

BEAUTIFUL





Saluting the spirit of Real Women

Presenting Dove's Discovery



After a study by Dove showed that only 2% of women around the world would describe themselves as beautiful, Dove decided to launch the Campaign for Real Beauty to address the fact that society's depiction of beauty in advertising had become unattainable.



flawed?

flawless?

Is beautiful skin only ever spotless?



grey?

gorgeous?

Why can't more women feel glad to be grey? Join the beauty debate.

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wrinkled?

wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

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**Is this
woman
beautiful?**

Song of Song 4:1, 7

“How beautiful you are, my darling! Oh, how beautiful!”

“You are altogether beautiful, my darling; there is no flaw in you.”

Genesis 1:26

²⁶ Then God said, "Let us make humankind in our image, in our likeness, so that they may rule over the fish in the sea and the birds in the sky, over the livestock and all the wild animals, and over all the creatures that move along the ground."

Genesis 1:27

27 So God created humankind in his own image,
**in the image of God he created them; male and
female he created them.**

Genesis 3:1

Now the serpent was more crafty than any of the wild animals the LORD God had made. He said to the woman, “Did God really say, ‘You must not eat from any tree in the garden’?”

Genesis 3:2-3

² The woman said to the serpent, “We may eat fruit from the trees in the garden,

³ but God did say, ‘You must not eat fruit from the tree that is in the middle of the garden, and you must not touch it, or you will die.’”

Genesis 3:4-5

4 “You will not certainly die,” the serpent said to the woman.

5 “For God knows that when you eat from it your eyes will be opened, and you will be like God, knowing good and evil.”

Genesis 3:6

6 When the woman saw that the fruit of the tree was good for food and pleasing to the eye, and also desirable for gaining wisdom, she took some and ate it. She also gave some to her husband, who was with her, and he ate it.

Genesis 3:7-8

7 Then the eyes of both of them were opened, and **they realized they were naked; so they sewed fig leaves together and made coverings for themselves.**

8 Then the man and his wife heard the sound of the LORD God as he was walking in the garden in the cool of the day, and **they hid from the LORD God** among the trees of the garden.

Genesis 3:9-10

⁹ But the LORD God called to the man, “Where are you?”

¹⁰ He answered, “I heard you in the garden, and I was afraid because I was naked; so I hid.”

Genesis 3:15

“And I will put enmity between you and the woman, and between your offspring and hers; he will crush your head, and you will strike his heel.”

Luke 7:36-37

³⁶ When one of the Pharisees invited Jesus to have dinner with him, he went to the Pharisee's house and reclined at the table.

³⁷ A woman in that town who lived a sinful life learned that Jesus was eating at the Pharisee's house, so she came there with an alabaster jar of perfume.

Luke 7:38-39

³⁸ As she stood behind him at his feet weeping, she began to wet his feet with her tears. Then she wiped them with her hair, kissed them and poured perfume on them.

³⁹ When the Pharisee who had invited him saw this, he said to himself, “If this man were a prophet, he would know who is touching him and what kind of woman she is—that she is a sinner.”

Luke 7:40-41

⁴⁰ Jesus answered him, “Simon, I have something to tell you.” “Tell me, teacher,” he said.

⁴¹ “Two people owed money to a certain moneylender. One owed him five hundred denarii, and the other fifty.

Luke 7:42-43

42 Neither of them had the money to pay him back, so he forgave the debts of both. Now which of them will love him more?”

43 Simon replied, “I suppose the one who had the bigger debt forgiven.” “You have judged correctly,” Jesus said.

Luke 7:44

44 Then he turned toward the woman and said to Simon, “Do you see this woman? I came into your house. You did not give me any water for my feet, but she wet my feet with her tears and wiped them with her hair.

Luke 7:45-46

45 You did not give me a kiss, but this woman, from the time I entered, has not stopped kissing my feet.

46 You did not put oil on my head, but she has poured perfume on my feet.

Luke 7:47-48

47 Therefore, I tell you, her many sins have been forgiven—as her great love has shown. But whoever has been forgiven little loves little.”

48 Then Jesus said to her, “Your sins are forgiven.”

Luke 7:49-50

49 The other guests began to say among themselves, “Who is this who even forgives sins?”

50 Jesus said to the woman, “Your faith has saved you; go in peace.”

Mark 14:6, 9

⁶ “Leave her alone,” said Jesus. “Why are you bothering her? **She has done a beautiful thing to me....** ⁹ Truly I tell you, wherever the gospel is preached throughout the world, what she has done will also be told, in memory of her.”

Psalm 45:10-11

**¹⁰ Listen, daughter, and pay careful attention:
Forget your people and your father's house.**

**¹¹ Let the king be enthralled by your beauty;
honor him, for he is your lord.**

Revelation 21:1-2

¹ Then I saw “a new heaven and a new earth,” for the first heaven and the first earth had passed away, and there was no longer any sea.

² I saw the Holy City, the new Jerusalem, coming down out of heaven from God, prepared as **a bride beautifully dressed for her husband.**

Romans 8:31-32

31 What, then, shall we say in response to these things? If God is for us, who can be against us?

32 He who did not spare his own Son, but gave him up for us all—how will he not also, along with him, graciously give us all things?

Romans 8:33-34

33 Who will bring any charge against those whom God has chosen? It is God who justifies.

34 Who then is the one who condemns? No one. Christ Jesus who died—more than that, who was raised to life—is at the right hand of God and is also interceding for us.

Romans 8:35-36

³⁵ Who shall separate us from the love of Christ? Shall trouble or hardship or persecution or famine or nakedness or danger or sword?

³⁶ As it is written: “For your sake we face death all day long; we are considered as sheep to be slaughtered.”

Romans 8:37-38

37 No, in all these things we are more than conquerors through him who loved us.

38 For I am convinced that neither death nor life, neither angels nor demons, neither the present nor the future, nor any powers,

Romans 8:39

39 neither height nor depth, nor anything else in all creation, will be able to separate us from the love of God that is in Christ Jesus our Lord.