

# Free Being Me



**Discover** what beauty means to people around the world. Cut out the cards on this page, and challenge yourself to match the picture with the description.

**Chat** about these questions with others:

- Were you surprised that different cultures and groups of people have different ideas about what is beautiful?
- Take turns to talk about one thing you think is beautiful – it could be an object, a place, an action, anything. Did everyone say the same thing?
- What would the world be like if everyone looked the same and thought in exactly the same way?
- Do you think there is only one way for a person to be beautiful?
- If everyone has different ideas of what beauty is, does it make sense to try and fit our looks to one idea of what is beautiful?

**Tell** your friends or family about one of your favourite facts from the card game, or play the game with them! Talk about how everyone is beautiful in their own way, and why you think it's pointless to try and look like one single ideal of beauty.

Go further – this was just a sneak peek!  
You can play the full FLAW-LESS game online at [www.free-being-me.com](http://www.free-being-me.com)

		ONE OF A KIND	BRIGHT AND SUNNY
STRONG AND MIGHTY	SUPER SMART	BEST FRIEND FOREVER	LEADER OF THE PACK





### LARGE TEETH

[www.free-being-me.com](http://www.free-being-me.com)



### LONG SECOND TOE

[www.free-being-me.com](http://www.free-being-me.com)



### HEART-SHAPED FACE

[www.free-being-me.com](http://www.free-being-me.com)



### BIG FOREHEAD

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### STANDING TALL

Thanks to your height, everyone can see your bright and sunny self. You have the ability to inspire others to follow your lead. Stand tall and keep spreading the sunshine!



### POINTY EARS

In Asia, pointy ears tell people you are one of a kind and inventive.

Inventors have changed the way we live. Alexander Graham Bell invented the telephone and Thomas Edison perfected the light bulb. What will your great invention be?



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### POINTY EARS

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### LONG SECOND TOE

Cleopatra, the beautiful Queen of ancient Egypt, was admired for her long second toe. Long second toes indicate leadership qualities.

What will you do with your leading toe? What kind of leader will you choose to become?



### BIG FOREHEAD

Some face readers believe that a big round forehead means you will be a faithful friend forever.

Be your fun and generous self. You're definitely a keeper!



### HEART-SHAPED FACE

Behind that heart-shaped face is a super-sized brain. A tall broad forehead with a small delicate chin indicates intelligence.

You have the super-smarts to take on the world!



### LARGE TEETH

An old superstition says that if you have large teeth you are super strong. So let your mighty smile stand out from the crowd.

The strength of your smile can bring out the sun on a cloudy day!



## For parents and volunteers: What's 'Free Being Me' all about?

Imagine a world free from appearance-related anxiety. A world where people can define beauty for themselves...

WAGGGS (World Association of Girl Guides and Girl Scouts), and Dove have joined together to work towards this incredible vision.

Together, we want to empower girls and boys to reach their full potential and strengthen their body confidence and self-esteem in the process.

We aim to reach **3.5 million girls** by 2016 with self-esteem activities that have been shown to make a real difference.

*We can't get there without you.*

Boost the self-esteem of girls and boys in your world:

- Enjoy the activity on this page and talk about the questions.
- Encourage them to try the full FLAW-LESS game at [www.free-being-me.com](http://www.free-being-me.com)
- Get ready for the launch of an exciting new global badge that you can do with your group from January 2014. Go to our website to find out more.

[www.free-being-me.com](http://www.free-being-me.com)