



Dear WDS Members:

Imagine a world where beauty is a source of confidence, not anxiety. Dove<sup>®</sup> is committed to building positive self-esteem and inspiring all women and girls to reach their full potential—but we need your help.

We're building a movement in which women everywhere have the tools to take action and inspire each other and the girls in their lives. It could be as simple as sending a word of encouragement to a girl in your life or supporting self-esteem education in your local community.

***In this toolkit, there are a variety of resources that you can use or share with others. The kit includes:***

1. A tips sheet called Let's Talk, in which the Dove Global Self-Esteem Ambassador, Jessica Weiner – a passionate expert and educator of teens – has outlined tips for how to start a conversation with a girl about self-esteem and positive image.
2. Three different activity guides -- for mothers (or mentors) of girls ages 11-16; for teachers (or mentors) of girls and boys ages 11-14; and for mothers (or mentors) and girls ages 8-11. These guides provide information for how to engage, as well as activities that could be useful for you to utilize.

We hope you'll be motivated to take action to help young girls – whether it is your own daughter, a niece, a friend, or through your practice. Together, you and a girl can complete one of the activities described in the enclosed guides. Or, you can gather a group and simply have a conversation about beauty and positive self-esteem. There is no prescription for the *what* or the *how*. Even if we affect one girl at a time, we know that all of our small actions can add up to a big difference. It's an amazing experience and can truly have an impact on how a girl will interact with the world in the future.

And we hope you'll share your experience with us, so that we can add it all up as part of the WDS's collective work. Please send your story and experiences to WDS; [wds@womensderm.org](mailto:wds@womensderm.org).

Thank you for your consideration of this valuable work. We're so thrilled to be partnering with the WDS to open a world of possibilities for women and girls everywhere.

With kind regards,

Your Friends at Dove<sup>®</sup>

