

A Clear New Formula For Maximum Protection

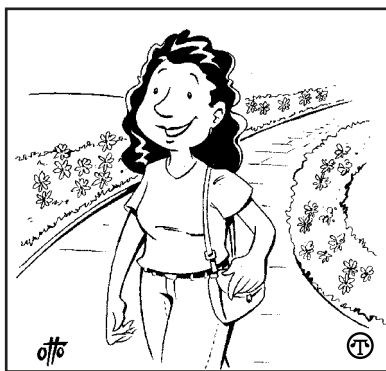
(NAPSA)—Consumer research has shown that women will go to extremes to avoid getting deodorant residue on their clothing so they can feel and look confident all day long. Ingenious methods include:

- 1) Putting on their bra and shirt first, then lifting the shirt to apply, very carefully, the anti-perspirant/deodorant.
- 2) Applying their anti-perspirant/deodorant before getting fully dressed and then wiping away white marks with a damp towel.
- 3) Applying the anti-perspirant/deodorant and then wiggling into clothes in such a way as to ensure the product doesn't get on them.

Now women can look and feel their best without having to go to such extremes to avoid white marks on their outfits. The anti-perspirant and deodorant leader is introducing a new and improved sheer formulation that offers the maximum amount of wetness protection possible in a stick that glides on clear.

A favorite anti-perspirant/deodorant among active women everywhere, Secret Sheer Dry, has been re-formulated to use the most effective wetness-fighting ingredient while leaving no white marks. Smooth, dry Secret Sheer Dry Invisible Solid goes on invisibly, provides outstanding dryness protection to ensure all-day confidence and comfort, and reduces skin irritation for sensitive users.

“Consumer research clearly showed that women are seeking the maximum amount of protection in an anti-perspirant/deodorant but aren't willing to deal with



the residue left on their clothing, especially their work and formal wear,” said Mark Davis, principal researcher in the Beauty Care Research and Development division of Procter & Gamble.

Now, women don't have to sacrifice protection to look their best. The reformulated invisible shield of protection allows women to put on that sleeveless cocktail dress, peasant blouse or tank top without worrying about white marks. The new micronized formula glides on evenly and provides a more complete protection in an invisible solid stick.

Women don't have time to worry about perspiration or staining their clothes, yet they want to feel and look confident all day long. The new invisible sheer formulation can give women the strong protection they are seeking.

Secret® Anti-perspirant is the number one selling brand of anti-perspirant and deodorant for women and continues to create products that are specifically designed to meet women's needs. For more information, visit www.secret.com.