top 3 box of 10 pt. scale
Strongly agree
Ranked on total respondents

WHAT MAKES WOMEN FEEL BEAUTIFUL?

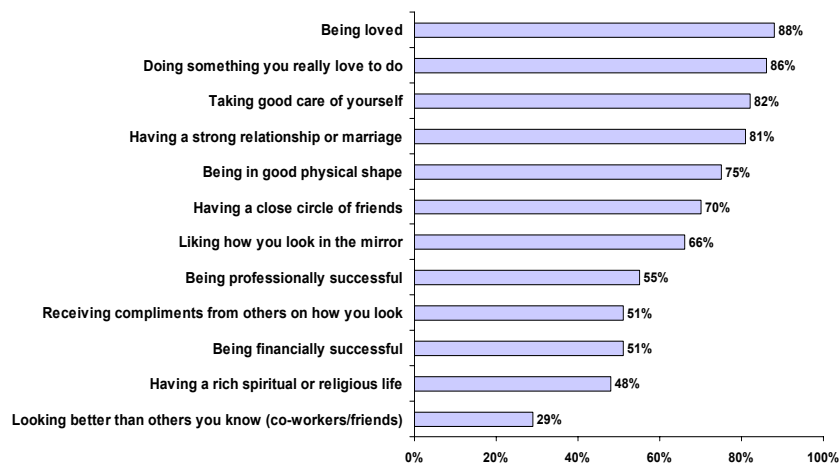
The Real Truth About Beauty study also explored the concepts that women say actually make them feel beautiful in today's world. Given women's self-evaluation of their own beauty and physical appearance, and their feelings about this – as well as their assessment of how beauty is portrayed in popular culture, it was clearly important to discover what drove women's sense of their own beauty. This area of investigation was also used to explore how important physical attributes are versus other elements, and to assess the degree to which women feel beautiful through comparing themselves to other women.

Data show that women rely primarily on personal experience to feel beautiful, rather than external reinforcement. When women were asked what personally makes them feel beautiful, **loving relationships, self-realization and self-care** tops the list.

- ◆ **Being loved and having a strong relationship or marriage** are of great importance in making women feel beautiful.
- ◆ This goes hand-in-hand with **doing something you love and taking good care of yourself**.
- ◆ To a lesser extent, external factors such as **liking how one looks in the mirror and being in good physical shape** also play a role in making women feel beautiful.

Importance in Making "You" Feel Beautiful

Total Respondents



C25-C36 – Now, thinking about yourself, how important is each of them in making you feel beautiful? Please use a 10-point scale where 1 means it is "Not at all important" and 10 means it is "Extremely important".

Top 3 box of 10 pt. scale
Satisfaction top 2 box
Dissatisfaction bottom 2 box

Importance in Making “You” Feel Beautiful

| | USA | CAN | GBR | ITA | FRA | NLD | PRT | BRA | ARG | JPN |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Being loved | 91% | 89% | 91% | 91% | 82% | 84% | 92% | 94% | 93% | 70% |
| Doing something you really love to do | 86% | 84% | 83% | 88% | 80% | 91% | 91% | 96% | 96% | 68% |
| Taking good care of yourself | 86% | 86% | 77% | 79% | 72% | 80% | 84% | 97% | 84% | 78% |
| Having a strong relationship or marriage | 82% | 68% | 82% | 86% | 82% | 78% | 90% | 91% | 89% | 56% |
| Being in good physical shape | 75% | 76% | 69% | 84% | 87% | 65% | 85% | 85% | 79% | 46% |
| Having a close circle of friends | 65% | 78% | 76% | 68% | 64% | 74% | 78% | 78% | 76% | 51% |
| Liking how you look in the mirror | 65% | 64% | 70% | 79% | 56% | 36% | 84% | 94% | 81% | 31% |
| Being professionally successful | 48% | 51% | 38% | 60% | 60% | 29% | 77% | 83% | 69% | 36% |
| Receiving compliments from others on how you look | 35% | 43% | 55% | 52% | 50% | 46% | 62% | 80% | 59% | 39% |
| Being financially successful | 50% | 57% | 41% | 53% | 37% | 23% | 68% | 76% | 56% | 45% |
| Having a rich spiritual or religious life | 68% | 43% | 23% | 49% | 19% | 18% | 46% | 79% | 56% | 72% |
| Looking better than others you know (co-workers/friends) | 19% | 24% | 27% | 37% | 26% | 14% | 43% | 48% | 38% | 22% |

C25-C36 – Now, thinking about yourself, how important is each of them in making you feel beautiful? Please use a 10-point scale where 1 means it is “Not at all important” and 10 means it is “Extremely important”.

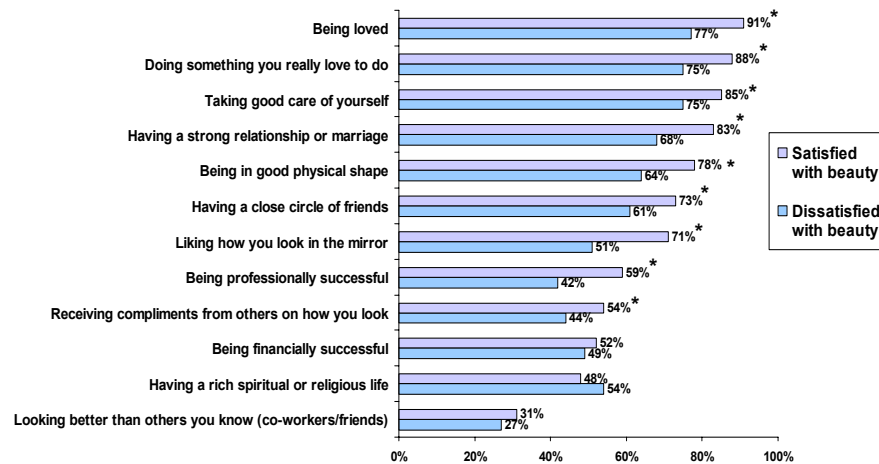
Top 3 box of 10 pt. scale
Ranked on total respondents

Statistical analysis reveals that women who are more satisfied with their beauty are significantly more likely to assign a greater value to social connections, self-realization and self-care in making them feel beautiful than women who are less satisfied with their beauty.

- ◆ This reinforces the hypothesis that a more nuanced concept of beauty corresponds with higher levels of well-being regarding one’s own beauty.

Importance in Making “You” Feel Beautiful

Total Respondents



* Denotes significant difference

C2/C25-C36 – How satisfied would you say you are with your own beauty? Now, thinking about yourself, how important is each of them in making you feel beautiful? Please use a 10-point scale where 1 means it is “Not at all important” and 10 means it is “Extremely important”.

Top 3 box of 10 pt. scale
Satisfaction top 2 box
Dissatisfaction bottom 2 box
Ranked on total respondents

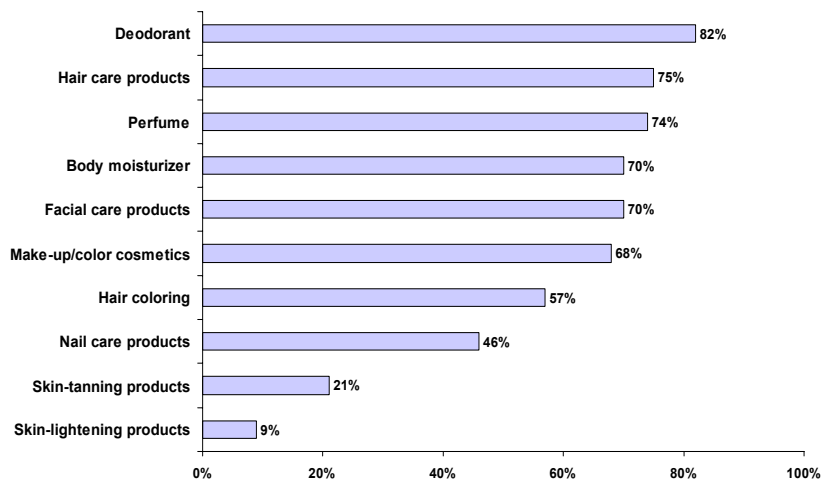
BEAUTY, PHYSICAL ATTRACTIVENESS AND THE ROLE OF GROOMING AND COSMETIC SURGERY

The study investigated the degree to which personal grooming and care play a role in helping women feel physically attractive – given that the physical is an important element of their sense of their own beauty and that self-care is a powerful contributor to making women feel beautiful.

When turning to products to make them feel more physically attractive, women around the world use deodorant above and beyond other personal care items. This is followed by hair care products, perfume, body moisturizer and facial care products.

- ◆ Younger women are more likely than older women to report using deodorant, perfume and makeup to make themselves feel more physically attractive. In comparison, older women report higher usage of hair coloring.
- ◆ Women from Japan are significantly less likely than women from other countries surveyed to use deodorant, perfume, body moisturizer and facial care products to feel more attractive. This may be because Japanese women tend to regard these products as standard hygiene and maintenance and look to other, more color-based items to feel “more physically attractive.”
- ◆ Thus, Japanese women are much more likely to report using makeup/color cosmetics and skin-lightening products to make them feel attractive.

Products used to feel more physically attractive Total Respondents



C42 – Which of the following types of products, if any, do you currently use to make you feel more physically attractive?

Excludes none of these, don't know and refused

Products used to feel more physically attractive

| | USA | CAN | GBR | ITA | FRA | NLD | PRT | BRA | ARG | JPN |
|--------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Deodorant | 92% | 92% | 91% | 80% | 80% | 94% | 82% | 85% | 90% | 28% |
| Hair care products | 84% | 74% | 85% | 65% | 66% | 86% | 67% | 82% | 67% | 67% |
| Perfume | 71% | 63% | 88% | 76% | 82% | 85% | 71% | 87% | 85% | 30% |
| Body moisturizer | 81% | 79% | 87% | 67% | 67% | 68% | 64% | 83% | 80% | 21% |
| Facial care products | 73% | 62% | 77% | 78% | 82% | 82% | 76% | 63% | 70% | 34% |
| Makeup/color cosmetics | 75% | 68% | 78% | 67% | 68% | 72% | 48% | 53% | 64% | 86% |
| Hair coloring | 56% | 60% | 65% | 56% | 56% | 58% | 36% | 61% | 62% | 61% |
| Nail care products | 55% | 39% | 55% | 29% | 37% | 41% | 44% | 73% | 52% | 31% |
| Skin-tanning products | 14% | 11% | 28% | 26% | 9% | 8% | 22% | 28% | 36% | 29% |
| Skin-lightening products | 6% | 4% | 6% | 3% | 5% | 0% | 5% | 9% | 5% | 44% |

C42 – Which of the following types of products, if any, do you currently use to make you feel more physically attractive?

Excludes none of these, don't know and refused
Ranked on total respondents

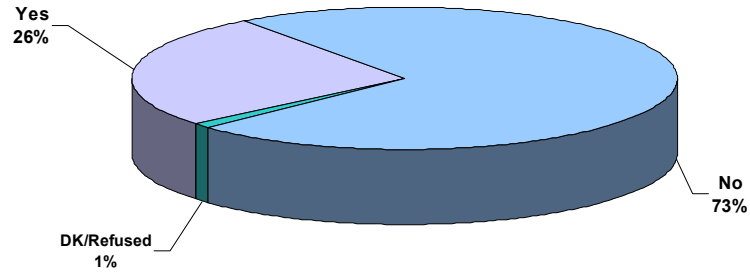
Women draw the line between using personal care products and “cosmetic surgery,” with only one in four women ever considering cosmetic surgery and only 3% admitting to ever having cosmetic surgery performed on them.

- ◆ Women who are less satisfied with their beauty are significantly more likely than those who are more satisfied to report considering cosmetic surgery.
- ◆ Half of all women in Brazil have considered having cosmetic surgery, with 7% reporting having some kind of cosmetic surgery completed – the highest of all countries surveyed.
- ◆ Women from Italy, Portugal and the Netherlands are the least likely to consider having cosmetic surgery.

While only a quarter of women have ever considered having cosmetic surgery, this number increases to almost four in ten women if the procedures were safe and free. This is particularly true in Brazil, Argentina and the U.S.

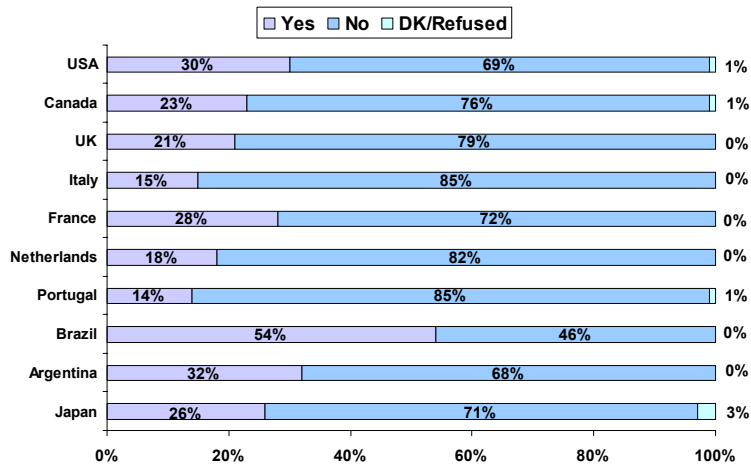
- ◆ However, only 24% of women who are satisfied with their beauty would consider cosmetic surgery even if the procedures were safe and free.

Considered having cosmetic surgery Total Respondents



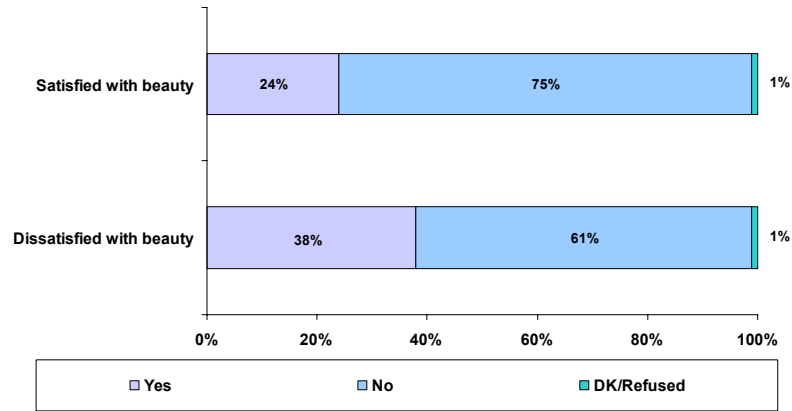
F1 – Have you ever considered having any type of cosmetic surgery performed on you?

Considered Having Cosmetic Surgery



F1 – Have you ever considered having any type of cosmetic surgery performed on you?

Considered having cosmetic surgery - satisfaction with beauty Total Respondents



F1 – Have you ever considered having any type of cosmetic surgery performed on you?

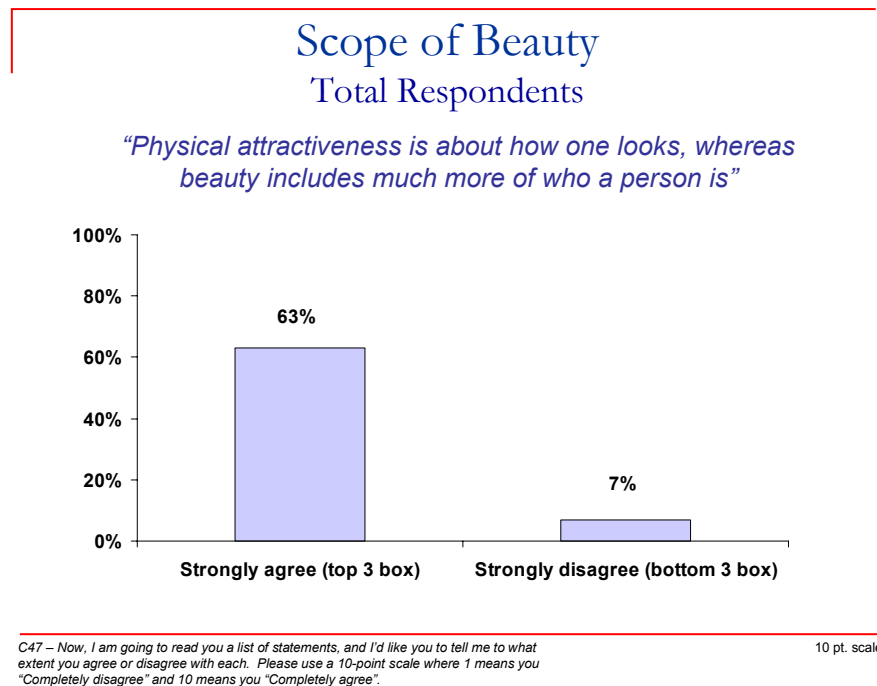
TELLING THE REAL TRUTH ABOUT BEAUTY

Through the latter half of the study, women were asked to respond to various statements and ideas concerning the meaning of female beauty. Findings affirmed that women around the world are able and willing to embrace a conception of beauty that defies the narrow, physically-focused standards set for them by popular culture, and which admits to a far greater and nuanced range of “the beautiful.”

Despite the fact that women rate **their own** beauty and physical attractiveness almost identically on numerous measures, they are able to clearly distinguish between the two concepts when asked about them in theory. This indicates that women have the capacity and desire to think about and experience beauty in complex and dimensionalized ways – even though they may shy away from openly claiming it for themselves.

In particular, women clearly have the ability and desire to think of beauty in broader terms than physical attractiveness.

- ◆ Thus, **two-thirds** of all women strongly agree that “physical attractiveness is about how one looks, whereas beauty includes much more of who a person is.”

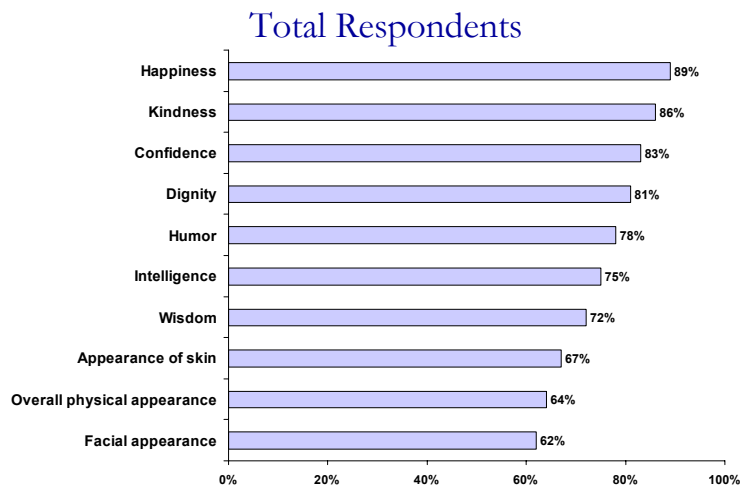


Importantly, women see female beauty as consisting of a range of qualities and attributes – often in combination. In fact, they rate many inner qualities ahead of physical appearance attributes in their evaluation of “what makes a woman beautiful.” This does not mean that women reject the physical components of beauty – far from it. Rather, it demonstrates that “beauty” is seen by women as richer and more complex than the physical ideals that dominate popular culture.

Thus women rate qualities such as **happiness, kindness, confidence, dignity** and **humor** as powerful components of female beauty, along with the **appearance of a woman’s skin, physical and facial appearance** and **body weight and shape**.

- ◆ Although all women rate certain inner qualities as very important to making a woman beautiful, women in Italy and Brazil in particular place greater value than those in other countries in **physical appearance, facial** and **skin appearance** and **body weight and shape** in defining a woman’s beauty.
- ◆ Women from Brazil, Argentina, Italy and Japan also place a relatively greater level of value on **having a sense of style** and **makeup and cosmetics** in defining a woman’s beauty, compared to women in other countries surveyed.

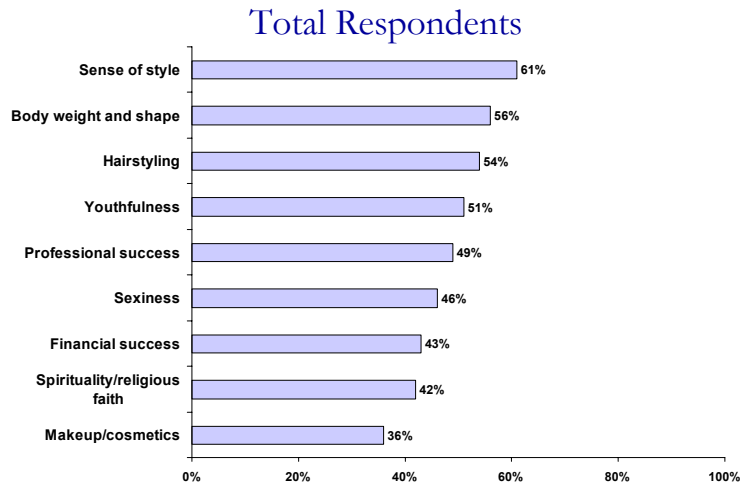
Importance of attributes in making a woman beautiful (1 of 2)



C6-C24 – Now, I am going to read you a list of attributes, and I'd like you to tell me how important each of them is in making a woman beautiful. Please use a 10-point scale where 1 means "Not at all important" and 10 means "Extremely important".

Top 3 box of 10 pt. scale

Importance of attributes in making a woman beautiful (2 of 2)



C6-C24 – Now, I am going to read you a list of attributes, and I'd like you to tell me how important each of them is in making a woman beautiful. Please use a 10-point scale where 1 means "Not at all important" and 10 means "Extremely important".

Top 3 box of 10 pt. scale

Importance of attributes in making a woman beautiful (1 of 2)

| | USA | CAN | GBR | ITA | FRA | NLD | PRT | BRA | ARG | JPN |
|------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Happiness | 90% | 88% | 89% | 92% | 90% | 78% | 93% | 96% | 92% | 83% |
| Kindness | 89% | 91% | 82% | 92% | 68% | 85% | 83% | 92% | 86% | 89% |
| Confidence | 88% | 88% | 83% | 89% | 57% | 80% | 85% | 96% | 94% | 70% |
| Dignity | 85% | 83% | 78% | 95% | 66% | 63% | 94% | 96% | 92% | 62% |
| Humor | 80% | 73% | 79% | 87% | 72% | 74% | 83% | 95% | 92% | 44% |
| Intelligence | 74% | 73% | 58% | 94% | 62% | 54% | 85% | 92% | 90% | 68% |
| Wisdom | 76% | 69% | 60% | 85% | 60% | 55% | 75% | 90% | 83% | 62% |
| Appearance of skin | 57% | 57% | 56% | 81% | 61% | 57% | 75% | 92% | 73% | 70% |
| Overall physical appearance | 60% | 47% | 64% | 80% | 58% | 43% | 73% | 85% | 75% | 51% |
| Facial appearance | 51% | 46% | 50% | 84% | 60% | 49% | 70% | 87% | 67% | 59% |

C6-C24 – Now, I am going to read you a list of attributes, and I'd like you to tell me how important each of them is in making a woman beautiful. Please use a 10-point scale where 1 means "Not at all important" and 10 means "Extremely important".

Top 3 box of 10 pt. scale
Ranked on total respondents

Importance of attributes in making a woman beautiful (2 of 2)

| | USA | CAN | GBR | ITA | FRA | NLD | PRT | BRA | ARG | JPN |
|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Sense of style | 53% | 37% | 57% | 80% | 54% | 47% | 61% | 78% | 81% | 63% |
| Body weight and shape | 46% | 43% | 47% | 71% | 56% | 42% | 67% | 81% | 68% | 49% |
| Hairstyling | 41% | 40% | 48% | 68% | 59% | 50% | 63% | 68% | 56% | 56% |
| Youthfulness | 43% | 51% | 38% | 71% | 41% | 27% | 69% | 77% | 50% | 51% |
| Professional success | 43% | 44% | 32% | 59% | 38% | 26% | 70% | 79% | 64% | 40% |
| Sexiness | 39% | 33% | 47% | 60% | 28% | 22% | 68% | 82% | 55% | 29% |
| Financial success | 38% | 39% | 34% | 48% | 30% | 20% | 58% | 71% | 55% | 39% |
| Spirituality/religious faith | 62% | 38% | 20% | 49% | 16% | 15% | 38% | 72% | 61% | 37% |
| Makeup/cosmetics | 28% | 15% | 34% | 47% | 36% | 21% | 33% | 51% | 51% | 55% |

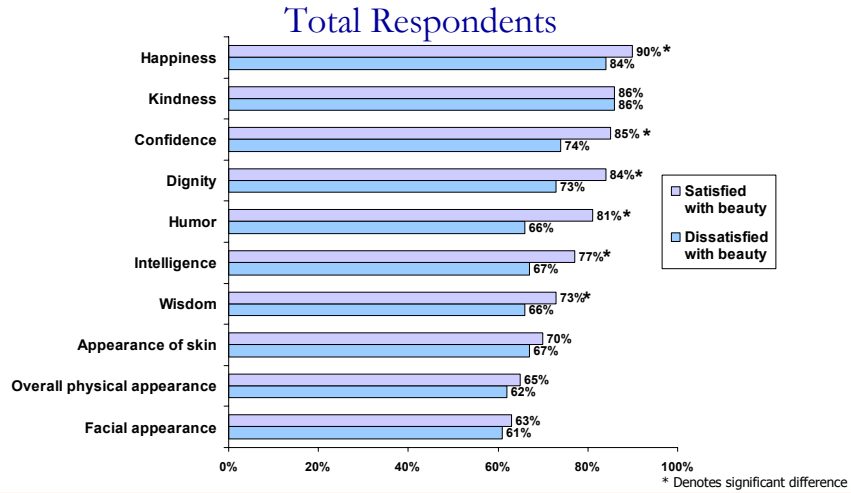
C6-C24 – Now, I am going to read you a list of attributes, and I'd like you to tell me how important each of them is in making a woman beautiful. Please use a 10-point scale where 1 means "Not at all important" and 10 means "Extremely important".

Top 3 box of 10 pt. scale
Ranked on total
respondents

In an attempt to support the hypothesis that women with the greatest capacity for seeing beauty as more than just physical attractiveness are in fact happier with their own beauty, the study statistically compared responses from women who are more satisfied with their own beauty against those who are less satisfied.

- ◆ Importantly, women who are more satisfied with their own beauty are significantly **more likely** than those who are less satisfied to think that non-physical factors, including happiness, confidence, dignity, humor, intelligence and wisdom contribute to making a woman beautiful.
- ◆ In comparison, women who are less satisfied with their beauty are significantly more likely than those who are more satisfied to think that makeup/cosmetics make a woman beautiful.

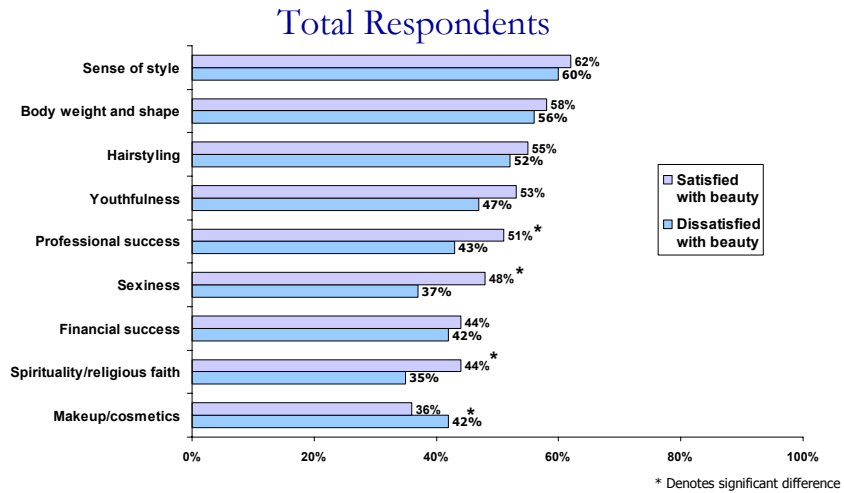
Importance of attributes in making a woman beautiful (1 of 2)



C2/C6-C24 – How satisfied would you say you are with your own beauty? Now, I am going to read you a list of attributes, and I'd like you to tell me how important each of them is in making a woman beautiful. Please use a 10-point scale where 1 means "Not at all important" and 10 means "Extremely important".

Top 3 box of 10 pt. scale
Satisfaction top 2 box
Dissatisfaction bottom 2 box
Ranked on total respondents

Importance of attributes in making a woman beautiful (2 of 2)



C2/C6-C24 – How satisfied would you say you are with your own beauty? Now, I am going to read you a list of attributes, and I'd like you to tell me how important each of them is in making a woman beautiful. Please use a 10-point scale where 1 means "Not at all important" and 10 means "Extremely important".

Top 3 box of 10 pt. scale
Satisfaction top 2 box
Dissatisfaction bottom 2 box
Ranked on total respondents

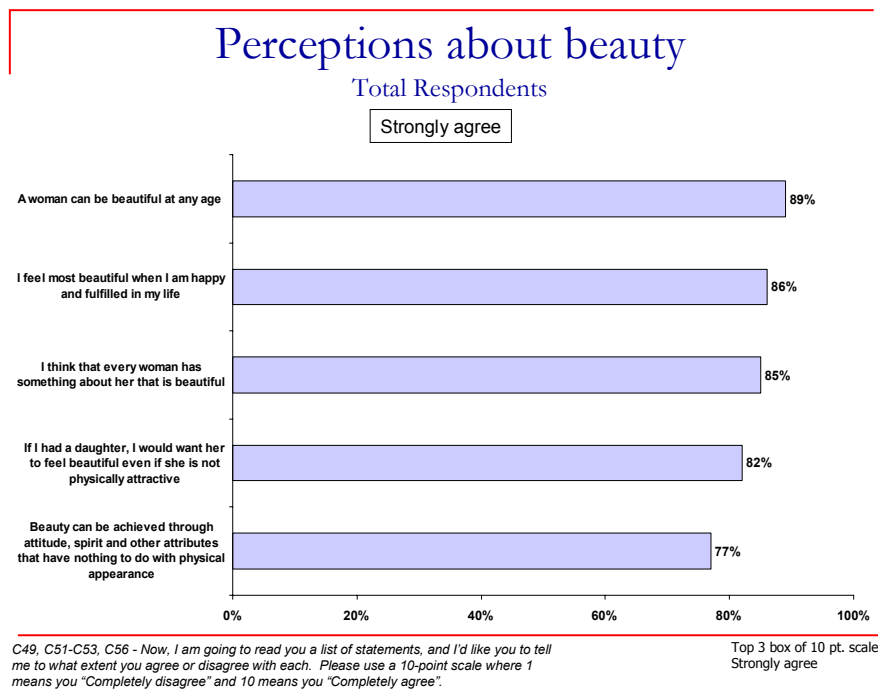
Not only do a majority of women believe that “beauty includes much more of who a person is,” but also that beauty is something that can be found in **many different types of women**. Thus, they strongly agree that:

- ◆ “A woman can be beautiful at any age” (89%);
- ◆ “Every woman has something about her that is beautiful” (85%); and,
- ◆ “Beauty can be achieved through attitude, spirit and other attributes that have nothing to do with physical appearance” (77%).

Importantly, this idea of female beauty is interwoven with the idea of **happiness and self-realization**.

- ◆ Not only do women agree that happiness is the primary element making a woman beautiful, but they strongly agree that they themselves feel most beautiful when they are happy and fulfilled in their lives (86%).

Women want younger generations of girls and women to **inherit this broader concept** of beauty, with 82% strongly agreeing that, “If I had a daughter, I would want her to feel beautiful, even if she was not physically attractive.”



Perceptions about beauty

| | 18-29 | 30-44 | 45-64 |
|--|-------|-------|-------|
| A woman can be beautiful at any age. | 87% | 91% | 89% |
| I feel most beautiful when I am happy and fulfilled in my life. | 87% | 87% | 84% |
| I think that every woman has something about her that is beautiful. | 85% | 87% | 84% |
| If I had a daughter, I would want her to feel beautiful even if she is not physically attractive. | 83% | 84% | 78% |
| Beauty can be achieved through attitude, spirit and other attributes that have nothing to do with physical appearance. | 76% | 80% | 75% |

C49, C51-C53, C56 - Now, I am going to read you a list of statements, and I'd like you to tell me to what extent you agree or disagree with each. Please use a 10-point scale where 1 means you "Completely disagree" and 10 means you "Completely agree".

Top 3 box of 10 pt. scale
Strongly agree
Ranked on total respondents

Perceptions about beauty

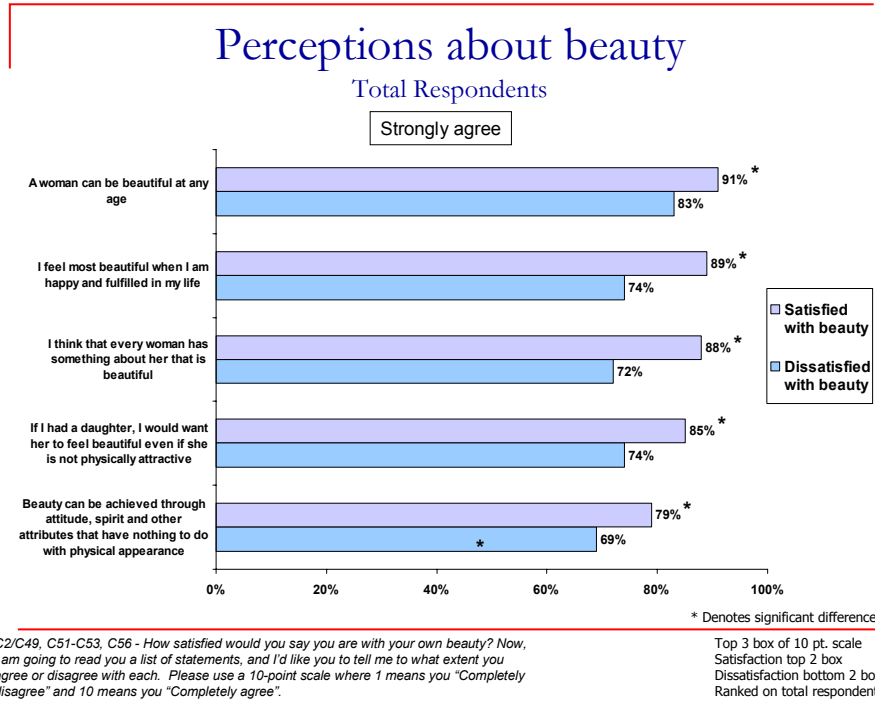
| | USA | CAN | GBR | ITA | FRA | NLD | PRT | BRA | ARG | JPN |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| A woman can be beautiful at any age | 94% | 97% | 91% | 88% | 87% | 87% | 87% | 96% | 91% | 74% |
| I feel most beautiful when I am happy and fulfilled in my life | 88% | 81% | 84% | 88% | 83% | 84% | 95% | 97% | 92% | 65% |
| I think that every woman has something about her that is beautiful | 92% | 91% | 85% | 90% | 82% | 80% | 84% | 88% | 88% | 66% |
| If I had a daughter, I would want her to feel beautiful even if she is not physically attractive | 91% | 78% | 87% | 79% | 78% | 76% | 90% | 82% | 90% | 61% |
| Beauty can be achieved through attitude, spirit and other attributes that have nothing to do with physical appearance | 87% | 82% | 64% | 76% | 74% | 72% | 81% | 88% | 82% | 57% |

C49, C51-C53, C56 - Now, I am going to read you a list of statements, and I'd like you to tell me to what extent you agree or disagree with each. Please use a 10-point scale where 1 means you "Completely disagree" and 10 means you "Completely agree".

Top 3 box of 10 pt. scale
Strongly agree
Ranked on total respondents

Statistical analysis reveals that women who are more satisfied with their beauty are significantly more likely than those who are less satisfied to believe that every woman has something about her that is beautiful and to feel most beautiful when they are most fulfilled in their own lives.

- ◆ Although causality cannot be proven, these data indicate that a deeper, more complex and multi-faceted appreciation of beauty in general may help women feel both more beautiful and happier.

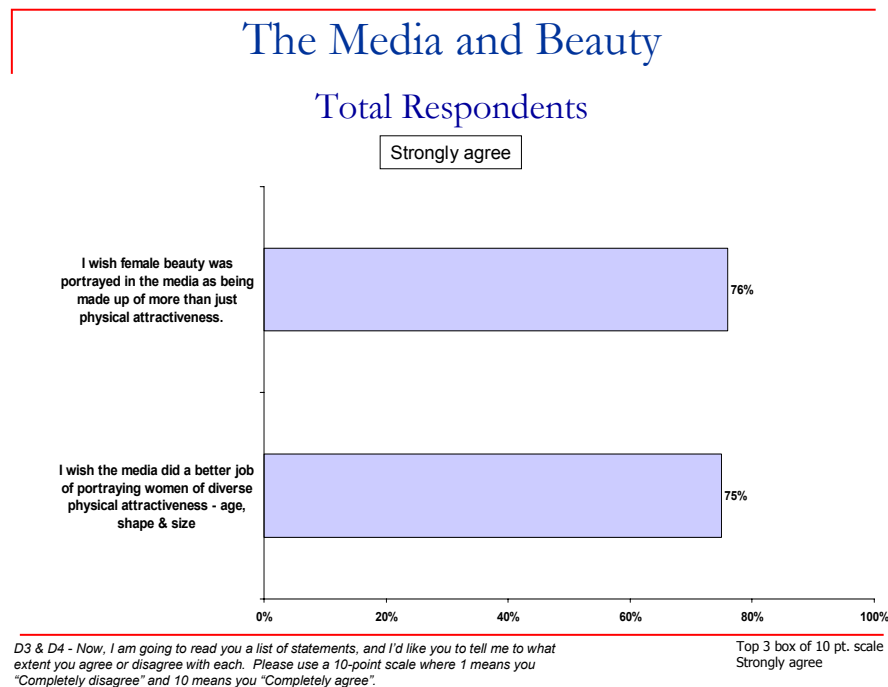


WHAT WOMEN WANT: THE MEDIA AND TRUTH TELLING ABOUT BEAUTY

The study explored the degree to which women feel that the mass media have a role to play in portraying and communicating their broader idea of beauty. Their assessment that the mass media play a role in creating a narrow, unattainable definition of beauty, was borne out in their responses to statements about how they would like to see the media portray beauty.

Women around the world would like to see the media change in the way it represents beauty, with the majority strongly agreeing that they wished that:

- ◆ Female beauty was portrayed in the media as being made up of more than just physical attractiveness (76%).
- ◆ The media did a better job of portraying women of diverse physical attractiveness – age, shape and size (75%).



The Media and Beauty

| | 18-29 | 30-44 | 45-64 |
|--|-------|-------|-------|
| I wish female beauty was portrayed in the media as being made up of more than just physical attractiveness | 76% | 76% | 76% |
| I wish the media did a better job of portraying women of diverse physical attractiveness – age, shape and size | 75% | 75% | 73% |

D3 & D4 - Now, I am going to read you a list of statements, and I'd like you to tell me to what extent you agree or disagree with each. Please use a 10-point scale where 1 means you "Completely disagree" and 10 means you "Completely agree".

Top 3 box of 10 pt. scale
Strongly agree
Ranked on total respondents

The Media and Beauty

| | USA | CAN | GBR | ITA | FRA | NLD | PRT | BRA | ARG | JPN |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| I wish female beauty was portrayed in the media as being made up of more than just physical attractiveness | 85% | 77% | 74% | 81% | 68% | 65% | 73% | 86% | 86% | 59% |
| I wish the media did a better job of portraying women of diverse physical attractiveness – age, shape and size | 80% | 75% | 75% | 81% | 77% | 69% | 66% | 91% | 86% | 41% |

D3 & D4 - Now, I am going to read you a list of statements, and I'd like you to tell me to what extent you agree or disagree with each. Please use a 10-point scale where 1 means you "Completely disagree" and 10 means you "Completely agree".

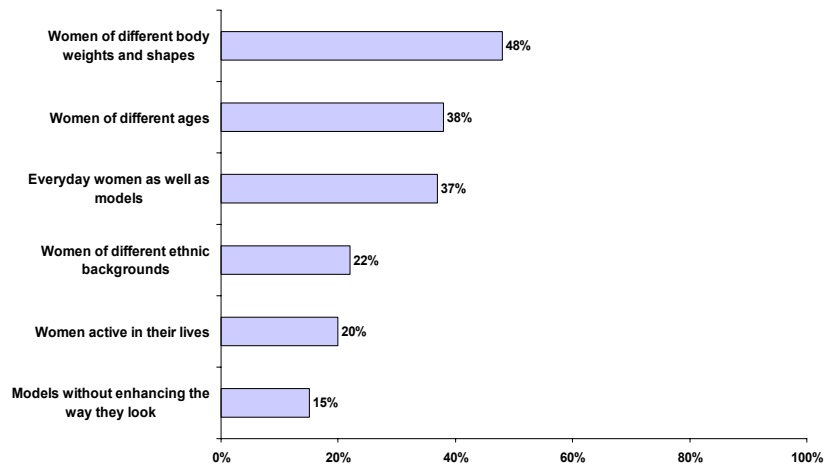
Top 3 box of 10 pt. scale
Strongly agree
Ranked on total respondents

Further, a large number of women around the world would like to see women of different body weights and shapes, ages, and everyday women as well as models depicted in the media and advertising.

- ◆ Younger women 18-29 and 30-44 are more interested in seeing women of various body weights and shapes, where older women are more likely to have an interest in seeing women of different ages as well as various body weights and shapes.

Better Ways to Depict Women in the Media

Total Respondents --Top Two Choices



D8 – I am going to read you a list of things regarding the media. Please tell me in which two of the following ways, if any, you most think the media could be doing a better job of depicting women in the media and advertising.

Better Ways to Depict Women in the Media

Total Respondents--Top Two Choices

| | USA | CAN | GBR | ITA | FRA | NLD | PRT | BRA | ARG | JPN |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Women of different body weights and shapes | 60% | 52% | 63% | 44% | 57% | 47% | 37% | 41% | 46% | 20% |
| Women of different ages | 29% | 31% | 33% | 47% | 39% | 42% | 36% | 54% | 45% | 30% |
| Everyday women as well as models | 48% | 46% | 52% | 39% | 34% | 48% | 19% | 41% | 33% | 9% |
| Women of different ethnic backgrounds | 22% | 28% | 20% | 17% | 21% | 23% | 28% | 28% | 18% | 14% |
| Women active in their lives | 13% | 18% | 10% | 26% | 17% | 8% | 30% | 20% | 26% | 37% |
| Models without enhancing the way they look | 15% | 12% | 13% | 13% | 8% | 22% | 14% | 14% | 10% | 31% |

D8 – I am going to read you a list of things regarding the media. Please tell me in which two of the following ways, if any, you most think the media could be doing a better job of depicting women in the media and advertising.

Ranked on total respondents

CONCLUSIONS AND IMPLICATIONS

The Real Truth About Beauty study is the first attempt to both “deconstruct” and “reconstruct” women’s perceptions of female beauty using applied research across ten countries. It shows that women globally hold remarkably similar views on beauty (with the exception of Japanese women on some measures).

The study demonstrates that authentic beauty is a concept lodged in women’s hearts and minds and seldom articulated in popular culture or affirmed in the mass media. As such, it remains unrealized and unclaimed. This idea of beauty appears to have been replaced by a narrower definition that is largely located in limited ideals of physical appearance. It appears that the word “beauty” has – in many ways – become functionally defined as “physical attractiveness.” This definition of beauty is powerfully communicated through the mass media and has been assimilated through popular culture. It is this ideal that many women measure themselves against and aspire to attain. However, because this ideal is extremely difficult to achieve, women find it difficult to think of themselves as beautiful. This can contribute to unhappiness and low self-esteem and self-worth – especially among those women (often younger) who are more likely to take their cues from popular culture.

This study clearly outlines the components of true beauty and affirms that, while they include physical attractiveness, they also include happiness, kindness, wisdom, dignity, love, authenticity and self-realization. Through this study, the possibilities for the beautiful to be known, found and represented have been infinitely extended. The ways in which female beauty can move us have been profoundly deepened.

Just as women lay some of the blame for the perpetuation of inauthentic beauty on popular culture and the mass media, they also believe that that the latter can be a force for reconfiguring the former so that true beauty becomes the new standard – with unprecedented power to open minds and move emotions.

True beauty will not be driven by theory or ideology, but by its resonance in the hearts and minds of those who encounter it. This study has given women the opportunity to speak about what it can be. However, its articulation is the obligation of those who speak to women around the world about their beauty every hour of every day – in the visual images and words of the mass media. Their challenge is to know true beauty when they feel it and to faithfully represent it in the ways in which they speak about it.

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