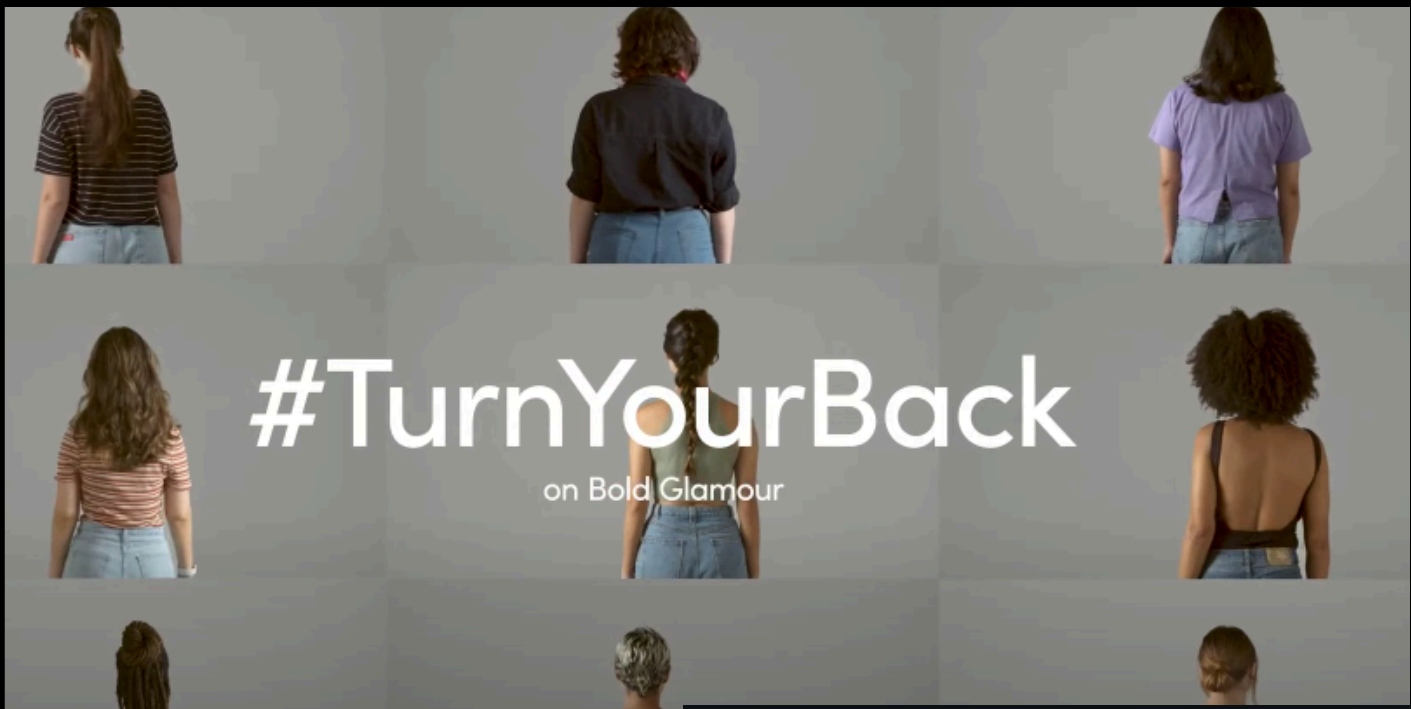




1,967 posts

1 M followers

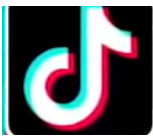
1,713 following



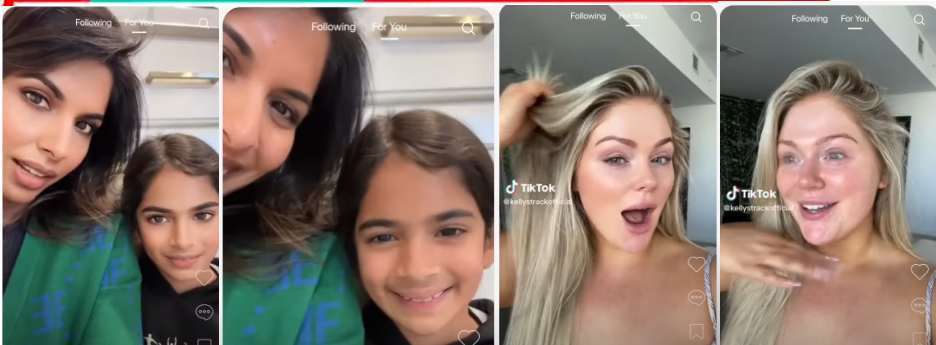
#TurningYourBack on Digital Beauty or Commodifying It?



The #TurnYourBack campaign from Dove, condemns the negative impacts of digital filters like Bold Glamour on TikTok. Dove presents itself as an advocate for body positivity by urging users to reject these beauty distortions. But this campaign also highlights more general concerns about the beauty industry's commodification, posing significant questions about empowerment and societal pressures.



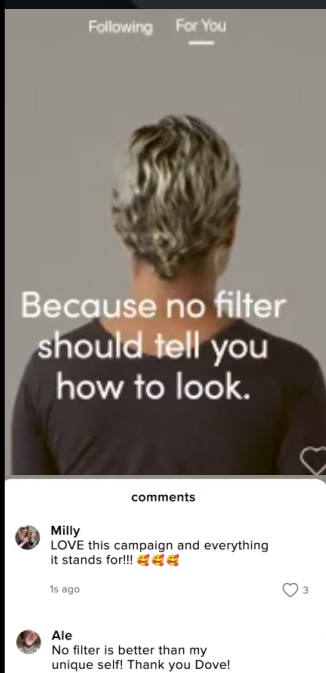
#BOLDGLAMOURFILTER



Bold Glamour Filter vs No Filter



Feminism & Beauty Standards



Dove has long aligned itself with feminist ideals, critiquing popular beauty standards that oppress women. Post-feminism acknowledges that beauty practices can empower women, but second-wave feminism concentrated on how beauty standards controlled women. Dove's campaign illustrates this intricacy by endorsing a rejection of digital distortion while continuing to make money off of beauty products that improve appearances.



Aesthetic Labour of Social Media

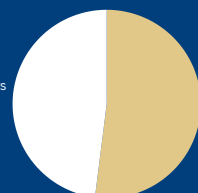


80% of Girls Use Filters by Age 13

Daily Filter Use

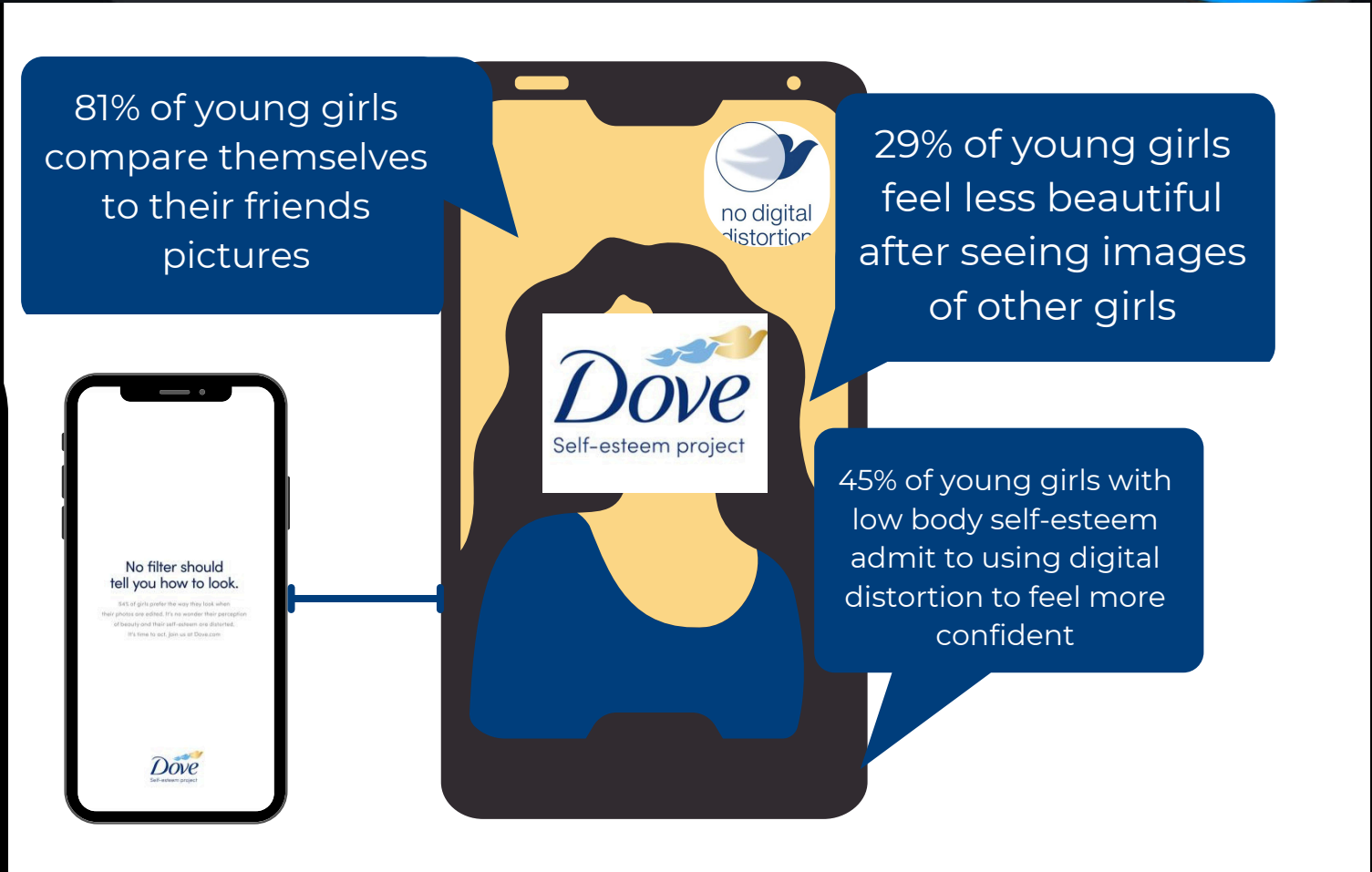
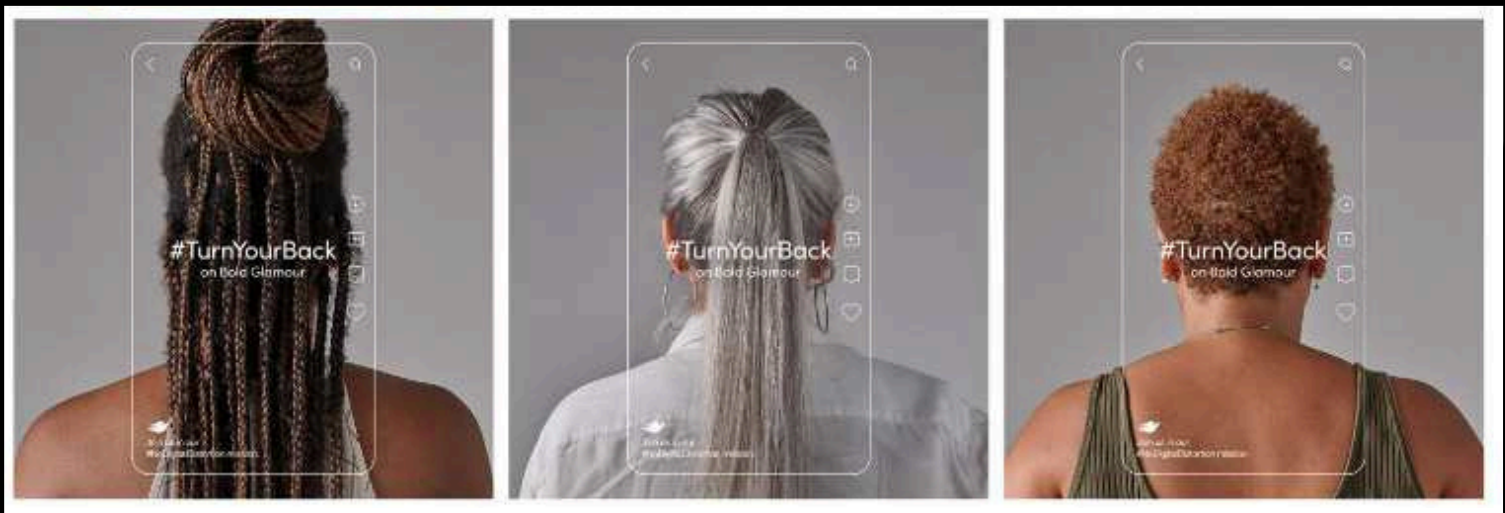


Women who don't use filters 48%



Women who use Filters 52%





nischelleturner

4104 likes

nischelleturner I am turning my back on Bold Glamour and digital distortion!

The emphasis on body politics in the #TurnYourBack campaign, or how society governs and controls bodies through beauty standards, aligns with Dove's larger goal of redefining beauty as a source of confidence rather than fear.

1 in 5 young girls has skipped school due to negative comments on social media

GLAMOUR FOX msn finanzen.ch ma

+1 BILLION IMPRESSIONS

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