

News Of Women

What You Can Do To Create A World Where Beauty Is A Source Of Confidence, Not Anxiety

(NAPSA)—Everyone can make a difference in a young girl's self-esteem—That is the message behind a nationwide effort designed to help girls build self-esteem. This year, the second annual Dove Self-Esteem Weekend brings together Girl Scouts of the USA, Girls Inc. and Boys & Girls Clubs of America to encourage women to spend an hour on a self-esteem building activity with a girl in their lives.

Building self-esteem can be as simple as talking to the special girl in your life about her friends and social life or doing an activity from the self-esteem toolkit available on www.Dove.com.



Jess Weiner

Research reveals that it is important to address anxiety about looks at an early age. A recent global study commissioned by Dove entitled "The Real Truth About Beauty: Revisited" reveals that only 11 percent of girls would describe themselves as beautiful. This lack of self-esteem only worsens as girls get older.

"If you spend the time listening to a girl and helping her develop a positive relationship with beauty, you really can make a difference," said Jess Weiner, Dove Global Self-Esteem Ambassador, author and a contributing editor to Seventeen magazine.

According to the study, 80 percent of women agree that every



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woman has something about her that is beautiful but do not see their own beauty. More than half (54 percent) of women agree that when it comes to how they look, they are their own worst critics.

The most effective way to address beauty anxiety is to start at an early age. Research has found that 72 percent of girls feel tremendous pressure to be beautiful and only 11 percent are comfortable using the word beautiful to describe themselves.

When girls feel bad about their looks, more than 70 percent (age 15 to 17) avoid normal daily activities such as attending school, going to the doctor or even giving their opinion. A universal increase in beauty pressure leads to a decrease in girls' confidence.

The company is committed to inspiring all women and girls to reach their full potential by caring for themselves and each other. They invite all women to join them in creating a world where beauty is

a source of confidence, not anxiety. Women joining the movement will receive regular updates on a variety of ways to get involved. Currently, women can participate in the following ways:

- Join Dove for the Second Annual Dove Self-Esteem Weekend. Women can show that amazing things can happen when they all come together by registering their Weekend activities on the interactive map at Facebook.com/Dove. Dove has already reached more than 8 million girls with self-esteem education but your efforts can help Dove reach its goal of 15 million girls by 2015.

- Answer the question "Who Inspired You?" on Dove online channels: Facebook, Twitter and Dove.com, to honor the positive impact someone had on their life. When women share their story, the company will make a \$1 donation to support self-esteem education in the U.S.

- Download tools: Visit Dove.com to access free tools to build self-esteem in young girls.

Together with experts and key partners, the brand has created self-esteem building, educational programs to motivate and inspire girls. The Dove Movement for Self-Esteem invites all women to join in creating a world where beauty is a source of confidence, not anxiety.

For more information, visit www.Dove.com and Facebook.com/Dove or follow them on Twitter.



Note to Editors: The Second Annual Dove Self-Esteem Weekend takes place nationwide from October 21st to the 23rd.