



INSPIRING GIRLS  
SINCE 1959

Barbie

From astronaut to zoologist, there isn't a glass ceiling Barbie hasn't broken. Today, with over 200 careers and counting, she continues to inspire the limitless potential in every girl.



## The Last Generation of Firsts

Barbie has been celebrating female role models and Inspiring Girls Since 1959. But she isn't done yet. There are glass ceilings left to be shattered. And Barbie believes this generation of young women will be the ones to shatter them - that today's girls will be The Last Generation of Firsts.

To celebrate #Barbie60, we're looking to the future. Claim your first with the all-new Barbie filter, and let's break some plastic ceilings!

**CHECK OUT THE FILTER →**



Barbie 60th Anniversary





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