

Et sumaries a aquesta campanya viral contra els filtres?



No ens enganyem, gairebé totes les fotos que pengem a les xarxes socials les hem passat per algun filtre abans. Mentre ho fem només pensem en aparèixer més guapos/es, però la realitat és que l'ús de filtres és perillós.

Una enquesta realitzada per l'organització britànica per joves Girlguiding, va veure que **un terç de les nenes i dones joves no publicarien cap ?selfie? sense utilitzar un filtre**. Un 39% dels gairebé 1.500 enquestats d'entre 11 i 21 anys van dir que els molestava no veure's iguals a la vida real que a internet.

Aquests resultats van preocupar molt a la maquilladora i **model Sasha Pallari** (<https://www.instagram.com/sashalouisepallari/>) , que recentment ha creat i llançat la **campanya #filterdrop** (<https://www.instagram.com/explore/tags/filterdrop/>) (deixar els filtres) per tal d'aconseguir que es comenci a veure ?més pell real? a Instagram.



?No vull que els nens i nenes creixin pensant que no són suficientment bons/es pel que veuen a les xarxes socials?, deia la model. La Sasha, que té 28 anys, va fer crítica de tot plegat i molta gent s'ha sumat a la campanya utilitzant el fil del hashtag #filterdrop.

?Simplement no veiem pell normal. Per a mi no és un problema posar una foto sense maquillatge i sense utilitzar un filtre, però per algunes d'aquestes dones que ho han fet... bé, una va dir que era més aterrador que tenir un nadó?, comentava la model.

Una mestra britànica també ha expressat la seva preocupació perquè durant el confinament un pare la va contactar per explicar-li que **una nena de només 4 anys deia que se sentia trista perquè no li agradava la seva aparença física**. Amb només 4 anys!

Hem de començar a mostrar més realitat i menys filtres. Et sumaràs al #filterdrop? Què en penses de tot plegat?

(https://www.instagram.com/p/CE8gaWxAqs-/?utm_source=ig_embed&utm_campaign=loading)

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Remember when filters were fun? Like, when they were for making it look like you were wearing silly sunglasses? And then bam. The filters fixed every single 'imperfection' about you. Things you had never even considered to be imperfections until a filter decided to fix them. So I am 100% behind this #filterdrop campaign. Who even is that girl on the right?! I mean she cute (would pay ££££ for that nose) but it ain't me. Y'all catfishing yourselves at this point and I can't even begin to imagine the impact that's going to have on mental health in the long-term. Re: the campaign: imagine I'm an influencer and I used that photo on the right to publicise a foundation I'm doing a paid ad for... It's clearly false advertising. The foundation can't make your skin look like that: only the filter can. So celebs, influencers and brands should absolutely be required to have a disclaimer that a filter has been used. #normalisenofilter #nofilter #keepingitreal #reality #natural #fuckthefilters #nomakeup #makeupfree #filterfree #mentalhealth #catfishingyourself #unfiltered #real #unrealisticexpectations #whoisshe #catfishing #campaign #therealme
(https://www.instagram.com/p/CE8gaWxAqs-/?utm_source=ig_embed&utm_campaign=loading)

A post shared by Katy

(https://www.instagram.com/whatthiskatydid/?utm_source=ig_embed&utm_campaign=loading)
(@whatthiskatydid) on Sep 9, 2020 at 11:08pm PDT



(https://www.instagram.com/p/CD-32X4DYMM/?utm_source=ig_embed&utm_campaign=loading)

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?FILTERS? Ok so I know the 3rd picture is extreme! And I am hoping it is a joke filter but I'm guessing you can see my point? Distorting our faces because we don't feel confident enough to show up as WHO WE ARE?! That makes me SO SAD! :(I follow a few quite big influencers, who's content i love, but I don't find it inspirational to see them showing up everyday changing THIER appearance and by that I mean using the filter in the middle!? Firstly I really hope people know that THEY DON'T LOOK LIKE THAT . Secondly , I know we all have things we are conscious about but I don't think this is sending the right message to girls younger than us. #filterdrop was brought to my attention by @sashalouisevallari and I think it gave me a wake up CALL! Although I wasn't using them everyday , if you guys watch my stories you know I come on in all states (as I feel I should!) because that gives a real representation of me. Sometimes I don't wear makeup, I never wear make up to the gym, sometimes I don't do my hair sometimes I do , when I'm filming or going out and about I make a bit of effort! (But let's be fair I'm pretty low matineece!) I may not have been distorting myself I was still using a filter than enhanced my tan,



my skin, I don't know what else but I had come to like the way it looked ... BUT IT WASN'T REAL! ?? So it was a great reality check ! ?? I'm not saying Stop using them completely or if you use them your fake, evil or anything of the sorts! I just want people to be MINDFUL of the message they are sending out. ?? I think filters can be a positive thing too ! You can use in them awesome ways , enhancing scenic photos or creating stunning content! ??it's an art ! My point is the more we try to learn how to accept our faces and bodies just the way they are THE HAPPIER you will be within yourself! ?? Even if that might seem so far from how you feel right now.. IT IS POSSIBLE! I promise! ?? YOU DO YOU BOO ?? With Love Katie ? I've tagged some really INSPIRATIONAL WOMEN IN THIS POST, if you want to change how you feel about yourself definitely follow them! ?????? (https://www.instagram.com/p/CD-32X4DYMM/?utm_source=ig_embed&utm_campaign=loading)

A post shared by Feel Good Blogger
(https://www.instagram.com/withlovekatie_/?utm_source=ig_embed&utm_campaign=loading)
(@withlovekatie_) on Aug 17, 2020 at 12:40am PDT

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This is my 'first thing in the morning' skin - no filter, no makeup (perhaps a bit of Vaseline 'night cream' still present), and that is it. I'm 39.5 years old. And I think my skin is normal and healthy. Virtually all the images of skin we see in the media are photoshopped and filtered and of course we all have access to lots of filters on our phones (and even on Zoom!). The Advertising Standards Agency is now investigating if the use of filters in IG ads is 'misleadingly exaggerating the effectiveness of cosmetic products.' You think? Really? The media has always created an unrealistic image of what 'beautiful' is - and skin is no exception. Virtually every patient that comes and sees me says their ultimate skin goal is to be comfortable not wearing makeup. Granted if you have acne or melasma or any other facial skin pathology, that can be effectively treated and your pathology-free skin can be maintained. But I think we do need to think about what 'normal' skin really looks like - and it's not going to be as perfect as the airbrushed, filtered, made-up images we see on social media. If you haven't already, why not join the #filterdrop campaign and help us show the world what 'normal' skin really looks like. @sashalouisepallari (https://www.instagram.com/p/CFT5D-uJUN0/?utm_source=ig_embed&utm_campaign=loading)

A post shared by Dr Natalia Spierings
(https://www.instagram.com/drnataliaspierings/?utm_source=ig_embed&utm_campaign=loading)
(@drnataliaspierings) on Sep 19, 2020 at 1:06am PDT