

DOVE AND WALMART CANADA LAUNCH REAL BEAUTY STUDIOS ACROSS CANADA: #SHOWUS A MORE INCLUSIVE VISION OF BEAUTY

Dove partners with Walmart Canada on their latest global Real Beauty Campaign, highlighting Project #ShowUs – the world’s largest stock photo library created by women and non-binary individuals to shatter beauty stereotypes by showing women as they are, not as others believe they should be.

Toronto, Monday, May 8 – On Saturday, May 11, Dove and Walmart Canada will be hosting Real Beauty Studios at select locations in Canada to support the latest Dove Real Beauty Campaign, **Project #ShowUs**.

In partnership with [Getty Images](#) and [Girlgaze, Dove](#) launched Project #ShowUs which is the first publicly accessible photo library to shatter beauty stereotypes around the world by showing women as they are, not as how others believe they should be. Why? Seventy per cent of women still don’t feel represented in media and advertising. With over 5,000 images of women photographed by women, we can offer a more inclusive vision of beauty for all media and advertisers to use.

“Project #ShowUs is leading by example and setting a tone for other companies to follow suit when it comes to showcasing beauty diversity in advertising,” said Leslie Golts, Marketing Lead at Unilever (Dove Brand & Skin Cleansing Category). “It’s incredibly exciting to see so many women highlighted in a mainstream campaign that you don’t usually see front and centre. Beauty should be inclusive and represented in its many forms – which is why it was important for us to bring diverse perspectives and underrepresented creatives into the mix.”

As part of Project #ShowUs Dove and Walmart Canada are partnering to bring the initiative in-store to give shoppers an opportunity to participate in their own #ShowUs experience, where professional photographers will capture images of women that are not digitally distorted, to celebrate real beauty. Participants will receive their portraits instantly via email, as soon as the photoshoot is complete, where select images may be showcased in the global #ShowUs image bank and on Dove social channels. By visiting participating Walmart stores, and having your picture taken, you will be helping children’s hospitals across Canada, as Dove will be donating **up to a maximum of \$10,000** to [Children’s Miracle Network](#) as part of this #ShowUs Walmart initiative.

The Real Beauty Studios will be launching in four locations within Canada, from 10 a.m. – 4 p.m. (in each market)

- Mississauga (Square One), 100 City Centre Dr., Mississauga, ON
- Scarborough West, 1900 Eglinton Ave. E., Scarborough, ON
- Victoria, 3460 Saanich Rd., Victoria, BC
- Edmonton West, 18521 Stony Plain Rd., Edmonton, AB

How to get involved

Want to help expand the definition of beauty? We’re encouraging women across Canada to #ShowUs more women like you. Join our movement by visiting any of the participating Walmart locations within Canada or check out www.Dove.ca/ShowUs to upload your own #ShowUs image to be considered for the Project #ShowUs photo library.

For media materials, please click [here](#).

About Dove

Dove brand started its life in 1957 in the US, with launch of the Beauty Bar, with its patented blend of mild cleansers and ¼ moisturising cream. The heritage of Dove is based on moisturization – proof not promises grew Dove from a Beauty Bar into one of the world’s most beloved beauty brands.

Women have always been our inspiration and since the beginning, we have been wholly committed to providing superior care to all women and to championing real beauty in our advertising. Dove believes that beauty is for everyone. That beauty should be a source of confidence and not anxiety. The mission of Dove brand is to inspire women everywhere to develop a positive relationship with the way they look and realize their personal potential for beauty.

For 60 years, Dove has been committed to broadening the narrow definition of beauty in the work they do. With the ‘Dove Real Beauty Pledge,’ Dove vows to:

1. Portray women with honesty, diversity and respect. We feature women of different ages, sizes, ethnicities, hair colour, type and style.
2. Portray women as they are in real life, with zero digital distortion and all images approved by the women they feature.
3. Help young people build body confidence and self-esteem through the Dove Self-Esteem Project, the biggest provider of self-esteem education in the world.

About Walmart Canada

Walmart Canada operates a chain of more than 400 stores nationwide serving more than 1.2 million customers each day. Walmart Canada's flagship online store, Walmart.ca is visited by more than 750,000 customers daily. With more than 85,000 associates, Walmart Canada is one of Canada's largest employers and is ranked one of the country's top 10 most influential brands. Walmart Canada's extensive philanthropy program is focused on supporting Canadian families in need, and since 1994 Walmart Canada has raised and donated more than \$350 million to Canadian charities. Additional information can be found at walmartcanada.ca, facebook.com/walmartcanada and at twitter.com/walmartcanada.

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