

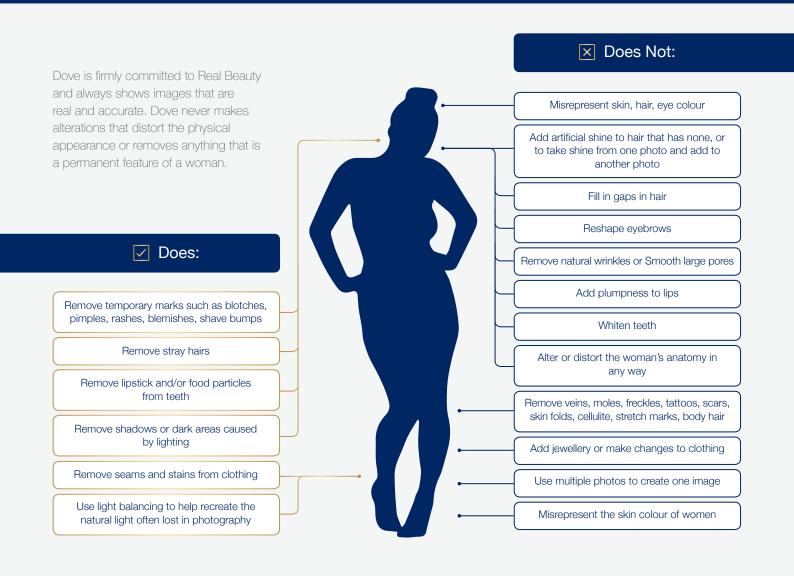
## 'No Digital Distortion' Mark Fact Sheet

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...



To learn more about the Dove Self-Esteem Project visit dove.com/self-esteem.

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