

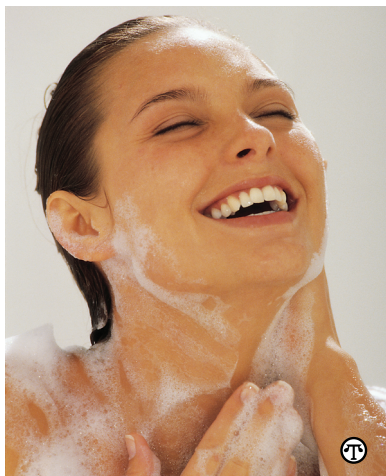
Coming Clean About Cleansing

(NAPSA)—Until now, all regular body washes caused dry skin damage. While these body washes do provide cleansing benefits, they do not target the lipid damage caused during cleansing that can lead to dry, unhealthy skin. Now, because of a first-of-its-kind breakthrough body wash technology from Dove called NutriumMoisture™, cleansing no longer has to be synonymous with dry skin damage. By preserving skin lipids during cleansing, it restores skin's natural moisture, resulting in healthy and nourished skin.

Understanding Body Wash And Damage

Current body washes actually damage proteins and lipids in the skin's outer layer (called the stratum corneum) in the process of cleansing, often leading to the loss of critical moisture. When skin lacks proper moisture, dryness, tightness and irritation/redness can all occur. Some existing body washes address this damage by adding moisturizing ingredients, called occlusives, that sit on top of skin. While these additives help mask dry skin damage, they do not address the deeper problem of lipid damage caused during cleansing, which can result in unhealthy skin.

"Until now, technology has not allowed for liquid cleansers to focus on the lipid damage that occurs in the stratum corneum during cleansing," notes Dr. David Leffell, professor of dermatology and surgery at Yale University's School of Medicine. "While occlu-



sives can visually conceal this damage, they cannot replenish the skin barrier nor can they replenish skin's natural moisture. It becomes an endless cycle without ever addressing the root of the problem."

A Breakthrough In Moisture Preservation

NutriumMoisture technology fuses the mild cleansing benefits of DEFI (Directly Esterified Fatty Isethionate) technology found in the iconic Dove Beauty Bar with a new, unique moisturizing complex that cares for surface skin 10 layers deep. This first-of-its-kind technology takes a dual approach to healthy skin by preserving both proteins and lipids during cleansing, which is critical for optimal skin health. The formulation is comprised of sodium lauroyl isethionate, a mild cleanser that reduces protein damage, and 100 percent natural moisturizers, including stearic acid, soybean oil

and glycerin, that fully absorb into skin to replenish lipids lost during cleansing.

Most-Effective Natural Nourishment

Dove NutriumMoisture contains the highest level of natural moisturizers in a body wash, making it the most-effective natural nourishment ever. While moisturizers in other body washes sit on top of skin, this technology penetrates surface skin deep down to replenish skin where it needs it most. By absorbing into the skin, the moisturizing complex is able to deliver hydration for skin barrier components and processes to help skin maintain a healthy and resilient state. The technology is clinically proven to significantly reduce dryness, improve moisturization and leave skin more even toned.

"Because NutriumMoisture technology targets skin directly where damage occurs, it helps build a foundation for the stratum corneum to become stronger and the skin smoother," states Leffell. "This is important because having healthy, nourished skin is a great defense against effects of the environment such as low humidity and the drying properties of the sun. These environmental factors are known to contribute to dry skin damage."

The new NutriumMoisture technology is available in Deep Moisture, Sensitive Skin and Gentle Exfoliating variants. Visit dove.com to learn more about the product line and the science that supports it.