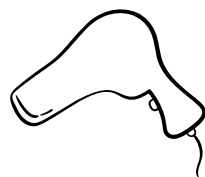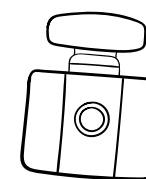**80%** of those who spend at least one hour looking at own image daily are **inspired when they see unaltered images of models online**
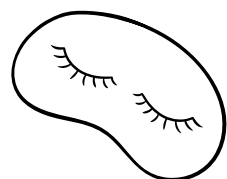
34% are **less confident in their appearance** than one year ago (i.e. before COVID-19)

56% would **rather give up something they love for a week** than post a photo they don't feel confident about online

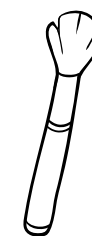**83%** **feel better** about themselves when they do a beauty routine

Beauty Unaltered™

Results of a 2021 online survey among women ages 18-35
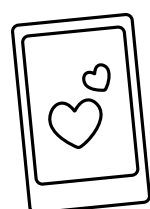
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Conducted by

❤CVS

through The Harris Poll

45% of those who spend time on video calls weekly **use filters to alter their appearance**

71% say it's **impossible not to compare themselves** to others online

54% say **seeing an unaltered photo of others online makes them feel positively about themselves**

85% **wish there was more transparency** when it comes to sharing beauty imagery