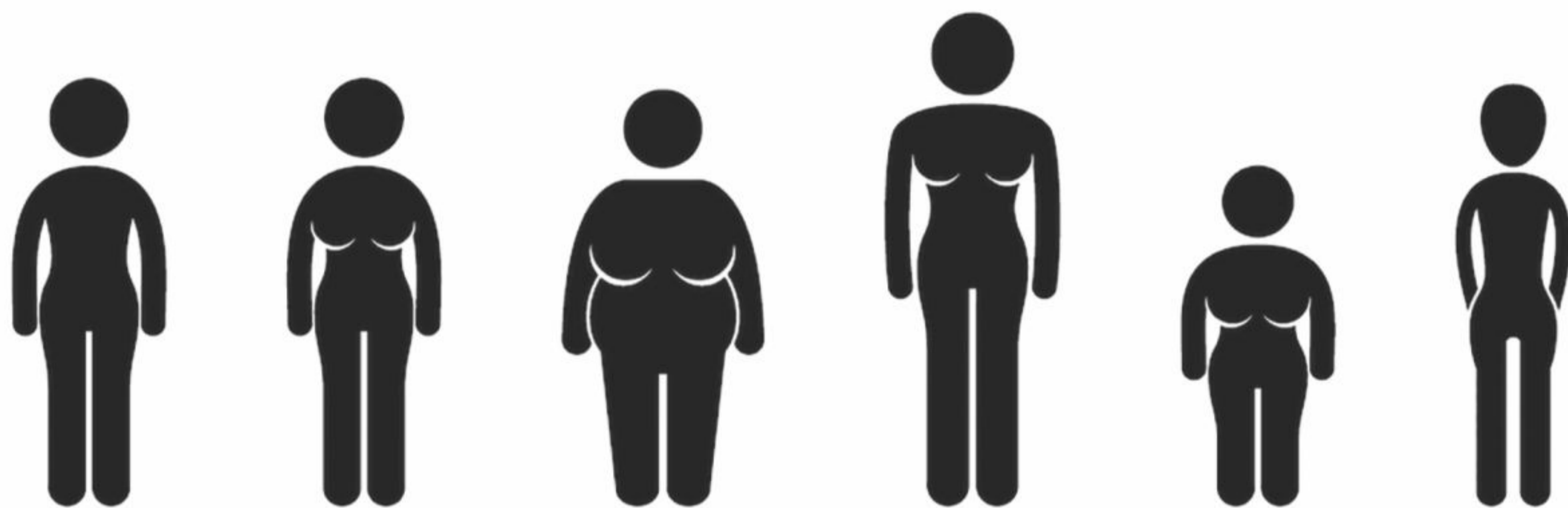


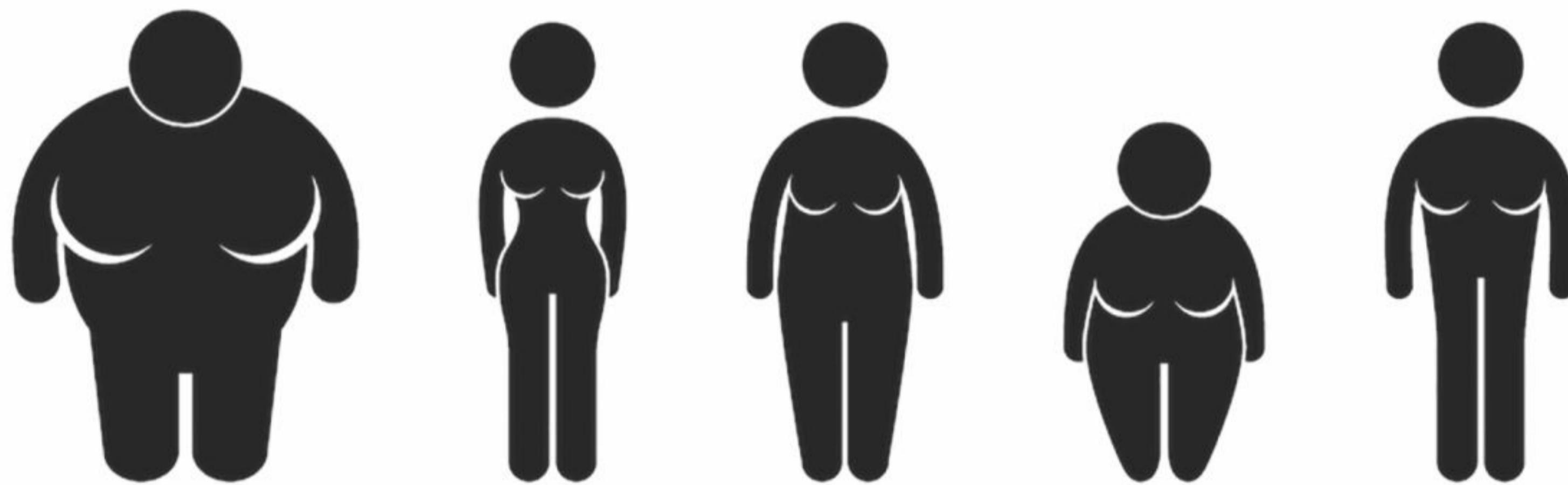
**GIRLS AND BEAUTY CONFIDENCE:
THE GLOBAL REPORT**

THE DAUNTING RESULTS

- New research from Dove indicates that low body esteem is a critical issue among girls globally, directly impacting their confidence and life satisfaction.
- 8 in 10 girls (79 percent) with low body esteem will not attend fundamental activities outside the house or engage with friends and loved ones, vs. 4 in 10 (39 percent) with high body esteem.
- 7 in 10 girls (75 percent) with low body esteem will put their health at risk by not seeing a doctor or skipping meals, vs. 3 in 10 (31 percent) with high body esteem.
- A girl's level of body esteem directly impacts how she sees the world. Girls with high body esteem are more resilient to life's pressures.
- 7 in 10 girls (74 percent) with low body esteem feel pressure to feel beautiful, vs. 5 in 10 (48 percent) with high body esteem.
- 7 in 10 girls (65 percent) with low body esteem say they feel worse about themselves when they look at images of beautiful girls in magazines compared to just 2 in 10 (16 percent) for those with high body esteem.



Are you inadvertently body shaming?



**GIRLS AND BEAUTY CONFIDENCE: THE GLOBAL REPORT
THE RAY OF HOPE**

- Girls are becoming more aware of the pressures they face and are looking for ways to drive change.
- 8 in 10 (82 percent) agree all girls have something about them that is beautiful.
- Nearly all girls (82 percent) aged 10-17 say that taking time to do things that make them feel happy about themselves, their bodies and their health (e.g. reading a book or exercising) makes them feel more confident.

Based on the results of the comprehensive report developed by Dove, we were able to assess that globally girls want that the media not judge them unswervingly based on looks alone, but also gave merit to their thoughts, talents and hard work.

As a witness of time, we cannot simply turn a blind eye, as the signs are everywhere! We must agree that too much importance being placed on beauty is having a detrimental effect on the girl's attitude towards life.

AS A CONCLUSION WE TRANSCRIBE FROM THE REPORT:

According to Jess Weiner, Cultural Expert and Adjunct Professor, University of Southern California, Annenberg School of Journalism, body esteem can be boosted through education and open dialogue.

Weiner proposed the solution to lie in increased media representation revealing girls from all cultural backgrounds

and experiences and the introduction of a curriculum focused media literacy, helping girls to identify and actively combat the negative gender stereotypes, violence and hyper-sexualisation.

Keeping in mind that that the world's 1.1 billion girls are a source of inspiration and energy. Let us work on this together, initiating change and eradicating 'body-shaming and low body-esteem' from all walks of life, once and for all.

-- LS Desk

Photo: Collected

Thanks to Dove Bangladesh for sharing with us 'The 2017 Dove Global Girls Beauty and Confidence Report.'

Watch out for The Daily Star and Star Lifestyle's special features on Body Shaming in the following weeks to come. To view the companion video, keep your eyes on 'Star Live' — the official YouTube channel of The Daily Star.

**I DON'T ASK YOU TO
EAT LIKE I DO**

**I DON'T ASK YOU TO
TRAIN LIKE I DO**

**I DON'T ASK YOU TO
LIVE LIKE I DO**

**BUT I HOPE YOU
RESPECT MY
CHOICES**

LIKE I RESPECT YOURS

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HOME OF ORIGINAL PERFUMES

