



Principles of responsible advertising images communication

Unilever Russia upon the sign of company's president Regina Kuzmina has decided that starting 2/03/2020 all new images created onwards should be marked with according disclaimer if the photo of a person had been photoshoped or not.

This is a self-regulatory act that is initiated by Unilever Russia and proposed for participation of all industry.

This rule **applies** to following advertising materials:

- Still/static advertising images, SMM, banners, displays, GIFs, POS materials
- Local and global creatives, celebrities, talents, contracts
- Photos of people of any gender or age

This rule is **NOT applicable** for:

- Video materials, TV, OLV
- Drawn or painted images of people
- AWs

The disclaimer "**Photograph is retouched**" ("**фотография отретуширована**") should be applied when:

- Person's skin, hair, eye color is misrepresented or changed
- Artificial shine to hair that has none is added, or shine taken from one photo and added to another photo
- Filling in gaps in hair Reshape eyebrows
- Removing natural wrinkles or Smooth large pores
- Adding plumpness to lips
- Whitening teeth
- Alter or distort person's anatomy in any way
- Removing veins, moles, freckles, tattoos, scars, skin folds, cellulite, stretch marks, body hair
- Adding jewelry or making changes to clothing
- Using multiple photos to create one image
- Misrepresenting the skin color

The disclaimer "**Photograph without retouch**" ("**фотография без ретуши**") should be applied when:

- Removing temporary marks such as blotches, pimples, rashes, blemishes, shave bumps
- Removing stray hairs
- Removing lipstick and/or food particles from teeth
- Removing shadows or dark areas caused by lighting
- Removing seams and stains from clothing
- Using light and color balancing to help recreate the natural light often lost in photography

The disclaimer's size should be readable and not smaller than the smallest text on the creative.