



# 'No Digital Distortion' Mark Fact Sheet

Dove is taking another step in ensuring beauty is a source of confidence and not anxiety with the launch of the 'No Digital Distortion' Mark.

The Mark will roll out across all branded content globally – across print, outdoor, instore, digital and social – and will represent that the image was not distorted. It will only show accurate and genuine portrayals of people – showing them how they are in real life.

The 'No Digital Distortion' Mark is a continuation of the Real Beauty Pledge in which we committed to portray women as they are in real life – never presenting the unachievable, manipulated, flawless images of "perfect" beauty which the use of retouching tools can promote. The Mark will serve as a tool to help women and girls identify reality and relieve some of the pressure to look a certain way.

## The 'No Digital Distortion' Mark confirms that Dove...

Dove is firmly committed to Real Beauty and always shows images that are real and accurate. Dove never makes alterations that distort the physical appearance or removes anything that is a permanent feature of a woman.

### ☑ Does:

- Remove temporary marks such as blotches, pimples, rashes, blemishes, shave bumps
- Remove stray hairs
- Remove lipstick and/or food particles from teeth
- Remove shadows or dark areas caused by lighting
- Remove seams and stains from clothing
- Use light balancing to help recreate the natural light often lost in photography



### ☒ Does Not:

- Misrepresent skin, hair, eye colour
- Add artificial shine to hair that has none, or to take shine from one photo and add to another photo
- Fill in gaps in hair
- Reshape eyebrows
- Remove natural wrinkles or Smooth large pores
- Add plumpness to lips
- Whiten teeth
- Alter or distort the woman's anatomy in any way
- Remove veins, moles, freckles, tattoos, scars, skin folds, cellulite, stretch marks, body hair
- Add jewellery or make changes to clothing
- Use multiple photos to create one image
- Misrepresent the skin colour of women

To learn more about the Dove Self-Esteem Project visit [dove.com/self-esteem](http://dove.com/self-esteem).

**ABOUT DOVE:** Dove® is manufactured by Unilever, is the No.1 personal wash brand nationwide. One in every three households uses a Dove® product, which includes beauty bars, body washes, face care, anti-perspirant/deodorants, body mists, hair care, styling aids and Dove® Men+Care™, developed specially for men. Dove® is available nationwide in food, drug and mass outlet stores.