

# Dove Hair Introduces the NEW Quench Absolute Collection to Help Women Wear Their Natural Curls with Confidence

The NEW Dove Advanced Hair Series Quench Absolute Collection Nourishes Hair for 4X More Defined, Natural Curls\*

\*When Using the Shampoo, Conditioner and Crème Serum



Approximately, one in 3 women in the U.S.<sup>I</sup> – one in ten globally – have naturally curly hair and a recent study revealed that 54 percent of these women would like to swap the natural hair they were born with for another hair type.<sup>II</sup> In fact, 93 percent of women with naturally curly hair identify beautiful hair as smooth, sleek and shiny – what they consider more manageable than their natural curls.<sup>II</sup>

Dove Hair is helping women face the daily challenges of dry, coarse and curly hair with its most nourishing range yet, **NEW Dove Advanced Hair Series Quench Absolute**. This collection is a three-part system to cleanse, nourish and treat hair, providing 4X more defined natural curls. The advanced, nourishing formulas are infused with protein, nutrients and precious Brazilian Buriti Oil. The system provides five key benefits for all curl needs: improved manageability, quenched dryness, smoothness, strength and nourishment.

With Quench Absolute, Dove Hair is helping all women to achieve softer, nourished and more defined natural curls with every wash.



## NEW Dove Quench Absolute Ultra Nourishing Shampoo and Conditioner

- The creamy shampoo formula gently cleanses and nourishes hair, providing the foundation to touchable, beautiful-looking curls
- The conditioner absorbs quickly into the hair without leaving a greasy, heavy feeling, while increasing manageability for a smooth finish
- When used together, the shampoo and conditioner revive and strengthen hair from its core to reveal shiny, nourished and bouncy curls
- SRP: \$4.99 each



## NEW Dove Quench Absolute Supreme Crème Serum

- The first 'on-the-go' leave-in treatment for curls by Dove Hair is a fast absorbing, lightweight serum that utilizes a creamy formula to nourish hair for the ultimate shine and manageability
- Contains glycerin to penetrate and nourish hair
- Can be applied to wet or dry hair
- SRP: \$5.99



## NEW Dove Quench Absolute Intense Restoration Mask

- The rich, creamy formula envelopes each curl to deliver intense nourishment for a smooth and shiny finish
- Use as often as desired for intense nourishment and smoothness
- SRP: \$5.99

<sup>I</sup>Kantar Worldpanel, Ethnic Hair Analysis December 2012

<sup>II</sup>Survey conducted in February 2014 by Edelman Berland on behalf of Unilever as part of a global research program



Katie Stratakis  
Edelman  
(212) 704-8183  
Katie.Stratakis@edelman.com

Kathryn Fernandez  
Unilever  
Kathryn.Fernandez@unilever.com

Dove Quench Absolute will be available in food, drug and mass retailers in January 2015