

# Putin, Cheburashka and Alyonka: Here's How Russian Social Media Used FaceApp

July 19, 2019



**RussianMemesLtd / Twitter**

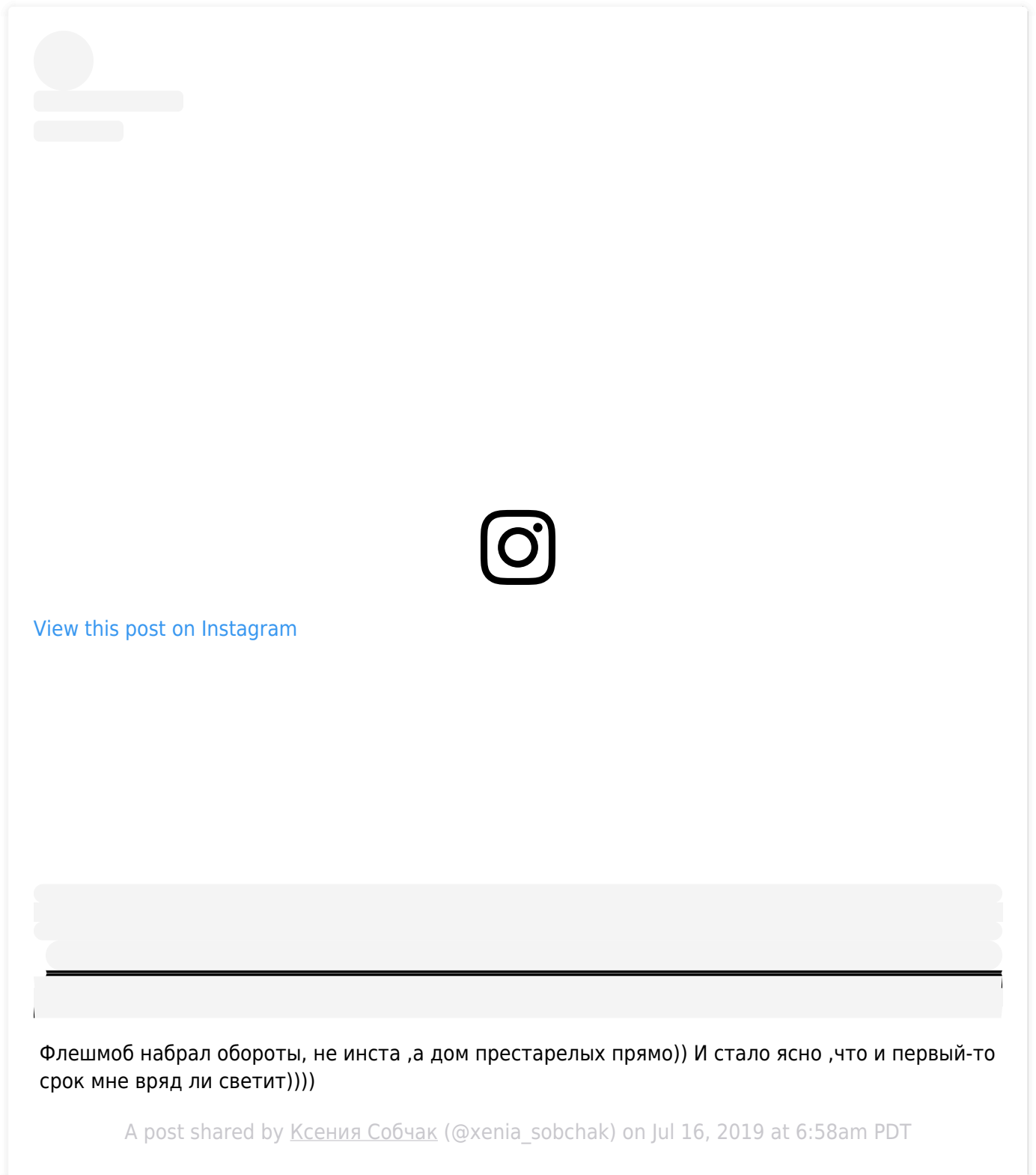
FaceApp, a face-editing photo app created by a Russian tech company called Wireless Lab, has gone viral after social media users from all over the world took the #FaceAppChallenge.

Despite western experts' security concerns regarding personal data, people continue to share their old-age photos and make it with famous politicians, singers, cartoons characters and popular advertisement faces. Currently, it is one of the most downloaded apps across the globe and the [most](#) downloaded in Russia.

**Here are our favorite images:**

What an endless presidential term looks like:

**Embed:**



The image shows a placeholder for a social media post. At the top left, there is a circular profile picture placeholder and two horizontal bars representing the name and bio. In the center, there is a large Instagram logo. Below the logo, there is a blue link that says "View this post on Instagram". At the bottom, there is a caption in Russian: "Флешмоб набрал обороты, не инста ,а дом престарелых прямо)) И стало ясно ,что и первый-то срок мне вряд ли светит))))". Below the caption, there is a line of text: "A post shared by [Ксения Собчак \(@xenia\\_sobchak\)](#) on Jul 16, 2019 at 6:58am PDT".

A bit of imagination and new technologies finds unexpected similarities between popular characters:

**Embed:**

[pic.twitter.com/MjLifVsU6z](https://pic.twitter.com/MjLifVsU6z)

— Russian Memes United (@RussianMemesLtd) [July 18, 2019](#)

Time spares no one, even Russia's iconic "Alyonka" chocolate girl.

**Embed:**

[pic.twitter.com/RuDqRAqgzo](https://pic.twitter.com/RuDqRAqgzo)

— Tom Kiehn (@IRtjk) [July 17, 2019](#)

The app was a hit on Russian television.

**Embed:**

Meanwhile, on [#Russia](#)'s state TV. [#FaceApp](#) [pic.twitter.com/ckyyGjPf53](https://pic.twitter.com/ckyyGjPf53)

— Julia Davis (@JuliaDavisNews) [July 18, 2019](#)

- Honey, where are you?
- At my grandma's
- Send a photo
- ...

**Embed:**

фейсапп зашёл слишком далеко [pic.twitter.com/CSejUbZSpf](https://pic.twitter.com/CSejUbZSpf)

— X dr. straightedge X (@Natella\_Nut) [July 18, 2019](#)

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