

Body dissatisfaction and appearance-based discrimination are a public health crisis



The Dove Self-Esteem Project commissioned “The Real Cost of Beauty Ideals” report, the most comprehensive assessment ever conducted on the pervasive and damaging impact of beauty standards on the U.S. economy and society. The report provides overwhelming evidence that body dissatisfaction and appearance-based discrimination are a **multi-billion-dollar public health crisis** that costs women and girls their health, happiness, and sometimes their lives. Harmful beauty ideals cost the U.S. economy **\$305B due to body dissatisfaction** and **\$501B due to appearance-based discrimination** annually. The report was researched in consultation with researchers from Strategic Training Initiative for the Prevention of Eating Disorders: A Public Health Incubator (STRIPED) at the Harvard Chan School of Public Health and the data was generated by a diverse team of economists at Deloitte Access Economics.

What’s the Real Cost of Beauty Ideals?

BODY DISSATISFACTION

Body dissatisfaction has devastating impacts on girls’ and women’s wellbeing and our economy



\$305B in financial and well-being costs due to **body dissatisfaction** annually

APPEARANCE-BASED DISCRIMINATION

Discrimination based on appearance (weight, skin shade and hair texture & style) leads to catastrophic consequences for girls, women, and greater society*



\$501B in financial and well-being costs due to **appearance-based discrimination** across weight and skin shade discrimination

\$84B

in **economic costs** in health system, productivity, government, employer, family, individual and societal costs

\$221B

in loss of **well-being costs** as a result of depression, anxiety, suicide, smoking, eating disorders, alcohol and drug abuse

Women & girls bear **58%** of these costs at **\$177B**



45M+ people experience **body dissatisfaction**, which increases their risk of depression, anxiety, eating disorders, substance abuse, and suicide

\$269B

in **economic costs** as a result of health outcomes, labor market outcomes, other life outcomes (i.e., incarceration)

Women & girls bear **63%** of these costs at **\$317B**



Weight discrimination affected **34 million** people and incurred **\$206 billion** in financial costs



Skin shade discrimination affected **27 million** people in the Black community, and incurred **\$63 billion** in financial costs



\$233B

in loss of **well-being costs** due to anxiety, depression, substance abuse, smoking, hypertension

66M+ people experience **appearance-based discrimination**, which increases their risk of poor health care, depression, anxiety, weight gain, incarceration, and premature mortality

Natural hair discrimination affected **5 million** people in the Black community in the US. Black women are **3.4 times** more likely to be perceived as “unprofessional” due to their hair when compared to non-Black women**



Our Call for Change

Dove is on a mission to change beauty for the next generation through the Dove Self-Esteem Project. To date, we have reached more than 82 million young people across 150 countries, but we can’t reverse the devastating cost of beauty ideals alone. **Get involved and take action.**

* Hair texture and style is not included in the \$501B annual costs due to appearance-based discrimination
**Dove CROWN Research Study, 2019 | Based on research identifying the magnitude of racial discrimination experienced by women in the workplace; statistic not included in annual costs due to appearance-based discrimination.

Together we can end appearance hate.
Get Involved and take action.
 Dove.com/realcostofbeauty