



“Nobody can make you feel inferior without your permission.”

Eleanor Roosevelt

Real beauty campaign?

The Black Dog Project is committed to boosting and protecting body and self image. One way we do this is by challenging the images and messages contained in the media, and encouraging others to do the same.

Here's one to talk about...

Dove recently launched its National Real Women Beauty campaign to present more realistic images of women in the media (we could do with a lot more of those we agree).

When we had a closer look at the campaign we discovered the image above left promoted in a magazine, posing the question; “Will society ever accept old can be beautiful?” Interestingly, 85 pages on we find a Dove advertisement for guess what? A wrinkle cream! Dove promotes it's product as, “. . . for your skin, giving it instant radiance and a youthful, natural glow.” It goes on to credit the eye cream as; “. . . blurring fine lines and reducing the appearance of puffiness and dark circles.” Wonder how the women in the picture (above) is feeling now?

Dove also invites us to, ‘think, talk, debate and learn how to make beauty real again’ (with the help of it's products?) Thank you Dove, we will talk about it . . .

Is Dove's 'real beauty' campaign just a clever way of promoting their beauty products (and reducing their advertising budget by not having to pay supermodels)?

Another one to talk about...

Is Dove sending mixed messages in this ad for a cellulite cream?

le: Body satisfaction vs body dissatisfaction?

The message the image promotes is . . .

Body fat is OK—it's not a 'problem'! Accept yourself as you are.

The 'contradiction bell' rings when you read the small text however . . .

Body fat is a problem — particularly in those “problem areas” so we should be using creams to achieve “results”, “firm the thighs”, change our physical appearance. What cream?

Dove of course!



