



# Esteem

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Upper level  
of Maslow's pyramid

# Self-Esteem

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Dove presenting us with a video showing the process of posting a girl's Instagram photo, but in reverse. It shows every aspect of changing the look of her; in the end (start) she appears with no filters. The main point of this commercial is to say "You look great already; do not hurt yourself by using every filter in the world to change your body."

