Real Beauty Prompt Playbook

#KeepBeautyReal

AI

A playbook to Real Beauty in the age of AI

To help set new digital standards of representation, Dove has worked together with artificial intelligence (AI) and body image experts to create the Real Beauty Prompt Playbook, sharing easy-to-use guidance on how to create images that are representative of Real Beauty on the most popular generative-AI (GenAI) tools.

WHAT THIS IS

A starting point for generating Real Beauty in its many diverse facets. It is not a definitive guide for generating real beauty. Our aim is to encourage a conversation around inclusive prompting and realistic AI image generation.

WHO IT'S FOR

Creators of any kind, plus parents, guardians and anyone interested in learning more about prompting.

AI Images marked with the AI tag are generated by AI. Images of real people come from our ShowUs image bank created in partnership with Getty Images.

THE CODE

Dove's new campaign, The Code, reflects on the impact of AI on beauty but acknowledges the irreversible change Dove has already made; changing imagination to change beauty. We seek a future in which women get to decide and declare what Real Beauty looks like — not algorithms.

Key terms

Throughout the playbook we use a number of terms relating to AI. Here are their definitions.

ARTIFICIAL INTELLIGENCE

A technology that enables machines to mimic human intelligence, performing tasks like language translation, decision-making, and pattern recognition.

PROMPT

A starting input or instruction given to an AI model to guide its output. It's like asking a question or giving a command that the AI responds to.

GENERATIVE AI

A type of AI that is capable of creating new content. It can generate text, images, music, and other forms of content that didn't exist before.

DATASET

A collection of related data points or information used to train AI models. It's like a textbook from which the AI learns.

MODEL

In AI, a model is a mathematical representation of a real-world process. It is trained using datasets to make predictions or decisions without being explicitly programmed to perform the task.

REAL BEAUTY

A term coined in a campaign initiated by Dove that promotes the idea that beauty should be diverse and inclusive.

Table of Contents

/Introduction

AI is a technology that's shaping the world around us. With GenAI tools like Midjourney, Stable Diffusion and DALL-E giving everyone the ability to create images of just about anything imaginable, it's easier than ever for people to generate and share depictions of the human form.

The quality and speed at which GenAI tools can recreate lifelike images of people is astounding. However, its rate of improvement is so impressive that it raises ethical concerns regarding the way these tools are used and designed.

The core of the issue lies with AI and its inherent bias. Whether in the dataset used to train AI models or the language we use to describe beauty and appearance, there is always some form of bias influencing GenAI image output.

For this reason, when prompting to generate images of women and female identifying individuals, the results are often over-sexualized, lacking diversity, non-inclusive, blatantly racist, ableist, anti-fat, or a reflection of narrow definitions of beauty.

This is a problem that Dove aims to help solve.

"Even when they know the images are fake or AI-generated, 1 in 3 women and girls feel pressure to alter their appearance because of what they see online." [1]

This playbook, like everything Dove does, is committed to celebrating Real Beauty.

We hope to help you avoid appearance-based stereotypes and toxic beauty standards so that your AI generations help to create a more equitable, inclusive, and diverse representation of beauty and appearance.

We're not experts on AI, but we are experts on beauty, and what matters to us is AI's impact on the representation of women and beauty. Because while AI is a powerful tool full of opportunity, it could also pose one of the greatest threats to depicting Real Beauty.
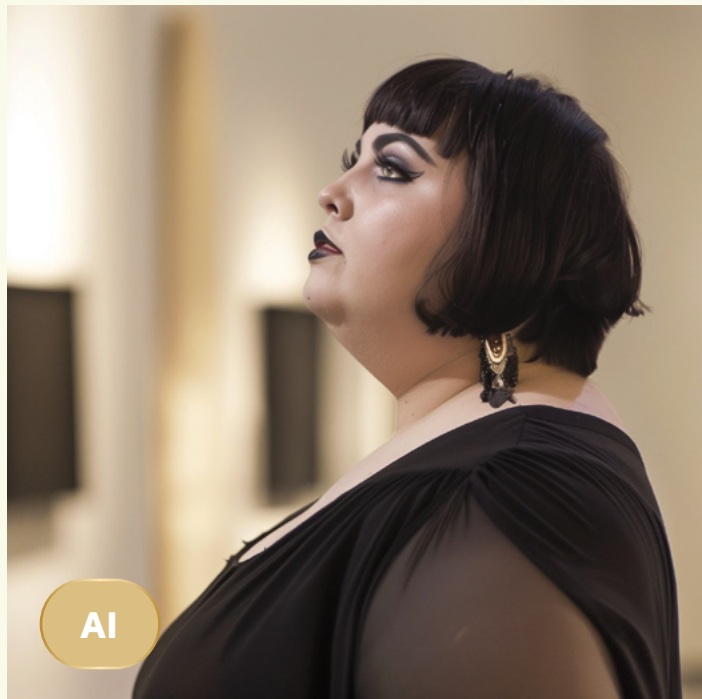
While Dove and creators cannot change the pre-existing biases of the data AI uses to generate images, we can help to change the generated outcome through the power of how we prompt AI to create images. Hence, the **Real Beauty Prompt Playbook**.

[1] *The Real State of Beauty: A global report, Dove, 2024*

AI

AI

AI

Where Beauty Meets AI

The rise of AI

AI's potential brings both excitement and concern, especially with regards to beauty. Whether you're for or against its use in generating images, an alarming point to consider is that **it's predicted 90% of content we engage with could be AI-generated by 2025.** [2]

What this means is that — much like digital retouching — it is a new medium with which anyone with access can depict and represent women. This could, and should be a positive development as it has the potential to be a new technology which people can express themselves creatively and reflect the amazing diversity of women throughout the world and beyond. Fortunately, through the power of the prompt, we believe this is something that can be achieved.

AI

AI

However, our current reality is that AI has an inherent bias. The output it delivers is problematic on many fronts and will remain this way if not steered in the right direction.

[2] Nina Schick, "Why 90% of online content could be 'generated by AI by 2025," Yahoo Finance, Jan 7, 2023, 9:55, *link*

//8

The inherent bias in AI

GenAI uses huge datasets to create images based on prompts. These datasets, however, often reflect pre-existing societal biases as they are intentionally curated or broadly scraped from the internet. That's why simple prompts of women often generate unrealistic and problematic results.

The way these models are trained can reflect common biases and stereotypes seen in society. The many images that make up any given dataset are given tags, often biased, that are referenced whenever a prompt is requested.

That's why prompts often result in a misrepresentation of beauty and identity, with most generic prompts describing a woman only generate White depictions often from the perspective of the male gaze, while excluding disabilities, varied skin tones, body sizes, facial features, dermatological conditions, facial dysmorphia, injuries, and other unique identifiers. What's more, the ideal beauty standard differs per region of the world, which isn't reflected by AI datasets.

When it comes to women, AI-generated images tend to have a bias toward blonde hair, brown eyes, and olive skin.[3]

37%	30%	53%
of the images included blonde hair.	of the images included brown eyes.	of the images included olive skin.

[3] *The Bulimia Project, Scrolling Into Bias: Social Media's Effect on AI Art, 2023, link*

THE WORRY

AI reduces the world to stereotypes, instead of representing diverse cultures and visual identities. If left unchecked, the worry is that it will have a negative impact on social media and other online spaces by perpetuating appearance stereotypes and narrow standards of beauty.

AI's impact on beauty

In the Dove Campaign for Real Beauty 20 years ago, we brought to light the negative impact digital retouching had on the self-esteem of women. Today, we believe AI to be an equivalent threat, as even when women know that imagery is fake, 1 in 3 still experience pressure to alter their appearance because of what they see online.[4]

What's more, AI's current output reinforces prejudice. With women and girl's perceptions of beauty already heavily influenced by unrealistic online content, the fact that AI can generate images at such incredible rates should ring alarm bells.

AI

Regarding GenAI [5]

47%
of women said they experienced responses or content they consider to be biased.

18%
said they have received offensive responses.

[5] *Jennifer Maguire, Applause, Generative AI Use Is Growing – Along With Concerns About Bias, September 13, 2023,* link

The current GenAI image landscape is far from ideal. However, with this playbook, **we hope to help guide it towards the positive.** A move away from over-sexualised, undiverse, and non-inclusive image generations. A shift towards more inclusive language when prompting. By starting the conversation, we hope to move the use of AI in the right direction.

The playbook's ambition

While Dove will not use AI-generated images to represent or replace real people, **our ambition is to better equip everyone to make the most of AI when exploring and generating Real Beauty.**

AI

There are things we as individuals can control when using AI, such as the way we prompt, as well as things we can't control unless we're in the position to do so, such as making AI datasets more inclusive.

WHAT WE CAN CONTROL

With the right language, we can make prompting more inclusive and better represent the real world. There's a rule to follow: **if you don't mention it in your prompt, AI won't create it.** So by being more specific, and expanding our vocabulary with more diverse descriptions of humans, we can generate more realistic forms of beauty.

WHAT WE CAN'T CONTROL

There's a huge need for diverse data if we're to create consistent inclusive AI outcomes. However, this isn't something that's easily achieved, nor something this playbook is trying to achieve. That's not to say that those who create and own datasets shouldn't be asked to improve them — but datasets are difficult for individuals to influence alone.

AI · UNTAILORED

AI · TAILORED

As you can see, untailored prompt results are neither inclusive nor representative of Real Beauty, while tailored prompt results can achieve so much more. The results shown here encompass our ambition with this playbook.

We want to bring to light the fact that images generated by AI may have the same effect on 1 in 3 women that real images have, even when they know it's fake.[6] Because if we do, we might make a positive impact on AI practices.

Well-crafted prompts significantly improve the quality of AI-generated content. That's why this playbook will cover **tips and guides** on how you can refine your prompting to get the results you're looking for. What's more, we've included **a list of inclusive language** to expand your vocabulary around the human form.

AI

AI

AI

Beauty and Inclusion

Beauty is subjective

GenAI uses huge datasets to create images based on prompts. These datasets, however, often reflect societal biases as they are intentionally curated or broadly scraped from the internet. That's why simple prompts of 'beautiful women' often generate unrealistic and problematic results.

The way these models are trained can reflect common biases and stereotypes seen in society. So the language we use to prompt often results in a misrepresentation of beauty and identity, where most generic prompts describing women depict white women who are young, thin, able-bodied, and stereotypically feminine while excluding disabilities, race, gender, BIPOC groups, age, and sexuality.

While this playbook does not define beauty, it gives you the tools to generate more diversity beyond the current state of AI image generation. We'll start with the human form and how you can best approach describing each feature.

Beauty is diverse

When describing the visual characteristics of the human form, you can break them down into categories. These categories serve as a starting point towards representing the diversity of the human form.

■ We've provided examples for each category in our Glossary, which you can find at the end of the playbook.

///////////////////////////////

AGE

RACE & ETHNICITY

GENDER & GENDER EXPRESSION

SKIN

BODY

HEAD

CLOTHING & ACCESSORIES

* ALL IMAGERY CREATED BY AI

Inclusion is essential

AI

A narrow representation of beauty in the media affects millions of people and shapes the same society that brought us the biases we are facing with AI.

But it's because of this inherent bias that extra attention should be dedicated to depicting inclusively when using AI. From ethnicity to gender expression, **better prompting can produce inclusivity and images beyond stereotypes**.

////////

AI

There's also the role of intersectionality. We are not just one thing. Our identity is made up of multiple layers and characteristics. How we look doesn't always define or represent every aspect of who we are. Our appearance can also be fluid depending on how we chose to express ourselves. Therefore the quality of the prompt comes down to what vocabulary and knowledge we have to address beauty, appearance and identity in many different forms and intersections.
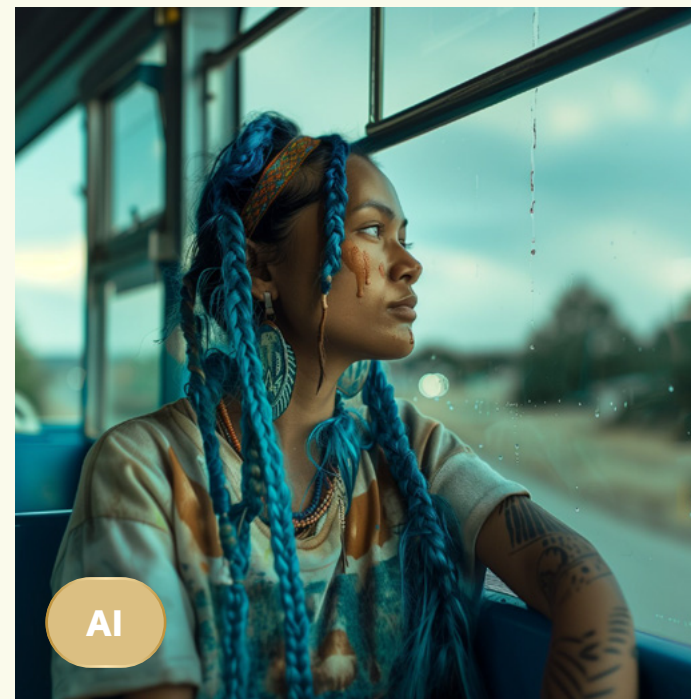
That's why the language, tips and techniques in this playbook aim to cover multiple appearance characteristics, while recognizing that it's not a definitive list and only a starting point.

The beauty of describing humans in our many beautiful forms is that the vocabulary we can use is entirely limitless.
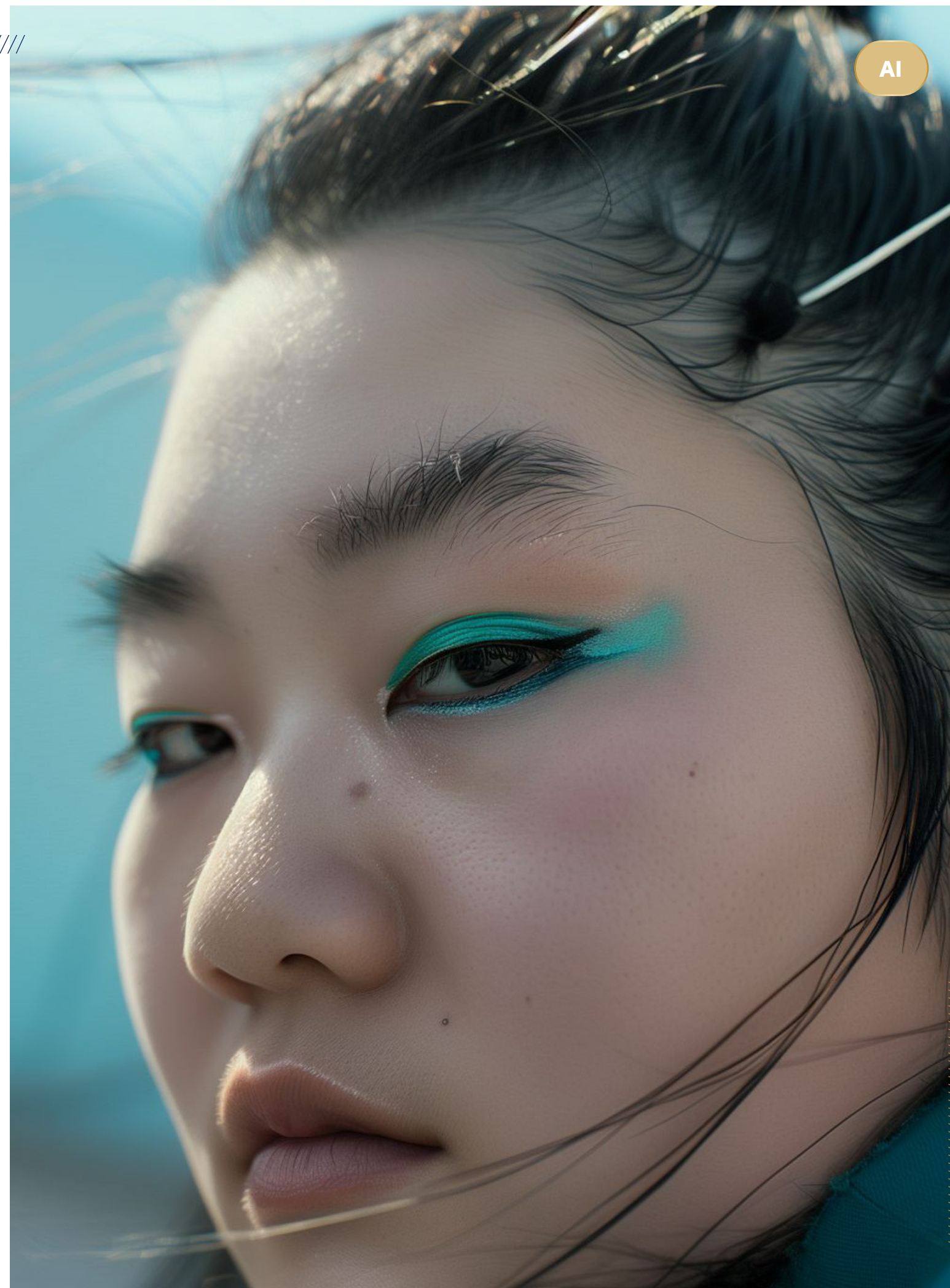
Power of the Prompt

Bias is everywhere

AI

In an era where biases and stereotypes pervade both our online and offline environments, society is steadily gaining a better understanding of how they function and shape our perceptions.

This helps us become more conscious of how we can reduce bias and influence positive change. So why should this multifaceted view of beauty not extend into the world of GenAI?

We believe that everyone has a responsibility to overcome these biases. While we can't change the data, we have the agency to change the outcome of AI tools in a way that doesn't perpetuate existing biases. By asking ourselves simple yet critical questions before we prompt, we take one step closer to generating Real Beauty — a more inclusive and diverse representation of those who identify as women.

Preparing to prompt

The first step is to understand that AI, by default, doesn't provide a realistic depiction of humans, but rather a stereotypical one due to biased training data. That's why we've designed a framework of guiding questions for you to follow and ask yourself on the next page. They are not rigid rules, but they are there to help you think differently and prompt in a way that breaks away from these stereotypical and biased representations.

AI

These questions serve as a simple way to not just passively use AI, but shape it to a more realistic and inclusive representation of beauty. They are not here to teach people how to approach diversity and inclusion, but to provide a framework for people that are approaching the issue for the first time.

Exercise

How would you create this person in a detailed visual description?

TIP: To get better at visual prompting, start observing people in daily life and considering how you would describe them. What does their hair look like? Their eyes? Their smile? Because unless you mention it, AI currently can't generate it.

Guiding questions

Can I effectively communicate with AI using the correct vocabulary to foster inclusivity?

This will help to evaluate my progressive biases and their root causes, but also my true values of beauty.

How does society influence my perception of beauty? Who do I personally find beautiful and why?

Is the person that I generated closer to a narrow standard of beauty or the beautiful range of people I see in all areas of my life?

Is the AI-generated person overtly sexualized?

Who is going to feel represented by the image I generated? Could this be offensive or hurtful to anyone?

Am I making the world a more inclusive place with my AI representation?

What's the purpose of my image? Is it for inspiration, showcasing a specific trait, conveying a mood, or representing a specific demographic?

Do I have any preconceived notions about this group or characteristic that would be helpful to check?

E.g. a beautiful face = white skin, big eyes & straight nose.

AI

AI

AI

Writing Real Beauty Prompts

Disclaimer

This chapter outlines techniques to start your journey towards more inclusive prompting and image generation. Because of the beautifully diverse nature of the human form, we cannot create a definitive list — so consider this a starting point. Beyond this chapter, we've included more aspects of the human form in the Glossary. We encourage you to connect with the wider AI community for more advanced techniques.

What is a prompt?

Before we dive into the techniques, it's important to understand what a prompt is.

Imagine you're telling a friend who's a very talented artist (but hasn't seen what you've seen) to draw something from your imagination. You'd describe it in as much detail as possible to help them create that image as closely as they can to what's in your mind.

That's what you're doing when you create a prompt for visual AI: you're describing a scene or concept in detail to get the AI to "draw" it for you. However, instead of an artist using paint and brushes, we use AI models to generate visual content based on the words and descriptions we provide.

PROMPT

a Black woman with
bright blue hair and
tattoos writing a novel
in a garden wearing
smart casual clothing

Think of a prompt as the starting line for the AI's creative process. You're setting the direction for what you want the AI to visualize.

Start with the basics

	Black woman		cellulite		writing a novel		in a garden		biker jacket
	middle aged woman		pink hair		kickboxing		at the mall		pijama
	masculine presenting		a prosthetic arm		working		at the gym		metal t-shirt

Portrait of a **woman** **with** **acne scars** **programming** **at home** **wearing** **a hijab**

	subject		*descriptor*		*action*		*location*		*descriptor*
	group of women		freckles		skateboarding		in a park		tuxedo
	woman in a wheelchair		albinism		repairing an engine		in a garage		cocktail dress
	muscular woman		blue eyes		cooking		in a studio		a gym outfit

You may split the prompt into sections, with each set of words describing a distinct trait of the image generated. The sample provided above can serve as a framework for you to start creating your image.

Building your prompt

////////////////////////////

We've highlighted a selection of terms from our Glossary that will help you to build your own prompt. Feel free to customize as you need.

As you are building your prompt, remember to select the top 2–3 attributes that are most important to show up in the generation and see AI as a collaborator vs. a calculator.

EXTRA TIP:
Avoid interpretative terms like "beatiful hair, good body, cute face, etc." because these kind of terms leave up to the AI make the interpretation and often result in stereotypical images.

01 TYPE OF SHOT
/ Half body
/ Full body
/ Portrait
/ Side profile

02 BODY TYPE
/ Height
/ Weight (fat, slim, curvy)
/ Physical state

03 AGE
/ Adult
/ Middle-aged
/ Old

04 RACE
/ Black
/ Hispanic
/ Asian

05 REPRESENTATION
/ Feminine
/ Masculine
/ Androgynous

06 SKIN TYPE (EXTRA)
/ Stretchmarks
/ Cellulite
/ Body Art

07 MAIN FEATURES
/ Pale skin with freckles
/ In a wheelchair
/ Covered with tattoos
/ Bald

08 HAIR TYPE, COLOR, LENGTH
/ Blonde
/ Brunette
/ Bronde
/ Red
/ Black

09 EMOTIONS (FACIAL FEATURES)
/ Smiling
/ Frowning
/ Gentle Frown

10 OUTFIT (COLOR, MATERIAL, STYLE)
/ T-shirt

11 ACTION
/ Doing exercise
/ Cycling
/ Reading

12 LOCATION AND SURROUNDINGS
/ At home
/ At work

Let's see other examples

Portrait of a | **woman** | with | **scars** | **doing exercises** | **at home** | wearing | **a t-shirt**
subject — *descriptor* — *action* — *location* — *descriptor*

Portrait of a | **woman** | with | **wrinkles** | **playing basketball** | **on the street** | wearing | **a jacket**
subject — *descriptor* — *action* — *location* — *descriptor*

Portrait of a | **woman** | with | **tattoos** | **making a speech** | **at work** | wearing | **a suit**
subject — *descriptor* — *action* — *location* — *descriptor*

The more detailed and descriptive your prompt, the more accurately the AI can generate an image that matches your vision.

Describing colors, emotions, setting, objects, and even the atmosphere can help. That said, it is an iterative process so be open to experimenting with different approaches.

AI

AI

OPEN-ENDED PROMPT
Be succinct and add more detail as needed with each generation (iterative).

✓ Allows for more options for creative variety

✗ Can generate results that aren't desired

PROMPT EXAMPLE
A full body shot of a plus-sized, androgynous person with short curly hair in a skatepark

////////

SPECIFIC PROMPT
Loosely structured but packs as much detailed and visually-stimulating language as possible.

✓ Allows for more options for creative variety

✗ Can generate results that aren't desired

PROMPT EXAMPLE
A full body shot of a plus-sized androgynous person with short curly hair, light-brown skin, wearing baggy black pants and an oversized white t-shirt with a print, white sneakers, they are in a skatepark next to a halfpipe, looking confident to the camera, professional photography, warm spring day

////////

AI-generated women should reflect real life

To capture beauty in a holistic way that avoids reinforcing gender stereotypes and the objectification of women, it's important to consider what movement and environment the generated woman should be placed within. We want to show women in ways that reflect their unique personalities, traits and capabilities. Rarely in our day-to-day lives are we posing passively in front of the camera.

Incorporate stories or context into our prompts, give characters personality, actions, purposes, or dilemmas that make them more relatable and dynamic. Steer away from passive or sexualized poses and opt for more every-day scenarios, like playing sports, working or participating in hobbies.

In a study on AI-image generator outputs, all three AI generators exhibited bias against women. The average percentage of women in portraits of occupations was 23%, 35%, and 42%, respectively — all significantly lower than that of men.[7]

[7] *Mi Zhou et al., Bias in Generative AI, March 5, 2024,* *link*

AI

Enrich your AI imagery

Cultural representation in your images

Actively include diverse cultural details in your prompts to ensure broader representation. Let's review, refine and detail our outputs to better reflect this diversity. Check out our Glossary for more examples.

DETAILS CAN CHANGE EVERYTHING

In this example we've generated two images with identical base prompt substituting the word Asian with Filipino. By incorporating specific details, we enhance the diversity of AI-generated images.


AI
ASIAN

AI
FILIPINO
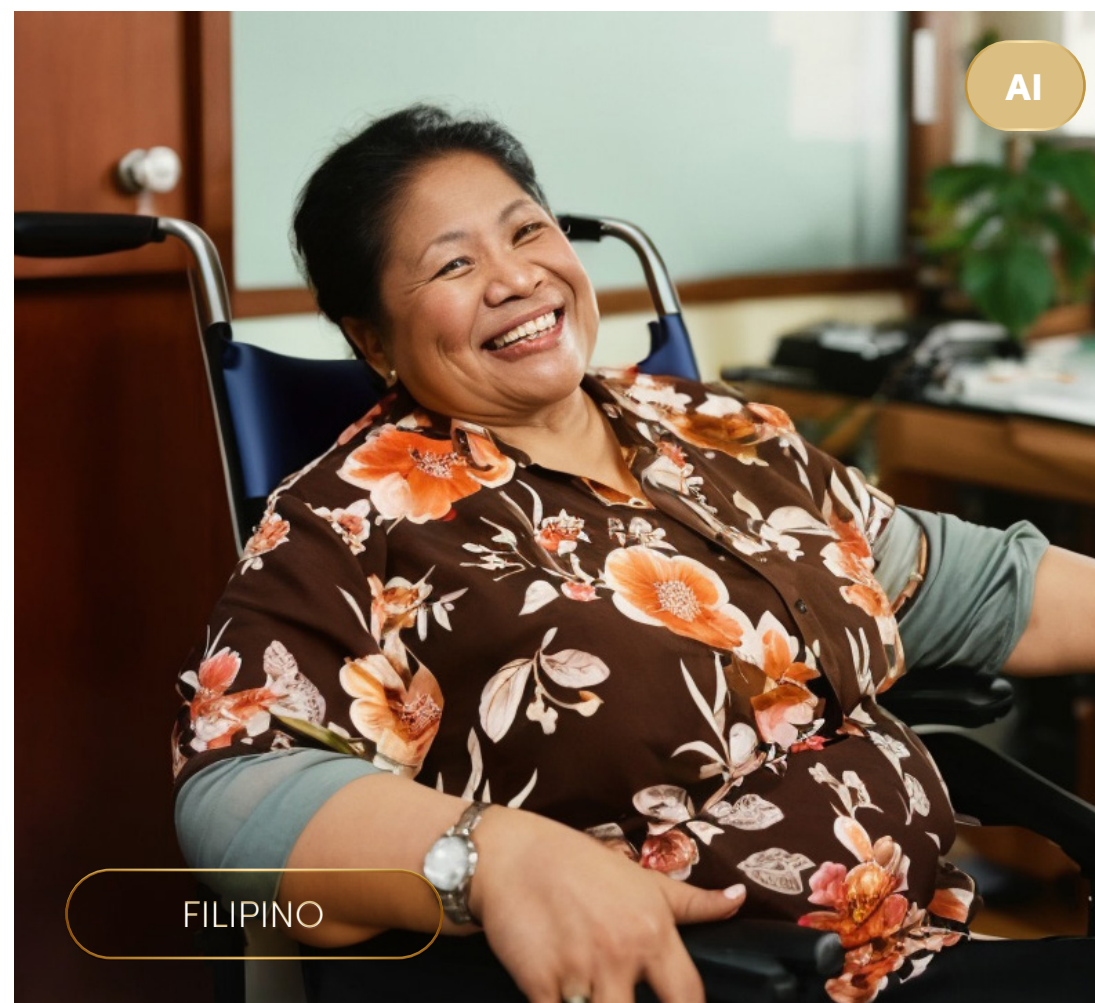
BASE PROMPT

Portrait of a plus-sized, middle-aged _____ woman with short hair, sitting in her wheelchair smiling at the camera, wearing a blouse with a large floral print, with documents on a desk beside her, in front view, in an office setting, with cinematic lighting.

Enrich your AI imagery

Cultural representation in your images

Introduce diverse cultural elements to recognise and counter AI's tendency towards biased outputs.
It is also important to add additional terms prior to using a cultural term (ex. sari) to guarantee that the context will counteract AI's bias on stereotypical images where these terms are found.

AI
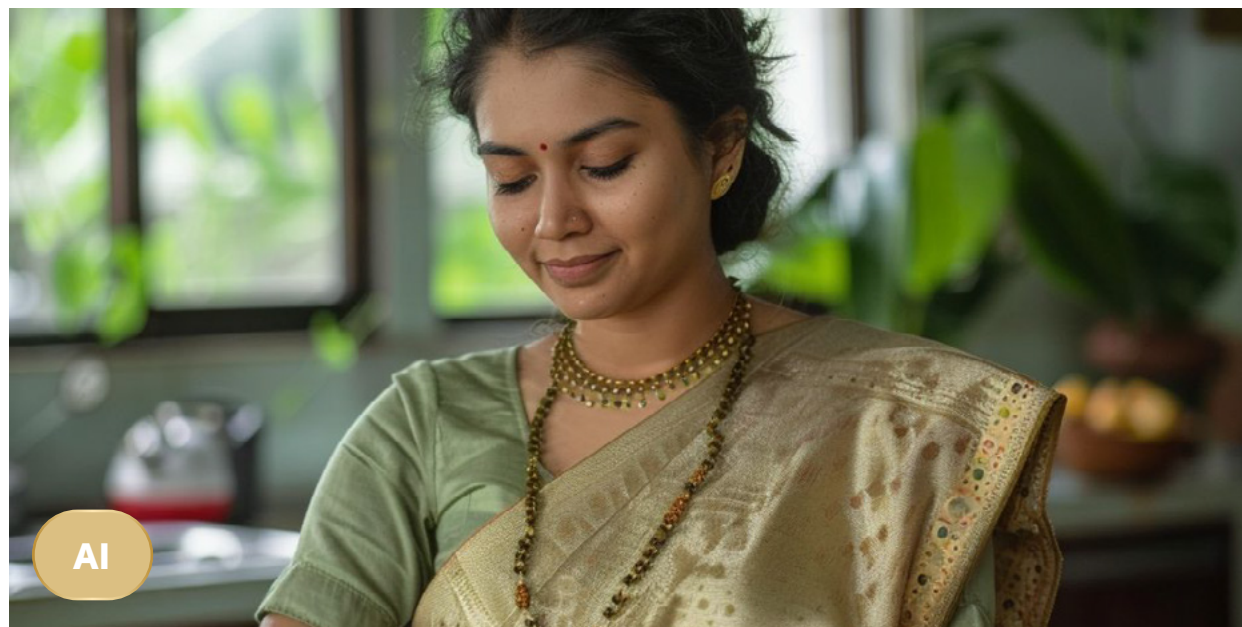
FEATURE:
wearing a
sari
cooking

AI

FEATURE:
wearing
turban gele
working in
the office

AI

FEATURE:
wearing a
hijab
on a bike

AI

FEATURE:
with a tartan
scarf
shopping in a
farmers
market

Infusing emotion

Like in real life, we are multidimensional individuals with a range of feelings and emotions, and so should our generations to more accurately reflect real life. Let's push our prompts to explore a wider range of emotions and abstract concepts, aiming to create images that resonate on a deeper emotional level. In the examples below, we show how just adding one emotion can change how the individual is generated as.

BASE PROMPT: extreme close-up, light brown eyes, middle-aged woman, looking at the camera front view

PROMPT:
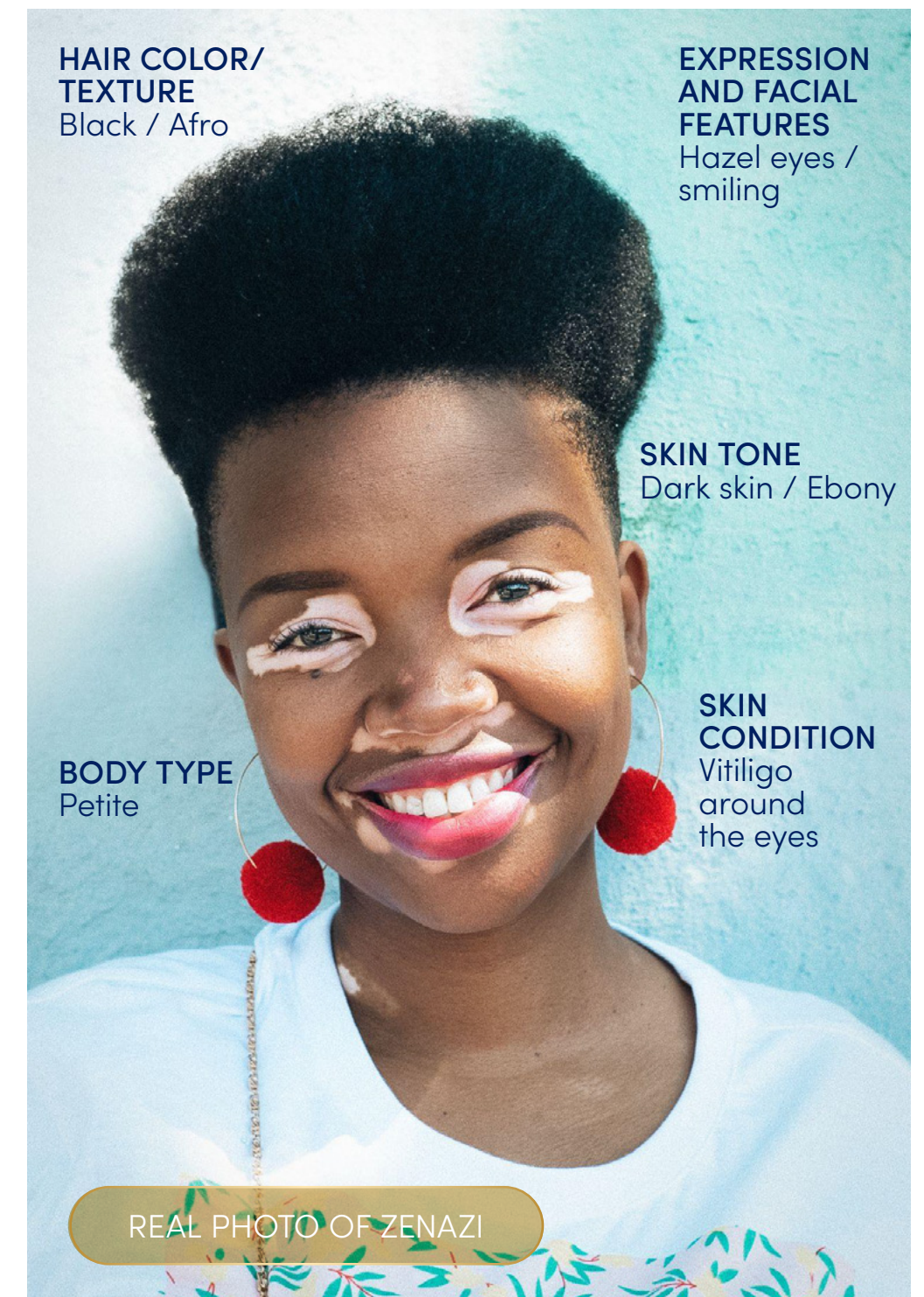base prompt

PROMPT:
surprise

PROMPT:
anger

PROMPT:
laughing

Selecting the right words

Using the right language is key. Make use of the Glossary at the end of the playbook to help you describe traits accurately and build your prompts.

HAIR COLOR/ TEXTURE
Dark Brown / Straight / Long

EXPRESSION AND FACIAL FEATURES
Confident / looking at camera

BODY TYPE
Tall / Balanced

SKIN TONE
Ivory

SKIN CONDITION
Burn scars

REAL PHOTO OF VERONICA

HAIR COLOR/ TEXTURE
Black / Afro

EXPRESSION AND FACIAL FEATURES
Hazel eyes / smiling

SKIN TONE
Dark skin / Ebony

BODY TYPE
Petite

SKIN CONDITION
Vitiligo around the eyes

REAL PHOTO OF ZENAZI

Beauty features that you'd like to shine through the brightest, come first.

///////////////////////////////

/ The features that are most important for the image should be written first, and additional modifiers that add style to the image (ex. depth of field) should be added towards the end.

PROMPT:
portrait of a Black, masc-presenting woman in a city park wearing a white cotton t-shirt

////////

Identify prompt framework

Once you've selected the right words and considered what person you want to generate, put it all together in a prompt.

For this image, let's take a look at an example prompt of what we would write to generate someone similar to this real photo shown on the right.

PROMPT

A portrait of an adult black woman with Black afro hair and box braids, smiling, wearing striped shirt with blue overalls, orange necklace, showing gums and a gap between her front teeth, natural eyebrows, in front of a yellow wall, soft ambient volumetric light, medium close up

/Examples

AI

To apply what we've covered so far, let's go through 5 examples to demonstrate how AI generates people based on certain terms used.

In the first image, we take inspiration from a real person with captured photography. We also pull out key features that we want to generate and add into our prompt.

In the second image, we show an AI image generation from an AI tool using the prompt created based on key features.
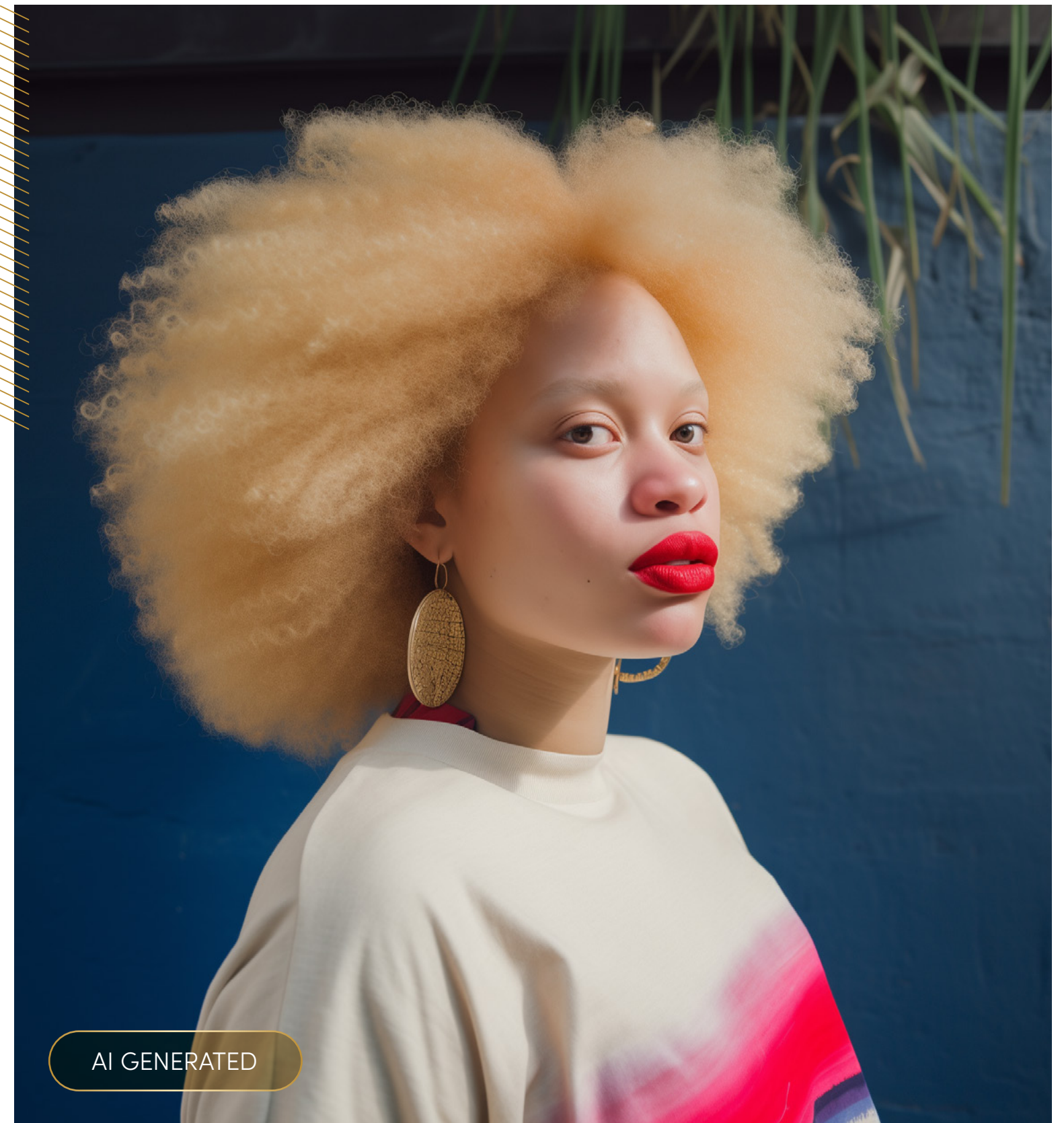
Examples

KEY FEATURES

/ Black person with albinism
/ Blonde hair in an afro
/ 90's style outfit
/ Confident, defiant look

AI GENERATED

REAL PHOTO OF CYTHNIA

*GENERATED WITH MIDJOURNEY

PROMPT

a mid shot of a Black albino woman, side profile turning head to looking at the camera defiantly, confident, light blonde afro hair, textured skin, freckles, tie dye red white blue short sleeved 90's t-shirt, big gold earrings, pink lipstick, wide nose, blurred background of a textured wall, cool light filter, high resolution, imperfections and grain texture
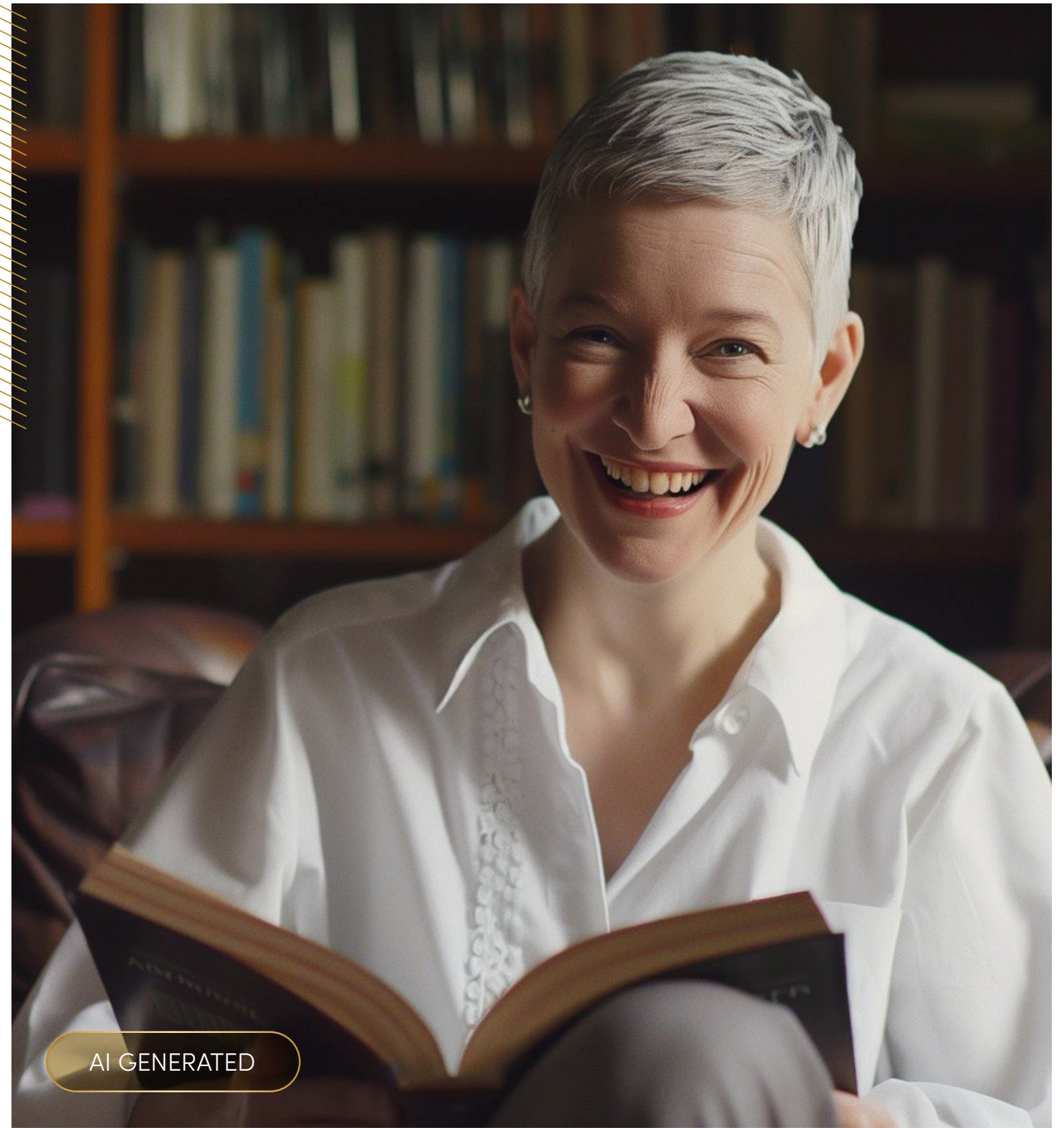
Examples

REAL PHOTO OF JULIET

AI GENERATED

KEY FEATURES

/ Older adult / 60's

/ Short gray/white hair

/ White skin with freckles

PROMPT

portrait of young middle aged white woman with a gap between her front teeth with freckles on her skin, slightly smiling with her teeth, relaxed and calm facial expression, uneven crooked teeth, and pink lipstick, with short gray hair, wearing a white cotton shirt and gray pants, reading a book in a library, soft warm natural sunlighting

Examples

REAL PHOTO OF MEHNAZ

AI GENERATED

KEY FEATURES

/ Scientist

/ Head scarf

/ Lab coat

PROMPT

A photo of a confident young Muslim woman, high cheekbones and defined bone structure, textured skin, slight darker pigmentation around her eyes and mouth, wearing simple black sweater, working in her lab looking at some samples, professional, hair is tied back in a black headscarf and wears a white doctor coat over it. The background features shelves filled with various glass vials of different sizes and metallic blue colored lab bars, minimalist shot.

Examples

REAL PHOTO OF ANNASOPHIA

AI GENERATED

*GENERATED WITH MIDJOURNEY

KEY FEATURES

/ Masc-presenting woman

/ Dark skin, curly dark hair

/ Gender neutral outfit

PROMPT

a mid body shot, professional portrait, high resolution, slightly chubby, masc-presenting, pro skater, brown skin, textured skin, acne scars, carey glasses, just landed a trick, proud looking, confident, squinted eyes, focused, subtle smirk, septum piercing, dark green hoodie, handkerchief around the neck, cinematic shot, warm summer morning light
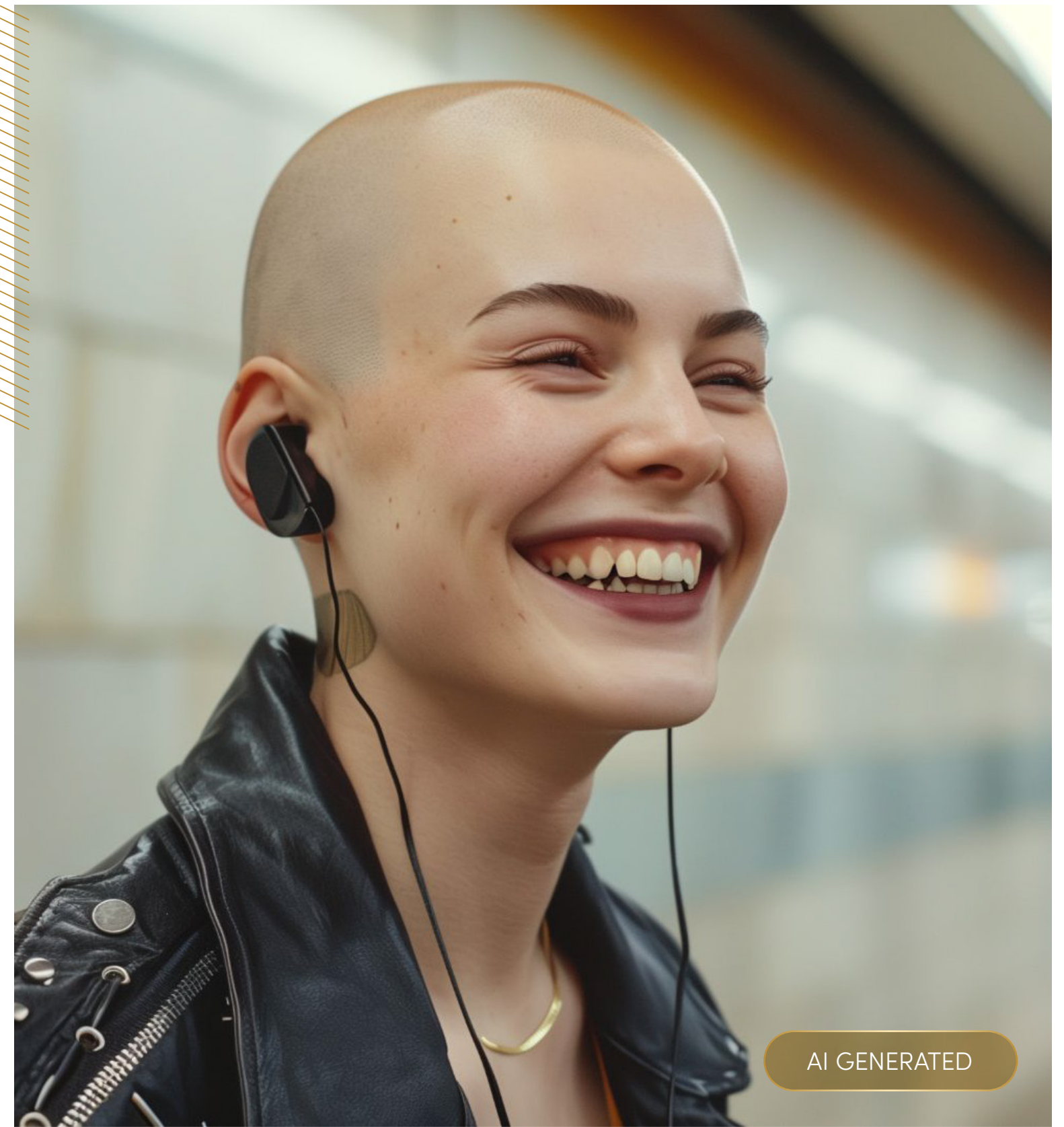
Examples

KEY FEATURES

/ Bald head

/ Wide smile with teeth

/ Leather jacket

AI GENERATED

PROMPT

Portrait of a young adult light-skinned woman with bald head clean shaved with no hair, light tanned skin, happily smiling with her teeth and round face with soft rounded features and dark wine colored lipstick and bold eyeliner and light eyebrows, wearing a cool leather jacket with metal pins, standing on a subway station next to the wall and looking at people while listening to music in her headphones, soft volumetric light, light bright scene

REAL PHOTO OF LILIYA

Do's

✓

Write the top 2-3 attributes you want to generate

✓

Write attributes within the prompt in order of priority

Ex. a women playing tennis in a wheelchair with dark hair and arms with cellulite

✓

Write adjectives that are accurate yet inclusive (includes reclaimed terms)

Ex. a fat woman doing yoga in the park

✓

Describe what is in the composition

Ex. a Japanese woman wearing kimono

Don'ts

AI

❌

Write every aspect of the body in detail and overload your prompt — AI can only process so much

❌

Write a string of attributes without context

Ex. wheelchair, woman, dark hair, arms with cellulite, tennis court

❌

Write terms that are stereotypical or abusive

Ex. skinny model girl

❌

Write long lists of requests and instructions

Ex. please show me an image of...

Things to keep in mind

Avoid exact numbers and over complicated words

Use plain language
(ex. camera at an angle vs. 45 degrees)

Avoid words that can be interpreted literally, such as honey hair generating hair made of honey

Ex. wheelchair, woman, honey hair, arms with cellulite, tennis court

Need help getting started? Try an Image Analysis tool

Image analysis tools are a starting point, but they can miss or misrepresent things. Double check before copy / pasting into an AI generation tool.

REAL PHOTO OF MAREN

SUBJECT DETAILS

Adult woman with mid-length red hair and fringe, calm facial expression, detailed arm tattoos, wearing a dark tank top and pink geometric-patterned leggings, sitting cross-legged on a purple yoga mat.

CONSIDERATIONS FOR BACKGROUND

The image is taken in a spacious, well-lit studio with wooden floors, mirrored walls, and large windows providing natural light diffusing into the space, which gives a serene and open atmosphere.

Image Analysis tools work by analyzing the images you provide. Visual ChatGPT (GPT4 Vision) is the most accessible tool, but there are others like Azure AI Vision that are useful for more specific and technical use cases. These tools look for key features in your image and make conclusions based on your prompt request. In this example, we used GPT4 Vision and asked it to analyze an image based on subject and background details.

⚠️ *Make sure you have the image rights for the image you want to use as reference so that you are clear on data and IP ownership before proceeding.

⚠️ *Legal disclaimer: Some tools train their model based on shared reference images — check the tool's terms of use.


AI

PROMPT EXAMPLE

Portrait, adult chubby woman with short, straight auburn hair and bangs, fair skin, focused forward gaze, featuring prominent tattoos on the arms, clad in a black tank top and bright pink patterned leggings, her body facing the camera, legs crossed and hands resting on her knees in a poised seated posture

AI

PROMPT EXAMPLE

Professional photo, adult chubby woman with auburn bob and bangs, pale complexion, looking ahead with a soft expression, with colorful sleeve tattoos, wearing a black top and vibrant pink leggings, seated cross-legged with a straight, yet relaxed posture on a purple yoga mat, in a studio with mirrors and large windows

Try an image reference

AFTER IMAGE REFERENCE   AI

AI   NO IMAGE REFERENCE

REAL PHOTO OF LEANDRA

*GENERATED WITH MIDJOURNEY
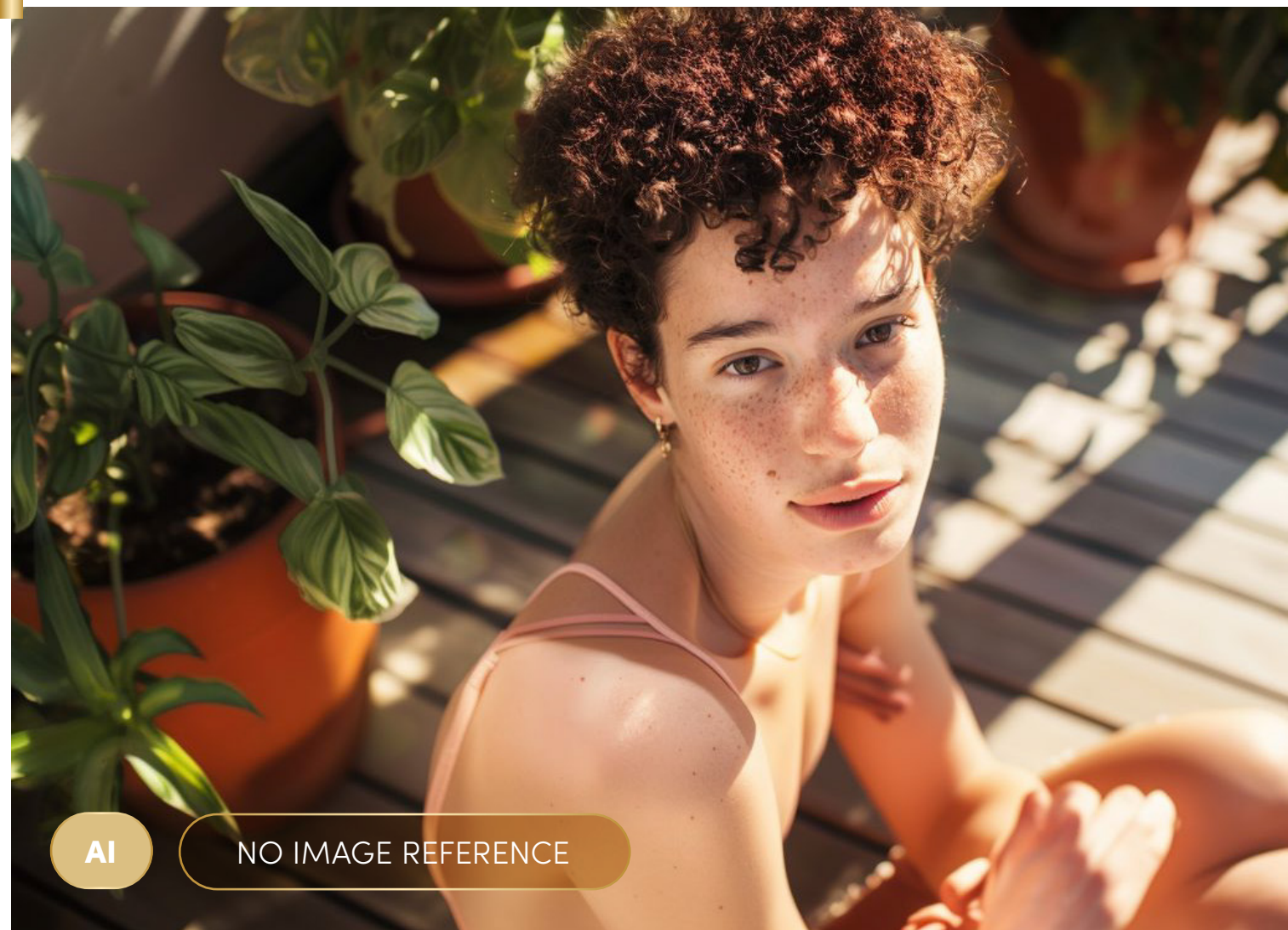
TRY AN IMAGE REFERENCE WHEN RESULTS ARE NOT GENERATING AS DESIRED

Not able to find the right words? Try using an image as a reference you want to iterate with. However, use the pre-prompt checklist to check your own bias and ensure the image reference you are using is not perpetuating any stereotypes or negatively representing a certain population.

⚠ *Make sure you have the image rights for the image you want to use as reference so that you are clear on data and IP ownership before proceeding.

⚠ **Some tools train their model based on shared reference images — check the tool's terms of use.
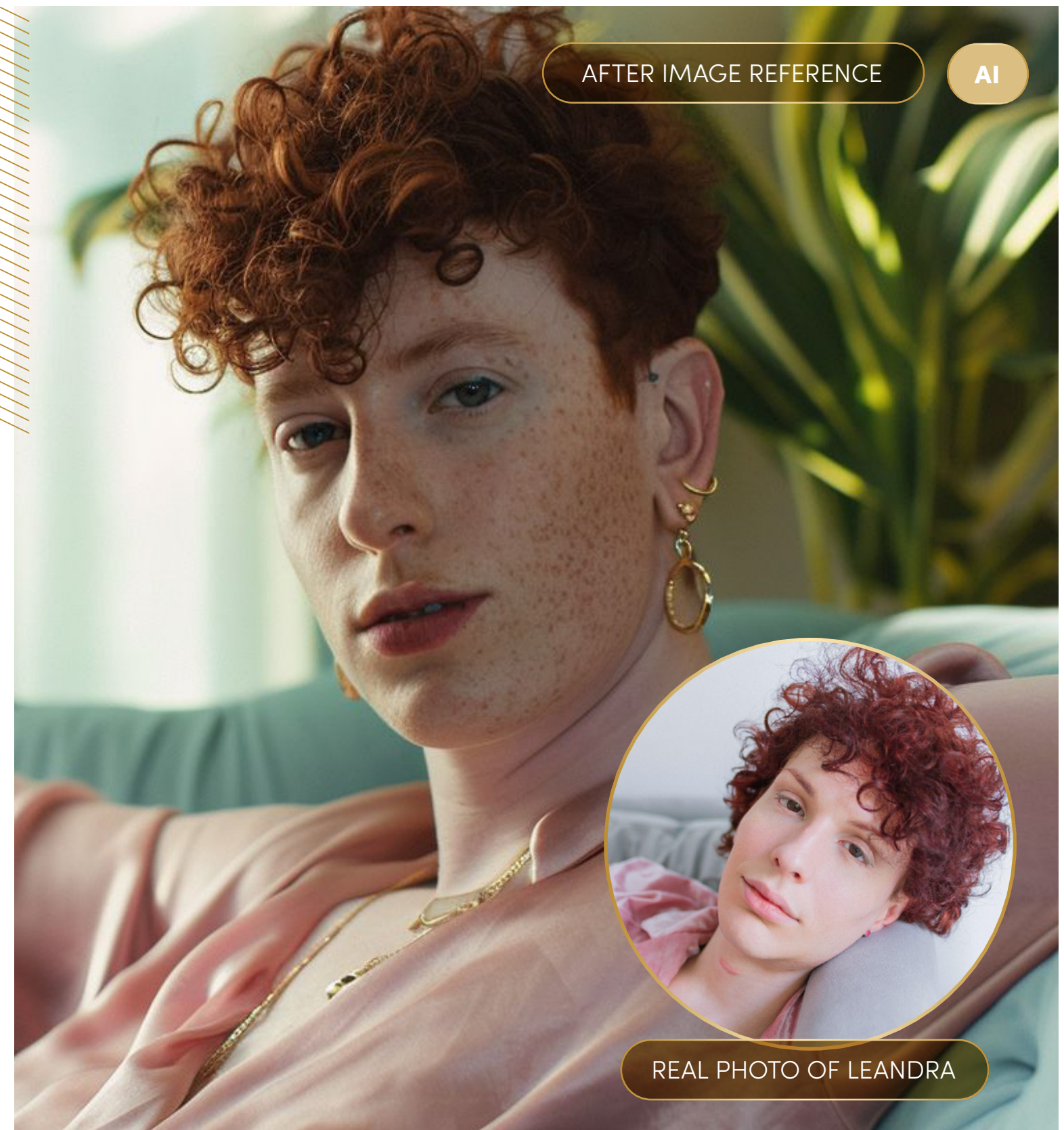
PROMPT

a high resolution portrait of a transgender woman, strong features, trans woman, wide-set eyes, red colored curly short hair, wearing a soft pink velvet blouse, she is thin and has a small sized complexion, she is resting on a light blue comfy couch in her modern living room, her skin has freckles and imperfections, dark brown eyes, big boney nose, high cheekbones, stylized thick eyebrows, bow shaped lips, strong defined chin, she is wearing golden earrings, warm spring day vibes

Experiment with different AI tools

STILL NO LUCK? TRY A DIFFERENT AI TOOL

Different tools have different ways of interpreting the same prompt. For example, Stable Diffusion can be more literal, while Midjourney will do some prompt interpretation in addition to your prompt to help improve the results.

AI

TOOL B

AI

TOOL A

PROMPT

a muscular Black woman in a wheelchair playing basketball in an outdoor basketball court

Beauty features that you'd like to shine through the brightest, come first.

/////////////////////////////////

The features that are most important for the image should be written first, and additional modifiers that add style to the image (ex. depth of field) should be added towards the end.

PROMPT:
portrait of a woman in a city park wearing a white cotton t-shirt running, soft natural light, depth of field

////////

Enhancing style

Generating a person with AI with your desired inclusive features is an important part of the puzzle. Once you're happy with the generations you are getting, start experimenting with style terms to enhance the visual output of your generation.

To get started, pull from popular photography terms and add them to the end of your prompt. We have listed some common terms to get you started, but feel free to explore further.

////////

01 TYPE OF SHOT
/ Half body
/ Full body
/ Portrait
/ Side profile
/ Closeup

02 LIGHTING
/ Warm light
/ Diffuse light
/ Sunset

03 CAMERA TYPE
/ Fujifilm
/ DSLR
/ Nikon

04 IMAGE QUALITY
/ Bokeh
/ Depth of field
/ Sharp focus
/ High resolution
/ 4K, 8K

05 IMAGE THEMES
/ Black and white
/ Photorealistic
/ Photograph

06 LENS TYPE
/ Macro
/ Zoom
/ Fish eye

07 FEELING
/ Dramatic
/ Award-winning
/ Vivid colors

08 SURROUNDINGS
/ in an outdoor gym
/ in a lush tulip field
/ in a large, glamorous ballroom

Enhancing style

Style Prompting

Is the person generating well but the image doesn't match the style?

AI

WITH NO STYLE PROMPTING

AI

WITH STYLE PROMPTING
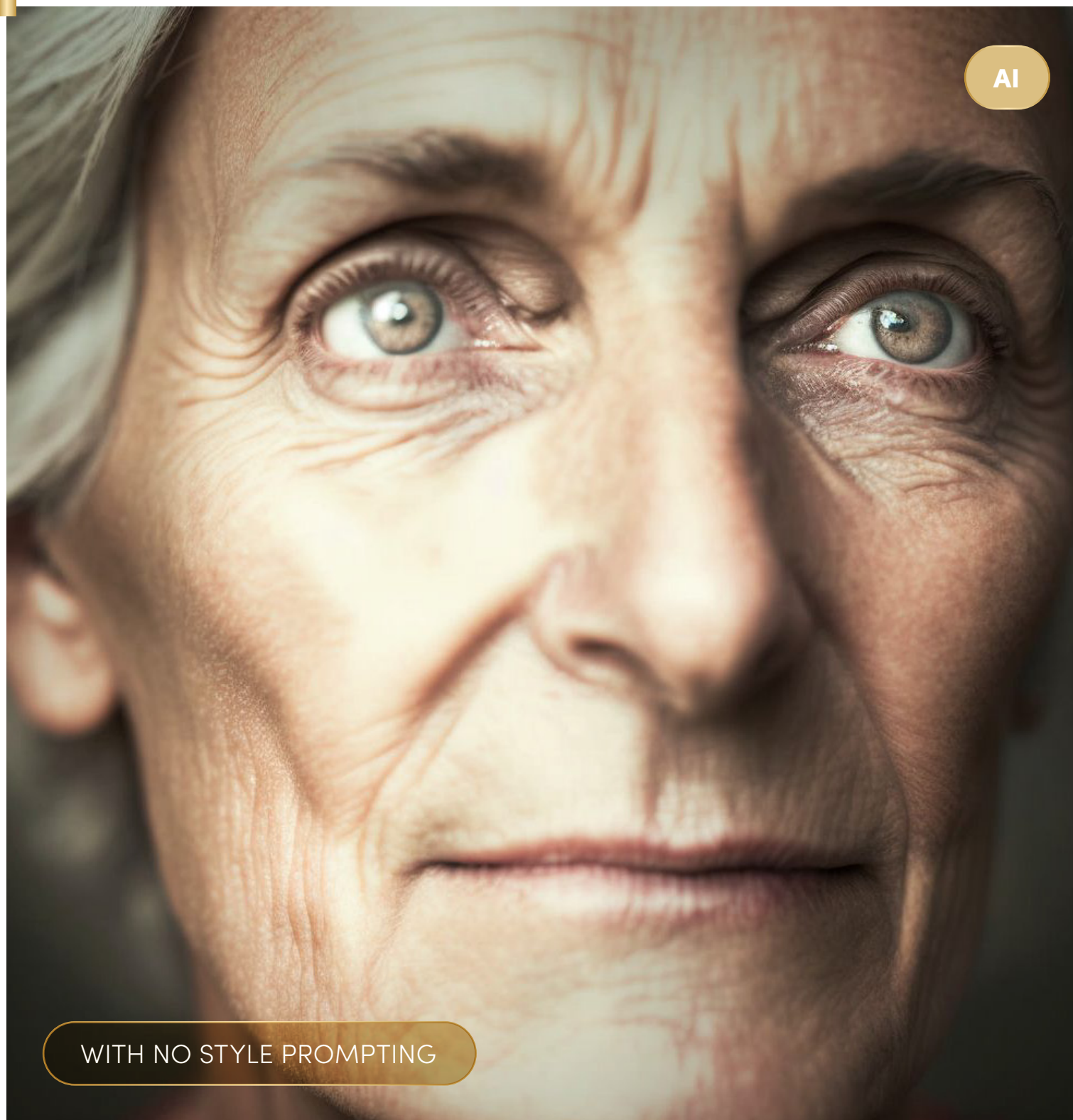
*GENERATED WITH MIDJOURNEY

ADD STYLE DESCRIPTORS TO THE END OF THE PROMPT

portrait of an extreme close-up older, light skin, eyes gazing away with a thoughtful, introspective look, depth of field, full color, cinematographic, vibrant, indoor studio lighting, 8k uhd, dslr, soft lighting, high quality, film grain, telephoto lens, photorealistic, straight-on, realistic

Enhancing style

Style Prompting

Is the person generating well but the image doesn't match the style?

AI

WITH NO STYLE PROMPTING

AI

WITH STYLE PROMPTING

*GENERATED WITH MIDJOURNEY

ADD STYLE DESCRIPTORS TO THE END OF THE PROMPT

a photograph of a Black woman with locs playing video games at an arcade competing against friends, excited, depth of field, bokeh, cinematographic, 8k uhd, dslr, soft lighting, high quality, film grain

By default,
women generated in AI are
often NSFW or nude.

//////////////////////////////

To combat this, we recommend specifying something like "wearing clothing" or even detail the specific clothing the person is wearing.

PROMPT:
portrait photography of an older woman wearing a white cotton t-shirt with a subtle gradient backdrop, soft natural light

////////

Constructing negative prompts

WITHOUT NEGATIVE PROMPT

AI

WITH NEGATIVE PROMPT

*GENERATED WITH MIDJOURNEY

Negative prompts are helpful when stating what you don't want, especially when it comes to defects or additions of AI. Certain programs such as Stable Diffusion and Midjourney have a space to add negative prompts, while others use symbols to state positive or negative prompting.

Some common ones unrelated to the person include text, illustration, out of frame and cropped. However, once referring to the person you want to generate, be careful which words you select. Keep it objective and focused on style.

NEGATIVE PROMPT

```
dark, text, nsfw, nude, nudity, evening, blur, material, waves,
soft, distorted, deformed, illustration, cgi, 3d, render,
sketch, cartoon, drawing, anime, text, cropped, out of frame,
worst quality, morbid, low quality, jpeg artifacts, duplicate,
blurry, studio photography, white background
```

Try inpainting for specific features

BEFORE INPAINTING

AI

AI

AI GENERATED

*GENERATED WITH MIDJOURNEY

TRY INPAINTING WHEN FEATURES AREN'T GENERATED AS EXPECTED

Certain features in AI conflict with others when combined together. This is because there's no reference image for the AI to base its generation from, so it relies on the image dataset bias. Inpainting can solve this.
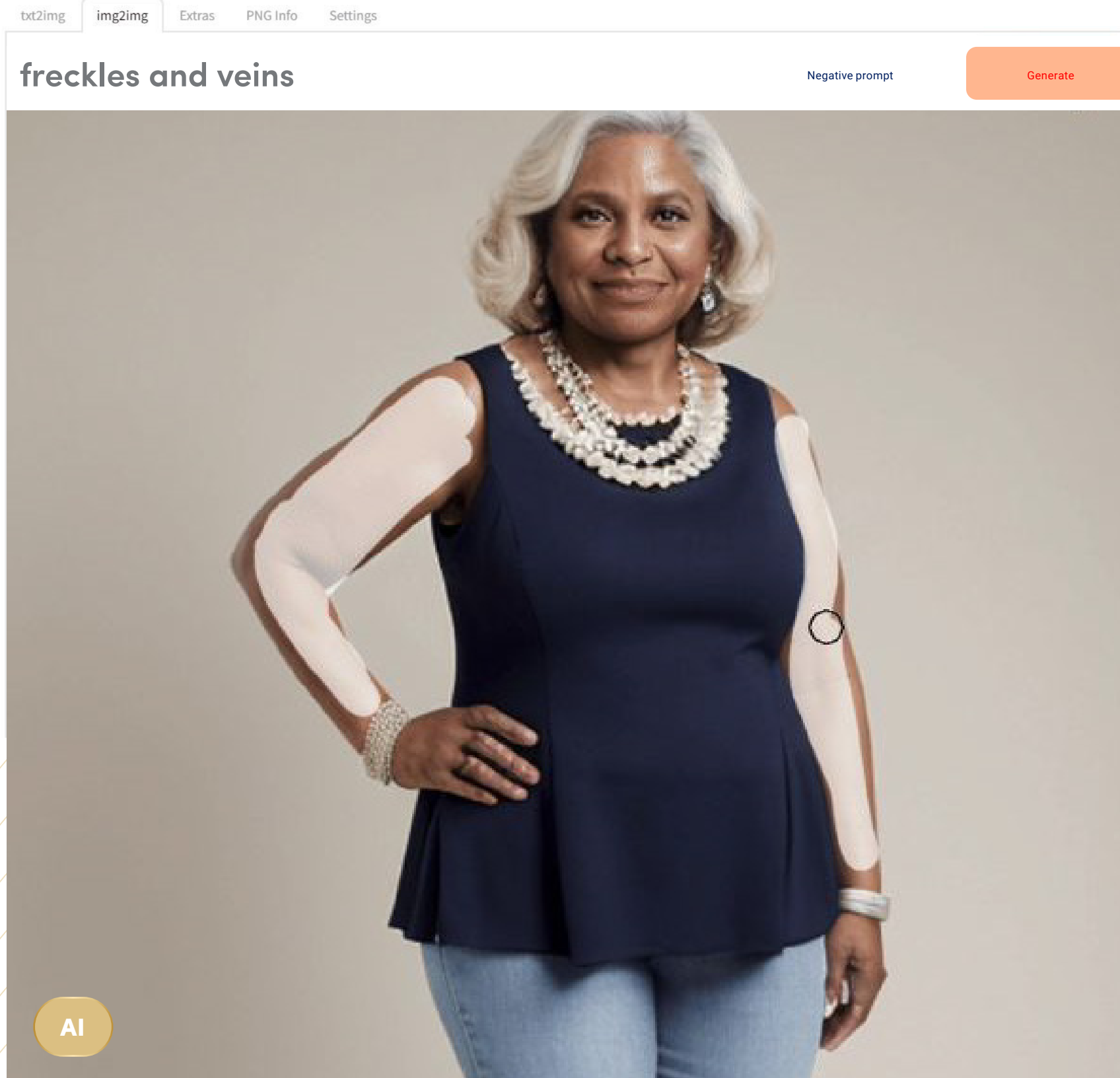
ORIGINAL PROMPT

Modern older slender broad shoulders feminine full body portrait, wearing clothes and light tan skin with veins and freckles

INPAINT PROMPT

freckles and veins

Try inpainting for specific features

freckles and veins

Negative prompt

Generate

AI

STEP /1

Create a generation that is the closest to your desired image.

STEP /2

Upload that image into an AI tool that supports inpainting and draw over the area where you want the prompt to apply.

STEP /3

For best results, choose ONE feature you would like to have generated and enter it into the prompt bar.

STEP /4

Try Inpainting for features that are not generated.

STEP /5

Regenerate and change Inpainting area as desired.

Let's experiment!

Visual prompting is as much an art as it is a science. Experimenting with different phrasings, details, and concepts is key to understanding how your AI tool interprets instructions and learns from them.

AI

AI

Recommended approach

///////////////////////////////

STEP /1

Create a descriptive prompt (open-ended or specific) based on the image you want to generate in order of priority. Reference the Glossary for a starting point on inclusive terms.

STEP /2

When possible, add emphasis to certain words as per the tool's specifications, such as emphasis brackets in Stable Diffusion.

STEP /3

Use a reference image containing a feature or appearance you want to iterate with (caution: watch out for your own bias).

STEP /4

Try Inpainting for features that do not generate well.

STEP /5

Switch to a different AI tool and repeat.

** **NOTE:** some features like vitiligo and Down syndrome may not generate correctly (or if so, it is stereotyped). When this happens and none of the steps above solved the problem, try advanced solutions such as a custom trained models, LoRAs and Controlnet (Stable Diffusion only), different tool versions (ex. SDXL vs SD 1.5), Character Reference (Midjourney only), etc.

Conclusion: The Future of Beauty and AI

AI

AI

AI

In summary

AI-image generation is a powerful tool that is here to stay. Without guidance, it's use could be detrimental to the self-esteem of women and girls and continue to perpetuate biases and stereotypes.

///////// With 90% of the content we engage with expected to be AI-generated by 2025,[9] it could be pose one of the greatest threats to Real Beauty in the last 20 years.

So mindfully using it in a way that subverts inherent biases is crucial to promoting and maintaining the Real Beauty we strive to reprepresent. Though we can't control the surface-level, biased datasets that AI-tools pull from, we can use intentional, inclusive language to craft the results in a way that dives deeper into what Real Beauty is.

While we commit to never using AI-generated imagery in place of real women in our ads, Dove keeps beauty real — even in AI. This playbook is meant

to help set new digital standards of representation and be a continuous collective effort to change the future of beauty.

We seek a future in which women get to decide and declare what Real Beauty looks like – not algorithms.

AI

The outsized value society places on women's appearance has intensified the pressure to be a certain type of beautiful. Women are **twice as likely** to sacrifice their intelligence for beauty versus 20 years ago (**8%** in 2004 vs **17%** in 2024).[9]

[9] *The Real State of Beauty: A global report, Dove, 2024*

[8] *Nina Schick, "Why 90% of online content could be 'generated by AI by 2025," Yahoo Finance, Jan 7, 2023, 9:55,* link

In summary

The first and foremost step is to identify our own biases and expand our own view of what beauty is. Beyond that, staying engaged and continuously learning and experimenting with AI prompting can help us break away from AI tools' inherent biases.

The more we collectively use AI with intention and an eye on societal health and inclusivity, the more we can use the images we generate today to further train the results of the future.

////////


AI

Share your own insights and experiences with other AI users to find ways of helping each other generate the Real Beauty results you strive for in more efficient and effective ways.

Be sure to stay up to date with leaders of AI image generation to be on the forefront – and right side – of this ever-evolving world of AI Real Beauty representation.

AI

AI

AI

Inclusive Prompting Glossary

Inclusive Prompting Glossary

AI
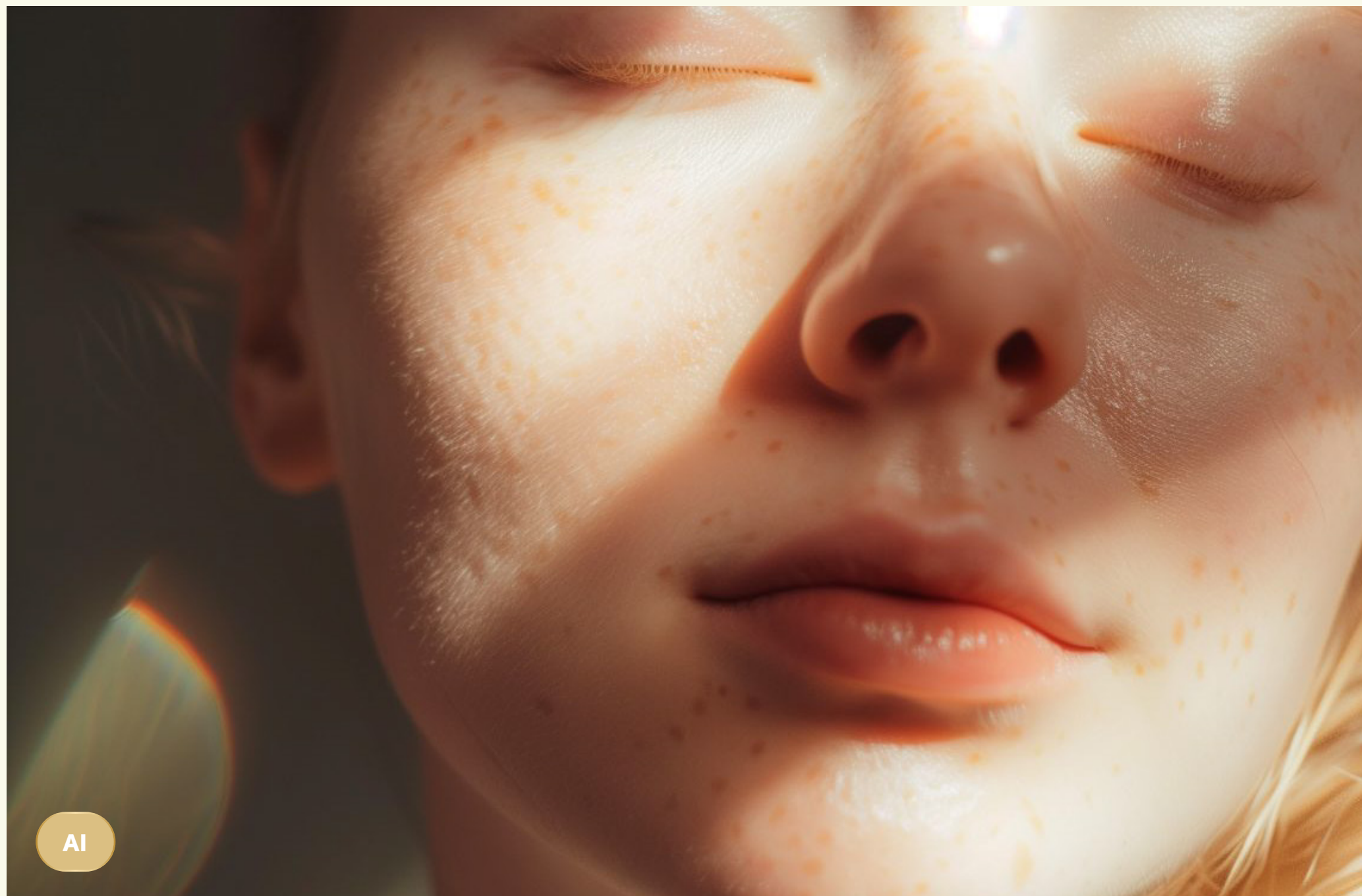
PURPOSE

The Glossary is not a definitive or exhaustive list of visual traits, or things you should consider when it comes to creating diverse and inclusive images of people. The intention is to provide a starting point and to help you consider more specific vocabulary when prompting beyond AI's default generations. The Glossary's purpose is to help AI reflect the spectrum of real beauty and the amazing natural diversity of bodies and appearances seen in our real world — especially the traits that are considered unique and under-represented. In short, the goal is to get you to prompt with more detail to bypass biased and stereotyped results.

HOW TO USE

The Glossary is broken up by the anatomy of the human form, and includes alphabetized sample vocabulary for you to use along with tips we've learned when testing ourselves.

HIGHLIGHTED TERMS

Some Glossary terms are marked in **bold**. These are terms that AI has trouble generating (or if so, results in stereotyped images). If this occurs during your generations and none of the steps covered in the PDF solved the problem, try more advanced solutions such as custom trained models, LoRAs and Controlnet (Stable Diffusion only), different tool versions (ex. SDXL vs SD 1.5), or Character References (Midjourney only).

CELEBRATING REAL BEAUTY

We've included some insights into how to avoid appearance-based stereotypes and toxic beauty standards so that your work is helping to create a more equitable, inclusive, and diverse representation of beauty and appearance.

Inclusive Prompting Glossary

GENDER & GENDER REPRESENTATION/EXPRESSION

KEY DEFINITIONS

Sex is something typically assigned at birth and is based on an individual's physical and biological characteristics. Typically categorized as male or female, though some individuals may not fit neatly into these categories and identify as intersex.

Gender is the societal and cultural perception of roles and behaviors, typically viewed as a spectrum, encompassing identities like man, woman, transgender, non-binary and more.

Gender expression is how individuals display their gender identity through behavior, clothing, haircut, voice, and other forms of presentation. It does not necessarily align with sex or gender identity.

EXAMPLES

androgynous, androgynous presenting, enby femme, femme-presenting man, femme-presenting woman, female, female presenting, feminine, feminine presenting, gender diverse, gender

fluid, gender non-confirming, male presenting, man, man presenting, masc, masc-presenting, masc-presenting man, masc-presenting woman, masculine, masculine presenting, non-binary,

non-binary presenting, trans, trans femme, trans fem, trans man, trans masc, trans woman, undefined, woman, woman presenting

AGE

Avoiding appearance stereotypes
We can't accurately ascribe personality characteristics based on appearance alone. That's why we recommend avoiding terms like "wise" that reinforce appearance stereotypes.

TIP: it is better to avoid numbers when prompting age due to AI tool's struggle understanding contextual numbers. Use an adjective and noun (e.g. elderly woman) to generate a specific age instead.

TIP: a bias in AI is that it often portrays middle-aged women much older than real women look.

EXAMPLES

adolescent, adult, baby, child, early adult, elderly, kid, middle-aged, mid-life adult, older adult, pre-adolescent, senior, teen, toddler, tween, young adult.

RACE & ETHNICITY

Excluding caucasian
Even though it will likely create an image of a white person when used in a prompt, the term caucasian has racist origins,[10] which is why it's excluded from this Glossary.

Understanding the difference

Race is often associated with physical characteristics such as skin color. It's a social construct with no biological basis.

Ethnicity relates to cultural factors such as nationality, language, and heritage. It's about shared cultural identity.

EXAMPLES

Aboriginal, African, Afro-Latino / Black Hispanic, American Indian, Arab, Bangladeshi, Black, Black British, Brown, Caribbean, Chinese, Filipino, Guamanian, Hispanic, Indian, Indigenous, Indonesian, Islander, Japanese,

Korean, Latin American, Latina, Latino, Latinx, Malay, Melanesian, Micronesian, Mixed, Mixed Heritage, Multiracial, Native American, Pacific Islander, Pakistani, Polynesian, Thai, Vietnamese, White.

[10] *Luwi J. Shamambo and Tracey L. Henry, Rethinking the Use of "Caucasian" in Clinical Language and Curricula: a Trainee's Call to Action, 2022 May,* [link](#)

Inclusive Prompting Glossary

SKIN TONE

Avoiding colorism
Colorism is prejudice or discrimination against individuals with a dark skin tone. It favors lighter skin tones and often has deep roots in societal standards and media portrayals. Colorism is evident in AI datasets, but it's something we should avoid by using diverse and inclusive language when prompting.

TIP: experiment with different word combinations much like make-up brands do for their foundations.

EXAMPLES alabaster, albino, amber, beige, black, blue undertone, bronze, brown, cool undertone, cream, dark, dark brown, deep, fair, golden, golden undertone, ivory, light, light brown, mahogany, medium, neutral undertone, onyx, peach, pink, pink undertone, porcelain, red undertone, rose, sand, suede, tan, warm undertone, warm/cool, white, yellow undertone, umber.

Inclusive Prompting Glossary

HEAD

FACE

EXAMPLES

FACE SHAPE

clean-shaven, full beard, full eyebrows, goatee, light mustache stubble, monobrow, mustache, peach fuzz, sideburns, thin eyebrows, wispy eyebrows.

FACE COMPLEXION

acne, albinism, birthmarks, **burns**, dewy, dimples, **eczema**, freckles, glowing, glossy, hyperpigmentation, hypopigmentation, laugh lines, luminous, matte, **melasma**, moles, pigmented, **psoriasis**, radiant, rosacea, rosy, scarred, smooth, soft, strawberry skin, sun-burnt, sun-kissed, sunspots, textured, velvety, veins, **vitiligo**, wisdom lines, wrinkles.

MOUTH & CHIN

Shape, Size
cleft chin, downturned lips, full lips, large chin, medium chin, protruded chin, retracted chin, small chin, tapered chin, thin lips.

Unique Identifiers
braces, **cleft lip**, **cleft lip and palate**, cleft palate, cleft scar, crowded teeth, dental aligners, dental crown, gap teeth, gold teeth, gummy smile, malocclusion teeth, misshapen teeth, missing teeth, retainer, straight teeth, unaligned teeth.

Accessories
grill, lip plate, lip ring, lip stud.

EYES

Shape, Size, Position, Expression
almond, close-set, crescent, deep-set, downturned, gentle, hooded, laughing, monolid, piercing, prominent, round, teardrop-shaped, twinkling, upturned, wide-set.

Color
amber, black, blue, brown, charcoal gray, deep brown, gray, green, hazel, heterochromia, ice blue, light brown, mixed color, sapphire, sea green.

Unique Identifiers
asymmetrical eyes, blind, cataracts, cross-eyed, drooping eyelid, heterochromia, lazy eye, one eye removed.

Lashes
average, dark, fair, false lashes, long, short, sparse, thick.

Accessories
contact lenses, glasses, sunglasses.

EYEBROWS

arched, bushy, fine, monobrow, natural, sparse, straight, styled, thick, thin.

NOSE

Shape, Size, Position
aquiline, button, celestial, classic, flat, large, large nostrils, medium, narrow, small, small nostrils, snub, straight, wide.

Unique Identifiers
cleft palate.

Accessories
nose ring, nose stud, piercings.

EARS

Shape, Size
attached, folded, large, medium, misshapen, missing outer ear, protruding, small.

Accessories
decorative gauge, earring, hearing aid, piercings.

JAW & CHEEKS

defined jawline, double-chin, fem-presenting jawline, full cheeks, gender neutral jawline, high cheekbones, masc-presenting jawline, misaligned jaw, round cheeks, sharp jawline, soft jawline, strong jawline, undefined jawline.

FOREHEAD

Shape
broad, curved, convex, fuzi-mount, m-shaped, narrow, sloped, straight, wavy.

Condition
frontal bossing.

FACIAL EXPRESSION

alert, angry, anxious, assertive, attentive, concerned, confident, concentrating, content, determined, disgusted, excited, fearful, focused, happy, joyful, neutral, pensive, relaxed, sad, scared, shocked, shy, smirking, smiling, soft gaze, stern, surprised, thinking, tired.

FACIAL MAKE-UP

blush, bold colors, cat eyes, contour, cultural make-up, fake lashes, foundation, gender-neutral make-up, glitter, lipstick, lip gloss, natural look, no make-up, two-tone lips.

FACIAL COSMETIC & RECONSTRUCTIVE SURGERY

botox, cleft lip and palate scar, eyelid surgery, facelift, genioplasty, lip fillers, rhinoplasty, skin grafts, surgical scar.

FACIAL FEATURES

age spots, bindi, birthmarks, craniofacial condition (e.g., cleft lip and palate), line art, **skin condition** (e.g., **vitiligo**, **psoriasis**, acne), symbolic ink, tattoos.

FACIAL HAIR

clean-shaven, full beard, full eyebrows, goatee, light mustache stubble, monobrow, mustache, peach fuzz, sideburns, thin eyebrows, wispy eyebrows.

Inclusive Prompting Glossary

HEAD

HAIR

EXAMPLES

HAIR COLORS

auburn, black, blonde, bronde, brunette, chestnut, dark brown, dark roots, deep red, gray, gray roots, jet black, multitonal, pastel hues, platinum blonde, red, salt and pepper, silver, silver gray, vibrant colors, white.

HAIR TYPES

coily, curly, fine, natural, straight, strong, textured, thick, voluminous, wavy.

HAIR STYLES

afro, afro puff, balayage, bald, bantu knots, bob cut, box braids, braided, braid-out, buzz cut, cornrows, curly, fade, fishtail braid, fine, french twist, Fulani braids, goddess locs, highlighted, knot-out, layered, locs, long, natural flow, pineapple, pixie cut, Senegalese twists, shaved designs, shrinkage, short, side part, silk press, sparse, straight, topknot, twist-out, twisted, twists, undercut, updo, wash-and-go, waves.

HAIRLINE

bald, baby hairs, bell-shaped, cowlick, high hairline, low hairline, m-shaped, middle hairline, receding hairline, straight-lined, triangular hairline, uneven, widow's peak.

UNIQUE IDENTIFIERS

alopecia, bald.

You should know

Hair-based discrimination is prevalent, and stereotypes around curly and afro hair should be disrupted. Cultural appropriation can occur if we are generating white or non-POC images with certain hairstyles like Afros, knots, and locs etc.

Inclusive Prompting Glossary

BODY

EXAMPLES

BUILD

apple-shaped, athletic, compact, curvy, fat, fuller, hourglass, lithe, muscular, pear-shaped, petite, robust, slender, small fat, statuesque, stocky, super fat, thin.

Weight bias
We can't tell how fit or healthy someone is from the way they look. That's why terms like "fit" and "in-shape" are problematic when prompting, and should be avoided. What's more, fat has been reclaimed as a neutral term to describe someone.

Watch outs
Medical and media use of the term obesity may encourage you to use that terminology, but medicalized language does not describe appearance.

HEIGHT

average height, **dwarfism**, gigantism, short, tall.

POSTURE & POSE

assertive, confronting, confident, expansive, hunched, power pose, reclined, relaxed, sitting, slouching, standing, stiff.

DISABILITIES

anxious, blind, cerebral palsy, colostomy bag, depressed, **diabetes patch**, discreet hearing aid, **Down syndrome**, fashionable hearing aid, kyphosis, limb difference, manual wheelchair, mastectomy bags, muscle dystrophy, powered wheelchair, **prosthetic limbs**, scoliosis, sleep deprived, spinal cord injury, sport wheelchair, stressed, visual impairment aids, white cane.

SKIN

acne scar, birthmarks, body art, burn scar, **cellulite**, cultural scarification, cultural tattoos, **eczema**, freckles, henna designs, piercings, **stretchmarks**, surgical scar, tattoos.

BODY HAIR

abdominal hair, **armpit hair**, arm hair, black hair, blonde hair, brown hair, chest hair, dark hair, fair hair, foot hair, leg hair, pubic hair, toe hair.

UNIQUE IDENTIFIERS

belly piercing.

VISIBLE DIFFERENCE, DISFIGUREMENT, ALTERED APPEARANCE

achondroplasia, **amputation**, birthmarks, burns, cleft lip and/or palate, craniofacial conditions, **mastectomy scar**, neurofibromatosis, **paralysis**, scarring, skin cancer lesion, skin conditions, **surgical scar**.

On visible differences
Many people have a visible difference that may or may not be concealed. Traditionally, these features are underrepresented in the media.

Inclusive Prompting Glossary

CLOTHING & ACCESSORIES

BODY

EXAMPLES

HEAD

Hats and Head Coverings
bandana, baseball cap, burka, dupatta, hat, headband, headscarf, headwrap, hijab, niqab, sheitel, sweatband, visor, wig, weave.

BODY

Traditional Garments
abaya, kurta, sari.

Diversity of clothing
These lists are of course not exhaustive. But it's good to know that clothes can be chosen to express a variety of characteristics specific to an individual, such as religion, culture, gender, profession, personal style, lifestyle, fashion, physical activity, and more.

Let's make beauty a source
of happiness and confidence,
not anxiety, for every woman.

Dove

20 years **changing** beauty

Real Beauty
Prompt Playbook

#KeepBeautyReal