**Home Page**

**Trusting pixels inc.**

Our ads are free of any retouching, leaving people as they are.

Have a quick look on our website to learn more about us and what we stand for. If you like what you see then join the movement and follow us on **Facebook** and **Instagram.** Your support matters, and will make a difference.

**What we do**

Any ad we work on guarantees viewers that no person was photoshopped/retouched.

Our name, “Trusting Pixels” stands exactly for what we do. We help bring truth in todays advertisements by authenticating ads that prohibit the use of any post production enhancements (also known as photo retouching/or photoshopping). Any ad that is distributed with us is guaranteed to fall in line with our **regulations.**

This company was built for people and it's quite evident that over the years people have wanted to see more truth in advertising by reducing the use of software to enhance the bodies and figures of people in ads. This company has been created to help authenticate ads that not only promote brands, but ads that genuinely promote people as they are.

**How we do it**

We partner with brands, ad agencies, celebrities, and influencers to help promote their advertisements as ads that are free of retouching. We are building a reputable name that people can trust and therefore bringing more value to ads for not only our clients, but more importantly for their customers.

We work with our clients from the very start of their production, gathering the original photos taken on set. We make sure that our clients stay in line with our **regulations** by taking their final image and comparing it to the original that was captured on set to make sure no enhancements were made to any of the people portrayed in the advertisement.

After analyzing the content we then promote the ad across our social media platforms, and on our website (ads will be available to view on our website in 2017). We allow our clients to distribute the ad as well, while agreeing to no longer enhance any figures since they are tied in a partnership with us for this one particular ad.

\*Please show your support by following us on Instagram and Facebook to let brands, celebrities, and influencers know that you want to see unretouched ads.

**Why we do it**

People should be able to differentiate from what is false and what is real.....especially children.

The advertising world has become too comfortable with the capabilities of what software can do, and in return neglecting what is put into the world and the negative effect it can have on people. Today's youth are growing up in an era that has them completely surrounded by media advertising a false representation of people. On a daily basis some people can have more interaction with media than with actual people, and therefore its no surprise that media does affect our perception of what people look like.

Our mission is to create a name that people can trust. We want to create ads that speak truth about people rather than cover them with lies to help sell a product.

**Regulations**

Regulations for 2016:

Our mission at Trusting Pixels Inc is to give the most accurate representation of people in advertisements. This means that all our ads associated with us keep all bodily features as close to the original state it was captured on camera. Our focus is to prioritize the image of people truthfully, rather than the have people be the second thought behind the products or services advertised.

Any content that is distributed by Trusting Pixels Inc. from May 31st, 2016 to January 31st, 2016 adheres to our beta phase regulations only, and abides by the following regulations:

1. **No adjustments can be made to the shape or size of a person’s body/features.** Some examples that would not be permitted include changing the shape of someone's nose, chest size, or waist size.
2. **No selective grading.** We do not allow selective grading to enhance bodily features. Creating more shadows around a someone's muscles to further accent their definition in one area of their body would not be permitted. This does NOT mean we dont allow images to be graded overall.

\*Trusting Pixels will be in its beta phase until January 30th, 2016. After our beta term we will re-assess our regulations and provide an update on our website for the public and clients to view.