

Women On The Move

Reliable New Way To Keep Your Cool

(NAPSA)—Sitting in the heat of the sun, working out at the gym, or giving a presentation at work—all of these activities can make you sweat.

Perspiration, after all, is just the body's natural way of cooling down from heat and other stimuli. That's why it occurs when you're working out, stressed, in a warm place or after eating hot and spicy food. In fact, perspiration occurs all the time, even when you don't notice it.

Fortunately, modern technology makes it easier than ever to lead an active lifestyle without worrying about odor from sweat.

The problem is, perspiration, while generally odorless itself, contains proteins that are consumed by microscopic bacteria. The by-products released by these bacteria are what cause odor.

"Women today are always on the go and it is important for them to feel dry, fresh and protected throughout the day," said John Kooyman, General Manager, Colgate-Palmolive U.S. Personal Care.

New Lady Speed Stick® 24/7, specially formulated for the



New revolutionary technology helps keep women on the go cooler.

woman on the go, is made with freshness boosters and provides time-released protection against wetness and odor, plus it's the only one with the new Micro-Absorber™ Technology to provide a feeling of freshness and dryness.

Lady Speed Stick® 24/7 Non-Stop Protection is available in an invisible solid in three scents: Fresh Fusion™, Powder Burst™ and Satin Pear™ and as a gel in Fresh Fusion™.

You can learn more online at www.ladyspeedstick.com.