

"Look mom, she's so pretty!"

The she would be the woman on the cover of the latest Vanity Fair issue. While standing in at Target yesterday, my youngest girl couldn't help but show me the barely-clothed, skinny blond on the cover of the magazine. As she did, she quickly realized that I would probably not like it, and swung her arm so hard it caused her to lose her footing.

My immediate response was to try 'Miss Vanity Fair' in perspective. "You know, I casually explained to the girls, " those women are digitally enhanced." When we got home, I showed the girls the video below. It came out a while back, and flared up in the media for a few days. Take a look at the video below--and bring a kid to see it with you!

Before we watched the video, I reminded the girls of the image we saw in the store. Two responses came from the video. From the oldest child, "I think it's sad. Why don't we just use real people. My response: but we don't want to watch regular people, we want to watch pretty, perfect people, right?

And, from the youngest child: well, people do want to see pretty people; regular people are ok too, I guess.

I kept the conversation short and to the point. Children don't want a lecture on the finer points of advertising. What the Dove Evolution does, especially for young girls, is show them that manufactured beauty is created to project an unrealistic image. Adults know that, but no matter how many times we try to tell young girls this, they miss the point. The video makes everything crystal clear.

After our talk, the girls ran out of the room. I felt like a responsible parent, exposing how a normal person is transformed into an impossibly perfect being. The Dove Campaign for Real Beauty sponsored the video. You can visit their website for more information [here](#). I am very proud of a major public company realizing that the images being produced are unhealthy, particularly for the developing minds of girls. Boys can benefit from watching this video as well. They should know that the images designed to grab their attention aren't the way 'real' women look.