



Breakthrough reacts to the Unfair Dove Ad with Already Lovely campaign

New Delhi: Breakthrough, the human rights organization working to end violence & discrimination against women and girls for last 17 years, launched a digital campaign **#AlreadyLovely** in response to the recent dove commercial on the internet.

The consumer market of India, where majorities of people are dark-skinned, is flooded with fairness products, reinforcing the only standard color of beauty to be white while rejecting others. This perception for years has been blatantly masked under the cover of “harmless humor” and continues to disparage people of color.

Hence, to break the stereotype ‘white is beauty’, Breakthrough encouraged the netizens to come out in solidarity by uploading their selfies and tag Hindustan Unilever, the pioneer of fairness products to tell them beauty comes in all colors.

Breakthrough got some very interesting responses from girls, who shared their pictures with their stories on their Instagram handle:

Neha Prasad Ainsworth, Instagram user said ““I look confident in my photos. Right? That wasn't always the case. It takes time and effort to break out of that mould. But you can do it. There are more of us who are proud of our skin. And you can be too.”
#AlreadyLovely “

Jayita Sen, Instagram user along with her picture wrote "Here I go with my dark skin. I don't need to be fair in skin tone . I need to be lovely in my mind and shout against everything that is unfair." #AlreadyLovely

Rachit Varma, Facebook user said “I've often been mocked for my skin tone and most of it happened when I was a kid. I got a job. I got married. I can enter restaurants with confidence. I can face myself in the mirror. My dog doesn't bark at me. All this despite the fact that I'm on the dark side as they like to put it. Featured is the #AlreadyLovely

It has been seen time and again that Indians have complained about racism outside their native land but how do they deal with their own colorist perceptions in India has rarely been reflected upon. Hence, it's important we take cognizance of the



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stereotypical perceptions about colour that we live with and heal them with conscious conversations around the issue.

Last year too, Breakthrough had launched a digital campaign, **#DarkSkinNotAJoke**, to reflect on the beauty stereotypes we continue to live with in the era of fairness crèmes. The campaign was also joined by the Indian actress, Tannishtha Chatterjee.

About Breakthrough

Breakthrough is a human rights organization seeking to make violence and discrimination against women and girls unacceptable. We use the power of arts, media, pop culture, and community mobilization to inspire people to take bold action to build a world in which all people live with dignity, equality, and justice. We create groundbreaking multimedia campaigns that bring human rights issues into the mainstream and make them relevant and urgent to individuals and communities worldwide. These, along with our in-depth training's of young people, government officials, and community groups, have ignited a new Breakthrough Generation of leaders sparking change in the world around them.