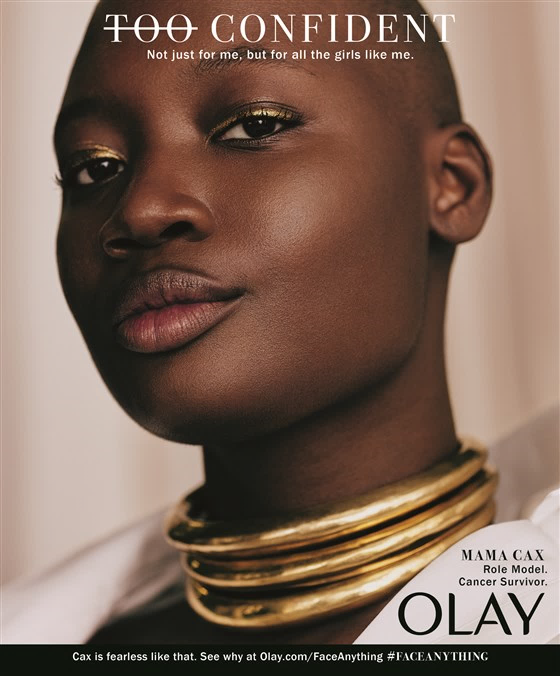
**#FaceAnything**



**Caption:** Haitian-American blogger, model, and cancer survivor Mama Cax is one face of Olay’s “Face Anything” campaign to inspire women to be strong.

“You’re too ambitious.” “You’re too emotional.” You’re too outspoken.”

Olay, a Proctor & Gamble skin care brand, released the “Face Anything” campaign in fall of 2018 with a campaign encouraging women to be unapologetically strong, bold and true to themselves (Lowe, 2018). The highly visible executions enlisted nine inspirational role models to be the faces of the campaign, including NFL sportscaster Kay Adams, Gold Medal Olympian Aly Raisman, comedian Lilly Singh, and model and cancer survivor Mama Cax (figure 8.1) among others.

The campaign broke with a ten-page ad spread in *Vogue,* then expanded with New York City Times Square and Grand Central Train Station ambient (outdoor) ads, plus events and social media.

In line with the empowerment theme, the campaign included messaging on the products’ performance and science. For example, the campaign staged a “makeup-free” New York Fashion Week show, where women walked the runway without makeup after taking Olay’s “28 Day Challenge,” to showcase how their skin changes after four weeks of using the products.

Olay’s campaign reflected other cosmetic brands’ body-positive campaigns aimed at women. Dove, a Unilever brand, had released several viral campaigns in previous years, including “Real Beauty” and “Choose Beautiful,” encouraging women to be themselves and love their bodies.

Proctor & Gamble’s award-winning “Like a Girl” campaign for Always feminine products highlighted incredible things girls can achieve, helping to break down stereotypes and instill female empowerment.

In the 1990s, the Body Shop, a retailer of women’s skin and bath products, launched the “Love your body” self-esteem campaign with the creation of a mascot doll, Ruby. Unlike the Barbie doll, Ruby had more realistic body proportions. The slogan: “There are 3 billion women who don’t look like supermodels and only 8 who do.”

Of course, these “body-positive” campaigns have their critics. Dove’s parent company also owns Axe grooming products targeted at young men. Axe is known for edgy ads that aim for a humorous tone but feature sexual stereotypes and gender roles. Other critics see ads for body positivity as simply cynical sales tactics purporting to support women in socially-responsible ways but serving to distract people from the real obstacles women face in today’s world.