

DOVE IS NOT A SOAP. IT'S A BEAUTY BAR.



The secret to beautiful skin is everyday moisture, and Dove Beauty Bar, with its signature $\frac{1}{4}$ moisturizing cream, is the perfect addition to your skin care regimen. It's called a Beauty Bar for a reason as it **helps skin feel more firm and elastic** compared to ordinary soap.

Washing with regular soap causes the dry, tight and sometimes irritating feeling which many people mistake for 'clean.' This is the result of cleansing ingredients that strip skin of essential nutrients and may result in decreased skin elasticity over time. However, Dove does not strip skin and is **proven to be more gentle and mild** than ordinary soap. In fact, the bars' unique formula replenishes nutrients in the skin while cleansing, leaving it soft and smooth.

It's a simple daily step to reveal beautiful, radiant skin.



SOAP



Replenishes nutrients lost during cleansing and helps skin to feel more firm and elastic compared to ordinary soap



Is renowned for its $\frac{1}{4}$ moisturizing cream



Contains natural skin lipids that deposit onto skin



Maintains skin appearance, texture, clarity, tone and brightness compared to ordinary soap



Leaves skin soft and smooth



Uses a mild cleanser (Sodium Lauroyl Isethionate) to clean skin



Strips skin of essential nutrients, which may result in decreased skin elasticity



Contributes to dry skin



Strips skin of proteins and lipids



Results in loss of critical moisture to skin



Leaves skin rough, itchy and tight



Uses harsh cleansers created via a chemical process to clean skin



Dove Core Beauty Bars:

- White
- Pink
- Gentle Exfoliating
- Sensitive Skin Unscented



Dove Purely Pampering Beauty Bars:

- Purely Pampering Pistachio Cream with Magnolia
- Purely Pampering Coconut Milk with Jasmine Petals
- Purely Pampering Shea Butter with Warm Vanilla



Dove go fresh Beauty Bars:

- go fresh Revitalize
- go fresh Revive
- go fresh Cool Moisture
- go fresh Restore



Dove Seasonal Beauty Bars:

- Winter Care
- Summer Care



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Dove Beauty Bars are available at food, drug, mass, value, club and online retailers. Suggested retail prices: 2 bars / \$3.79; 3 bars / (3.15 oz) / \$3.59; 4 bars / \$5.59; 6 bars / \$8.39; 8 bars / \$10.49; 14 bars / \$14.49 (at clubs); 16 bars / \$15.99 (at clubs).