



# Your Amazing Skin

## All Real Women Can Appear In A National Ad

(NAPSA)—The advertising landscape was forever changed in 1957 when one daring beauty brand used real women instead of stereotypical models in its advertising. This brand, Dove®, has since featured women of all ages, shapes, sizes and colors in its iconic advertisements, creating realistic and attainable images in the media that women can relate to.

Fifty-five years later, real women remain at the heart of the Dove® brand. Over the years, the brand has heard from thousands of women across the country asking how they too can be part of its iconic advertising, and now, for the first time ever, all women across America can. Every woman who uploads a photo that meets requirements will appear in a Dove® ad—including a billboard in the heart of world-famous Times Square. All women need is the confidence to show off their skin. This is part of “Show Us Your Skin,” the brand’s largest campaign featuring real women, which celebrates the beautifully soft and smooth skin that women get from using Dove® Body Washes and Beauty Bars.

“We have been featuring real women in our ads for over 50 years, and we are always looking for new and innovative ways to build upon that heritage,” said Rob Candelino, Vice President, Brand Building, Unilever Skincare. “Times Square is a palette millions of people see every day, so it is only natural we would take on transforming it into a canvas of real women’s beautiful skin.”

### Beyond Times Square

No matter where they live, all women can appear in a Dove ad on a Times Square billboard by uploading a photo showing off their beautiful skin at [Dove.com/ShowUsYourSkin](http://Dove.com/ShowUsYourSkin) or [Facebook.com/Dove](http://Facebook.com/Dove)



**Every woman who uploads a photo showing off her beautiful skin at [Dove.com/ShowUsYourSkin](http://Dove.com/ShowUsYourSkin) will be featured in a national ad.**

through August 1, 2012. Women will even get a snapshot of their “moment of fame” on the billboard so they can prove it to family and friends. All photos that meet requirements will not only be featured on a billboard in New York City’s Times Square, but also in an online gallery and in digital ads. The brand is using cutting-edge search technology to make it fun and easy for women to find their photo and share their experience. Women can search for their photo in the Dove® gallery by simply entering their e-mail address on the brand’s website, and they can also make their photo appear live in the digital ads by using the search feature within each ad.

### Show Off Your Skin

Beauty expert Jenn Falik encourages women everywhere to have the confidence to participate. Falik has spent her entire career in beauty and shares the brand’s commitment to helping all women feel beautiful.

“I love sharing all my beauty tips, and how to get soft and smooth skin is such an important one,”

Falik said. “I believe when women look and feel their best, they will have the confidence to show it off, and Dove® is giving them a national stage to do just that.”

Women who are excited about the brand’s bold, new advertising effort but do not want all of America to see their photo can still get involved by:

- Viewing the digital mosaic of all photo entries at [Dove.com/ShowUsYourSkin](http://Dove.com/ShowUsYourSkin)
- Searching for photos of friends and family at [Dove.com/ShowUsYourSkin](http://Dove.com/ShowUsYourSkin)
- Encouraging their friends and family to participate and share their photos
- Tweeting to @Dove, telling the brand when their skin is at its most beautiful, using the hashtag #BeautifulSkin.

### Soft and Smooth Skin in the Spotlight

Dove® is committed to helping women realize their personal beauty potential by engaging them with products that deliver superior care. Dove® Body Washes and Beauty Bars give women beautifully soft and smooth skin that they will want to show off.

Dove® Body Washes contain NutriumMoisture technology that goes beyond moisturization to nourish skin deep down. Nourishment is better for skin than just moisture alone since it helps build and maintain beautifully soft, smooth skin. Dove Beauty Bars do not dry skin as soap does. Only Dove® Beauty Bars contain signature ¼ moisturizing crème combined with a mild cleanser to effectively cleanse and moisturize skin.

For more information, visit [www.Dove.com/ShowUsYourSkin](http://www.Dove.com/ShowUsYourSkin), [www.Facebook.com/Dove](http://www.Facebook.com/Dove) or follow the brand on Twitter @Dove.



**Note to Editors:** The Dove “Show Us Your Skin” campaign runs from April 19 through August 1, 2012.