# Dove launches *The Code* campaign, vowing to reject AI distortion of women's images

By Karabo Ledwaba                                                    17 Apr 2024

Amid a rise in AI in creativity, Dove has released a campaign pledging they will not use the technology to distort images of women in campaigns.



The beauty brand said one in three women feel pressured to alter their appearance because of what they see online even while knowing the images are fake.

"Our new campaign, *The Code*, looks at the impact of AI on beauty while celebrating the lasting legacy Dove has built," said the beauty brand in a statement.

"The rise of AI poses one of the greatest threats to real beauty in the last 20 years, meaning representation is more important than ever."

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AI's influence on beauty standards raises concerns due to its tendency to perpetuate unrealistic ideals, inherit biases, and impact mental health. Through beauty filters and editing software, AI promotes unattainable standards, leading to increased pressure on individuals to conform.

As part of the campaign, the brand has released the *AI playbook* and *The State of Beauty Report.*

Find both here.

## ABOUT KARABO LEDWABA

Karabo Ledwaba is a Marketing and Media Editor at Bizcommunity and award-winning journalist. Before joining the publication she worked at Sowetan as a content producer and reporter. She was also responsible for the leadership page at SMag, Sowetan's lifestyle magazine. Contact her at karabo@bizcommunity.com

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