“This just portrays women as idiots who would believe a patch would give them more confidence.”
Kjernekar

“Amazing video! Make sure you watch the whole thing! Then you'll really see...Love yourself, be confident, because you have nothing to lose, nothing to fear! Thank you Dove!”
Analiese

“But how did they find such gullible women? Seriously? Even without a college education people still casually know about the placebo effect.”
Nixibabe

“Watch the video till the end. Why are people so against this? The entire video is just basically talking about how beauty is a state of mind. And that we don't need anything physical to make us beautiful. It's an ad yay, but can't we look past that? At least they aren't like the Axe advertisements who basically portray women as objects.”
Anita

Axe and Dove are both owned by the same company (Unilever)
Lyn Pham

“Anyone else find it weird that Dove does these kinds of campaigns to show us that women don't need to buy things to feel beautiful, then proceeds to sell all their products on the basis of 'this will make your skin look really good'?”
Bingham

“This is powerful in its simplicity - inspired, and truly beautiful.”
Julie

“As soon as I saw this I knew it was gonna be a placebo effect type of experiment. Our minds are powerful things, ladies and gentlemen.”
Suzel