



Benefit led: Plump skin

The secret to fresh soft full plump skin?



Is in our lather.

The unique beauty essence: Nutrium
Moisture conditions & replenishes skin

See the difference in 7 showers

Dove

You owe it to yourself



To bring out the beauty
potential of your skin all over

Beautifully soft, plump, radiant
skin all over

Dove

The lather is smooth,
soft, almost plump



And that's how it makes your
skin look & feel

The lather that transforms skin

Dove

wake-up with
beautifully fresh,
soft, plump skin



The creamiest & richest lather is
packed with goodness that
replenishes skin

See & feel the difference

Dove

More than soft smooth skin



The unique rich lather makes skin
supple & youthfully plump

Get more from your body wash

Dove

When we say
'plump skin' what
do we mean?



More than soft & smooth...
youthful, supple & full of life

Makes a visible difference to skin

Dove

Fresh, smooth, soft
beautifully plump
skin in 7 days



See the difference the goodness
in our uniquely rich lather
makes to skin

See & feel the difference

Dove

The secret of
glowing, soft,
plump skin is...



Fully replenishing its nutrients every day. Our lather feels extra rich as it's made with a skin conditioning serum

See the difference in your skin

Dove

Truly beautiful
skin is plump
skin



Supple, youthful, soft.
And our rich lather is rich in the
nutrients skin needs

See the difference in 7 showers

Dove

Beautifully radiant,
soft plump skin
from a shower?



Our creamiest, smoothest lather is packed with all the nutrients skin needs to look & feel its best

See the difference in 7 showers

Dove

¹²What is the quality
that makes truly
great skin?



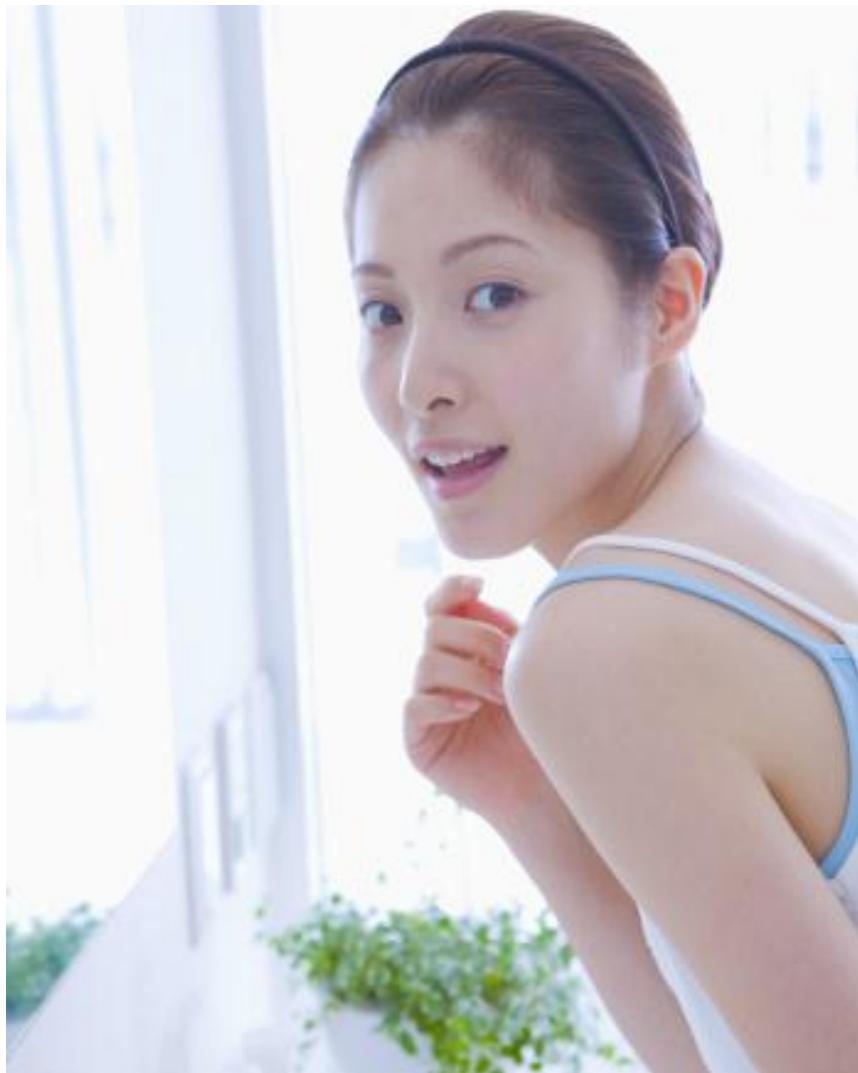
Soft plumpness

Now there's a body wash that
replenishes skin back to peak condition

Replenish your skin as you wash

Dove

Refreshed
soft, plump
radiant skin

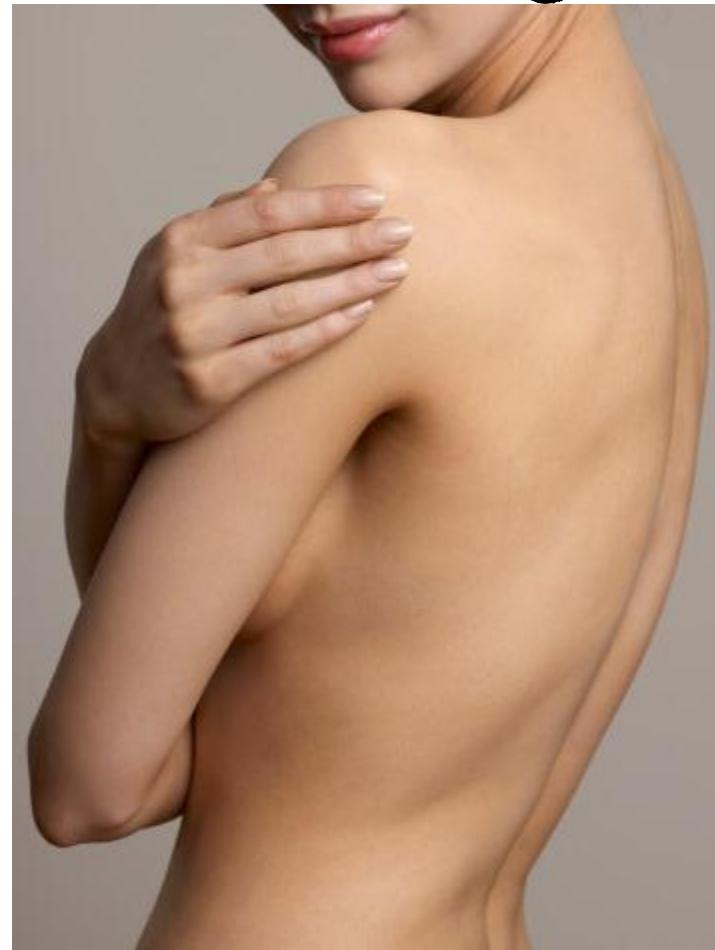


All over
unique beauty essence Nutrium
Moisture conditions skin as you wash

No other body wash works like it

Dove

Visibly more
youthful, plumper
skin in just 7 days



The rich lather is like no other. It contains skin-natural Nutrium Moisture to give skin the nutrients it needs

See the difference

Dove

Get to **LOVE** your skin



When your skin is replenished
it is soft, plump and radiant

The body wash
that replenishes skin beautiful

Dove

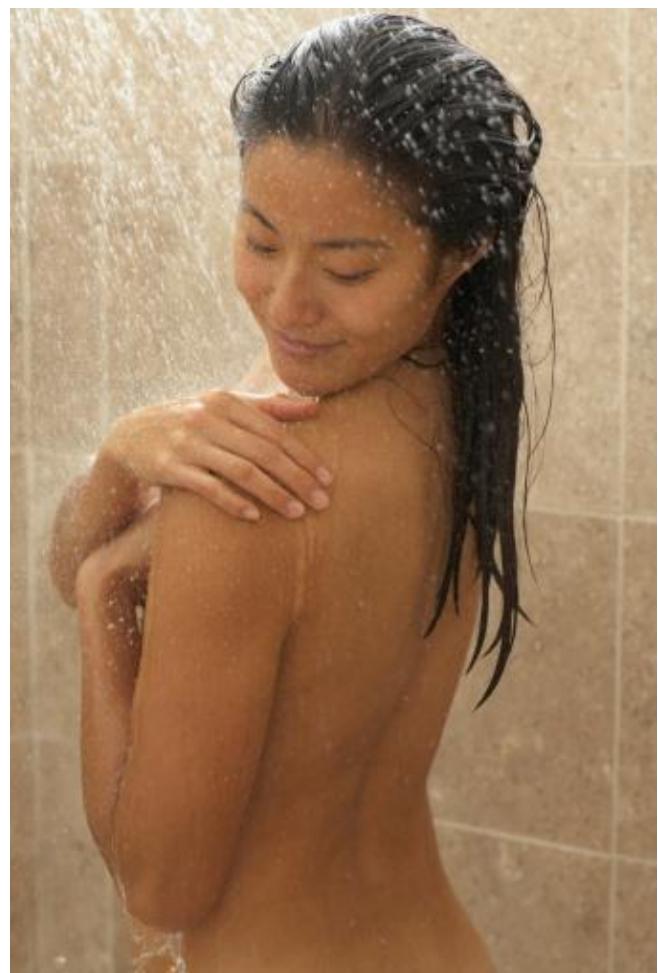
The secret of even more gorgeous plumper skin



Nothing looks like our lather.
Nothing works like it.
Gives skin the nutrients it needs.

See the difference. Feel the difference **Dove**

Makes everyone's skin visibly better



The unique creamy lather is rich in nutrients for smoother, softer, radiant & beautifully plump skin

See the difference
after just one shower

Dove

Skin so soft, smooth & supple

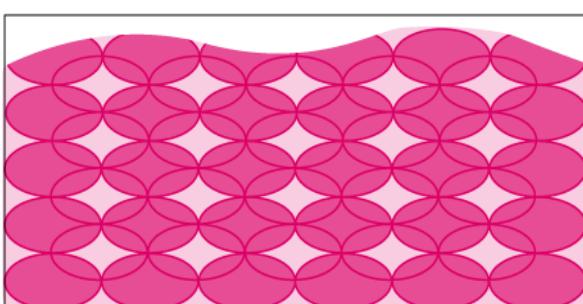
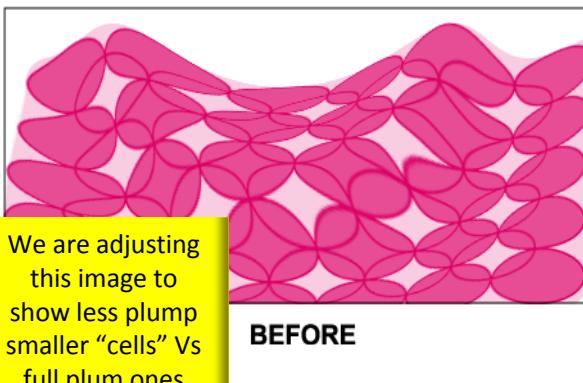


That's it's wonderfully plump.
The unique creamy lather is rich in
nutrients skin needs to be beautiful

Feel the difference

Dove

Skin looks best when it's full, replenished & plump



Replenish your skin with the only
body wash with the beauty essence:
Nutrium Moisture

Beautifully soft plump skin

Dove

Beautiful plump
skin bounces
back



Dove Body Wash contains nutrient rich
Nutrium Moisture, which restores
suppleness, softness & plumpness

Feel the difference

Dove

Life with more bounce



The unique rich lather gives skin the nutrients it needs to be beautifully supple, soft & plump

Feel the difference

Dove

Softer, smoother,
plumper skin
you won't just see



You'll feel it too
Just push a finger into your skin &
feel how it springs back

Feel the difference

Dove

How do Dove users describe their skin after 7 days?



Youthful, supple, soft & plump!

For beautifully healthy skin

Dove

Makes such an improvement to skin's tone & texture



We should call it a beauty wash

Makes a visible difference to skin

Dove

More radiant,
vibrant, bright,
supple, youthful



A body wash so advanced,
it makes a visible difference to
your skin

See the difference in 7 days

Dove

Packed with what
makes skin supple,
plump & vibrant



The 1st body wash with the beauty
essence Nutrium Moisture

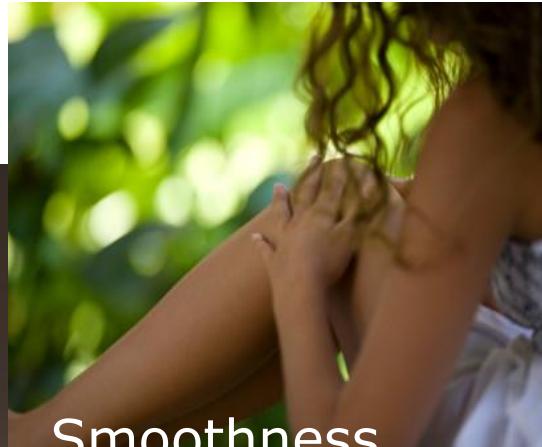
The key to beautiful skin

Dove

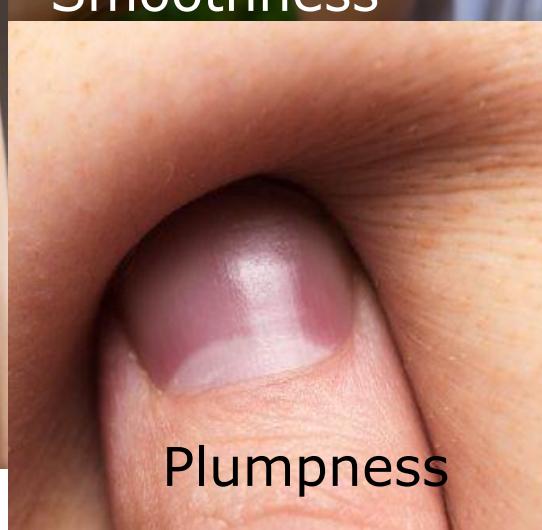
The four signs of beautiful skin



Softness



Smoothness



Plumpness



Freshness

The only body wash that has the beauty essence Nutrium Moisture

Transforms your skin all over

Dove

Elasticity is the key...



To beautiful supple plump skin

Significantly increases skin
suppleness & elasticity

Dove

More than gentle
cleansing

Dove


³⁰No body wash has ever attempted this before



Protects skin's essential oils
Conditions with beauty essence
Makes skin plump & radiant

The 1st body wash with beauty essence Nutrium Moisture

Dove

Moisturisers help restore lost moisture



But the beauty serum Nutrium Moisture in our body wash replenishes the nutrients essential for great skin

More than simply moisturizing

Dove

First the creamy
lather gently
cleanses...



Then skin natural Nutrium Moisture
replenishes lost nutrients, leaving skin
beautifully healthy, soft & plump

Do more for your skin as you shower

Dove

Why just cleanse when you can also care for your skin?



Dove's super-creamy lather first gently cleanses skin before replenishing lost nutrients

DO more for your skin as you shower

Dove

This isn't a normal body wash



It's doesn't just clean. It conditions skin so it's radiant, soft & plump all over

For beautiful skin all over

Dove

This body wash
doesn't just clean



It conditions skin with the beauty
serum Nutrium Moisture for soft
plump radiant skin all over

Made with Nutrium Moisture

Dove

Dove Beauty Body Wash



Why settle for clean skin when you could have skin that's radiant, plump & soft?

Conditions skin with Nutrium Moisture every time you wash

Dove

Why care for body
skin?

Dove


Now tell us caring
for body skin isn't
worth it!



Replenish your skin & make it soft,
smooth & plump

Bring out your beauty potential

Dove

Why not make your skin lovely all over?



We give so much attention to the skin on our face – but great skin all over looks & feels lovely too!

The body wash with beauty essence
that transforms skin all over

Dove

Skin was made soft
smooth & beautifully
plump for hugging!



Keep it that way with the richest,
creamiest lather ever

See & feel the difference in 7 days

Dove

With skin this
smooth soft & plump,
why cover it up?



Dove's skin natural Nutrium
Moisture gives skin the goodness it
needs to look its best

See the difference in your skin

Dove

With skin this
good, you'll want
to go sleeveless!



It's the rich creamy lather that
melts into skin, replenishing it &
making skin smooth, soft & plump

Enjoy the difference in your skin

Dove

Why put-up with itchy skin?



The body wash that gently
cleanses, then replenishes the lost
nutrients that cause skin itchiness

More than just mild - it's caring

Dove

You care for your face, so why ignore 90% of your skin?



Soft plump smooth body skin can be a great beauty asset. And Dove's rich lather transforms skin

Make the most of your skin

Dove

Skin should be beautiful from head to toe



Yet many women only look after their faces. This uniquely rich lather makes skin soft, smooth & beautifully plump

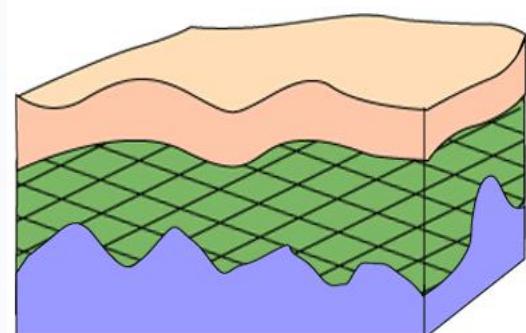
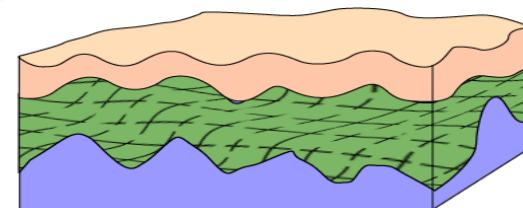
Make the most of your skin

Dove

Analogies
Demos

Dove


Skin naturally becomes deflated – less smooth & soft

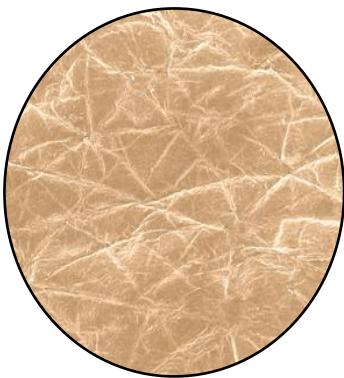


But when skin is replenished it becomes beautifully fuller & plumper so softer & smoother

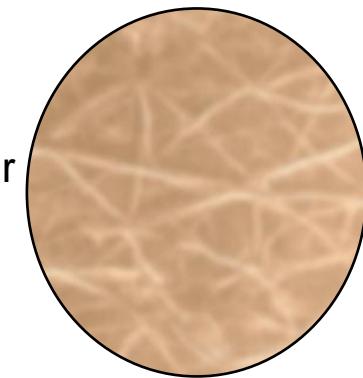
The body wash that actually replenishes skin with beauty essence

Dove

We washed half her body with new Dove body wash



Before



After

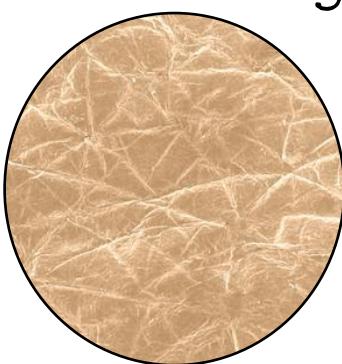
To prove Dove conditions skin softer

The body wash
that does so much more

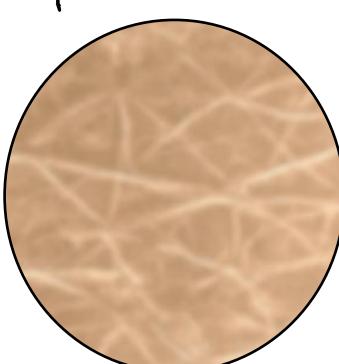
Dove

How does your skin look after Dove - close up?

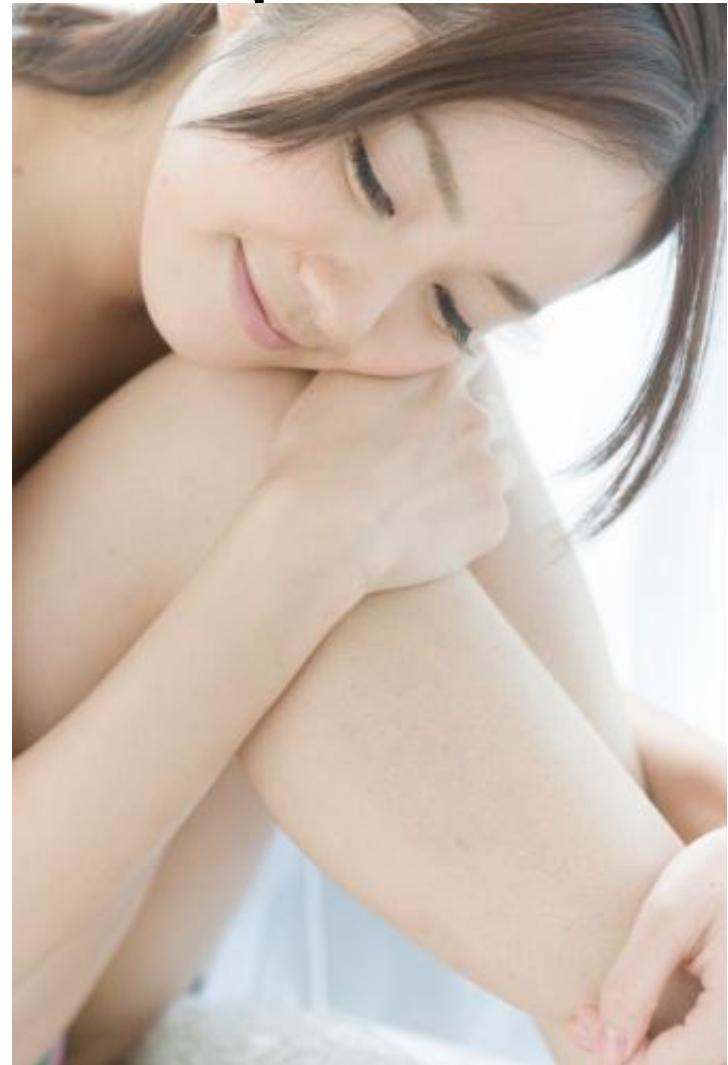
skin magnified x 10



Before



After
Dove

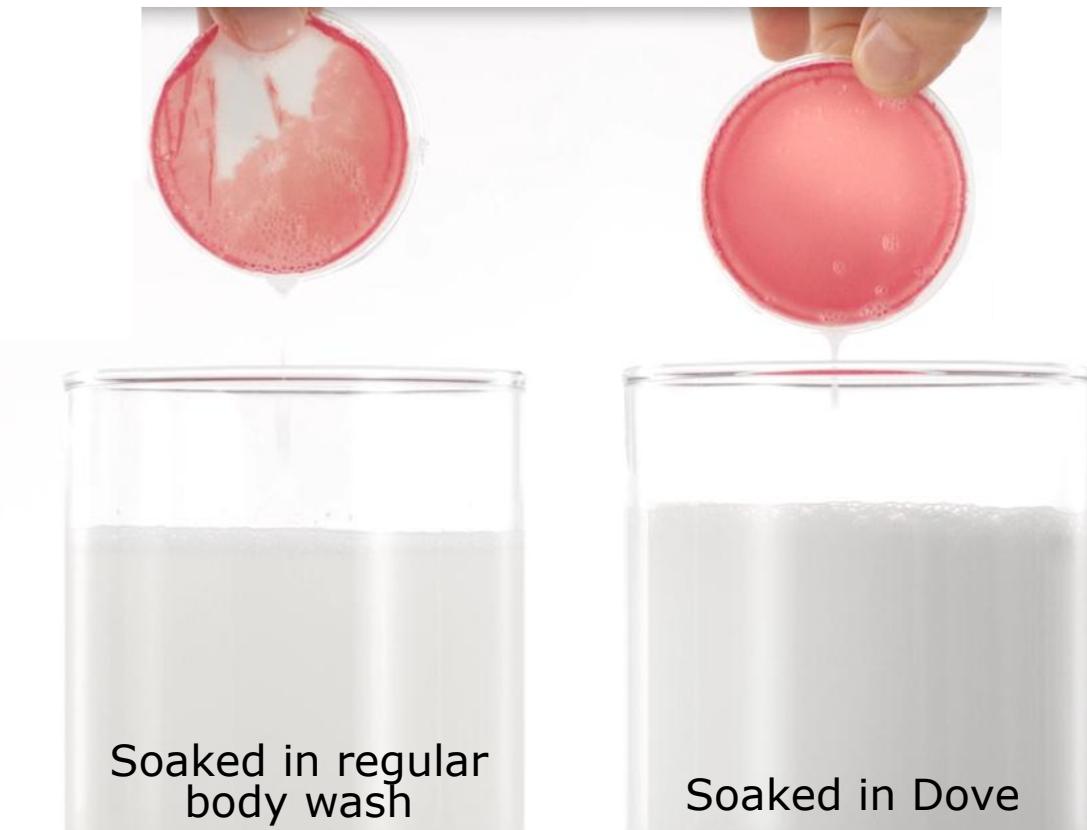


unique skin natural ingredient
Nutrium Moisture smoothens,
softens & plumps skin

so much more
than just a gentle clean

Dove

Even the mildest body wash strips away vital oils



This paper was designed to react like skin. See how even a mild cleanser can damage skin

The body wash that nurtures & conditions skin

Dove

It's easy to see what
a difference this
body wash makes



Watered as
normal



Fed with
new Dove

Brighter, plumper skin in 7 days

Dove

Skin as fresh,
soft, full &
plump as...



Replenish your skin with the only
body wash with Nutrium
Moisture beauty essence

So much more
than gentle cleansing

Dove

This is what it does to skin



Replenishes skin to make it fuller,
plumper, smoother

Plump skin is beautiful skin

Dove

Skin looks &
feels better when
it's plump



Our beauty essence Nutrium Moisture
replenishes skin making it fuller,
softer & plumper

Puts goodness back into your skin

Dove

You look after others
so well – let us take
care of your skin



Our unique rich lather replenishes skin
with skin natural nutrients to make it
soft, supple & plump

care for skin as you shower

Dove

Richer stronger more elastic bubbles



Help skin become more supple
for beautiful, soft, plump skin

Better lather means better skin

Dove

As soft, smooth &
elastic as...



Conditions & replenishes skin
super soft, supple & plump

Feel the difference in your skin

Dove

To show what it does to skin...



Soaked in water



Soaked in Dove

We soaked one bunch of grapes in Dove, the other water. Dove replenishes it to make it radiant & beautifully plump

See the difference replenishment makes to your skin

Dove

Plumps up skin



Plumped up skin is smoother, youthful & more beautiful

Plump skin is beautiful skin

Dove

To show just how rich our new lather is...

Old formula

We are making an image to show this demo

Improved formula

We tested how long it lasted when we wrote with it

Better richer lather for better skin

 Dove

Testimonials

I didn't know a body wash could do so much



Dove doesn't just cleanse. It contains the beauty essence Nutrium Moisture to make skin radiant, soft & plump

Conditions skin with Nutrium Moisture every time you wash

Dove

Radiant, creamy,
luscious, plump
silky, peachy

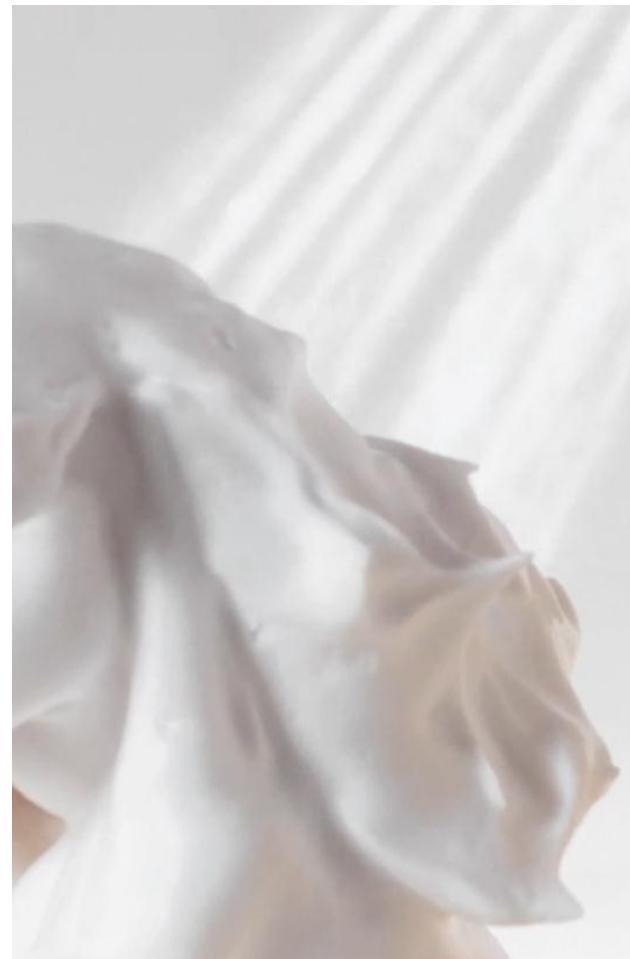


The women who tried it used
these words to describe their skin

See the difference in 7 showers

Dove

I heard a rumour at the bath house

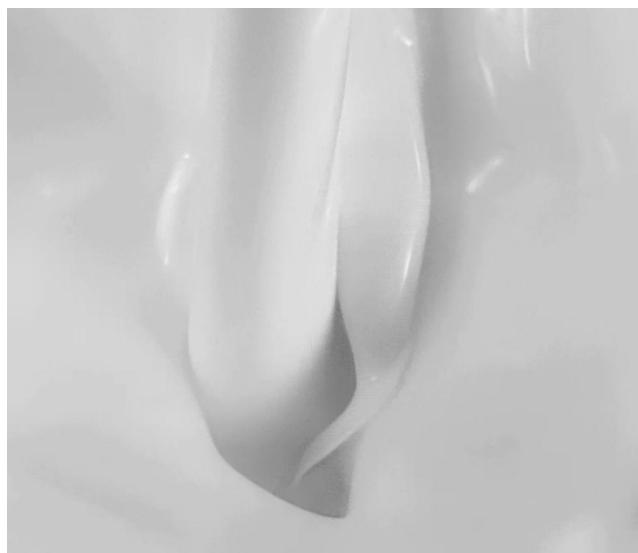


About this amazingly creamy body wash with a secret ingredient that makes skin beautifully soft & plump

The secret to amazing skin

Dove

The attendant at the Sento told me about the extra rich lather



She said it had a secret ingredient
that made her bathers' skin
smoother, softer & plumper

Have you discovered the secret?

Dove

My mother told me
about the amazingly
creamy lather



I then saw how it restored my
skin to be soft, supple, &
beautifully plump

Have you discovered the secret?

Dove

It's nice to be able to
teach my mom
something at last!



Since I told her about Dove's extra-rich lather, her skin has been so much softer & plumper that even my father noticed!

Have you discovered the secret?

Dove

I'd never expect my
husband to notice



But even he has noticed how much
softer, smoother & plumper my
skin looks & feels

See the difference in 7 days

Dove

“When my daughter touched my arm, she said how soft it felt”



Skin natural Nutrium Moisture is the secret ingredient in our creamy lather that gives you smoother, plumper skin

Have you discovered the secret?

Dove

“Your skin feels
really good today
Mommy”



The nutrients in the extra-rich lather
melt into skin making it smooth, soft
& beautifully plump

See & feel the difference in 7 days

Dove

Now that 5 million
Japanese women
have discovered...



Our silky smooth rich lather & how it
makes skin soft, supple & beautifully
plump, it isn't really a secret anymore!

See the difference in your skin

Dove

9/10 said the
lather improved
their skin...



We asked 200 women to try our body wash

Softer, smoother, fresher,
beautifully plump

See the difference in your skin
in 7 days

Dove



Lather / Ingredients

The unique (super rich
creamy) lather

Dove


Even richer than before



Because it has even more of the
beauty essence: Nutrium
Moisture

Better lather. Better skin

Dove

Richer
Thicker
More moisturizing



Than ever
For even softer, smoother
& plumper skin

See the difference our lather
makes to your skin

Dove

77
"Uniquely smooth,
pearlescent rich &
creamy



It conditions skin with the beauty
serum Nutrium Moisture for soft
plump radiant skin all over

Only Dove has Nutrium Moisture

Dove

Revolutionary rich, creamy, silky emulsion



Conditions skin all over: silky
soft, supple & plump

Nothing works like it

Dove

unique rich Lather
= beautifully soft
plump skin



No other Lather transforms skin
like it

See the difference in 7 showers

Dove

When the lather
is this soft,
smooth & creamy



It's no surprise your skin will
feel soft, smooth & beautifully
plump

Feel the difference in the lather
Feel the difference in your skin

Dove

The lather feels even smoother than before



But your skin won't just feel smoother. It becomes more beautifully soft & plump too

unique lather. Unique effect

Dove

The lather is even richer & creamier than before



Because it now has even more of the nutrients skin needs to be soft, smooth & beautifully plump

unique lather. Unique effect

Dove

A lather so creamy,
its nutrients melt
into your skin



Give skin the goodness it needs for
softer, smoother, beautiful, plump skin

Rich in the goodness skin needs

Dove

Nothing looks like it or works like it



Dove's rich lather carries nutrients
deep into your skin making it
soft, smooth & beautifully plump

unique lather. Amazing effects

Dove

Even more different than it looks



This works in a completely different way. Protects & rejuvenates skin with beauty serum Nutrium Moisture

visibly improves
skin texture & clarity

Dove

Looks different.
Feels different



Works different:
Makes skin smoother, plumper,
more radiant

The 1st body wash with beauty
essence Nutrium Moisture

Dove

Better lather for better skin



The special nutrients in the ultra-rich & creamy lather make skin visibly softer, plumper & more radiant

Unique lather. Amazing effects

Dove

Plump lather = Plump skin



Our unique thick, rich lather
makes skin so soft, smooth &
supple it feels beautifully plump

Feel the difference our lather makes

Dove

Nothing feels so
good as you wash



Or leaves skin feeling so good,
soft & plump afterwards

Feel the difference in 7 showers

Dove

Special ingredients
Nutrium Moisture
Conditioning
Replenishing
Serum
Beauty essence

Dove


The only body wash with Nutrium Moisture



The unique skin conditioner
that replenishes skin, making
it radiant, soft & plump

softer plumper
skin with every wash

Dove

More than a cleanser – it's a skin conditioner



The first body wash that contains the beauty essence Nutrium Moisture to soften skin & make it radiant

Because skin should look & feel
great all over

Dove

More than a cleanser - it's a conditioning cleanser



The only cleanser that conditions skin
with one of the most effective
moisturizers in the world
- NutriumMoisture

Softer skin with every wash

Dove

Cleanser or skin replenishing serum?



Both!

Our rich, creamy lather is full of the nutrients skin needs to restore itself to its natural smooth, plump beauty

Do more for your skin as you shower

Dove

Your skin loses
moisture & nutrients
every day



Our unique rich lather restores
& replenishes with every wash to
keep skin smooth, soft & plump

Replenish your skin everyday

Dove

Introducing the 1st beauty body wash



Makes skin more radiant & plumper by conditioning it with the beauty essence Nutrium Moisture

So much more than clean skin

Dove

Like a Vítañin serum for your skin



Our special ingredient: Nutrium
Moisture gives skin the nutrients it
needs to be youthfully soft & plump

Put some goodness into your skin

Dove

The face cleansing serum for your whole body



Ultra-gentle & containing the exact nutrients skin needs, no other body wash gets skin so plump & radiant

An extra dimension of care

Dove

More than a body wash – it actually conditions skin



The rich lather has a conditioning & moisturizing serum called Nutrium Moisture to care for skin

Do more than just cleanse.
Care for your skin

Dove

Special nutrients create a unique lather



And it's these nutrients that
make skin soft, smooth &
beautifully plump

Put more goodness into your skin

Dove



First there
was soap
that
cleansed

Then there was
gentle body
wash that
moisturised



Now there's a
body wash that
conditions
skin

Dove

Replenish your skin every day



The only body wash that contains
exactly the nutrients skin needs to be
soft, smooth & beautifully plump

Gives skin what it needs to be
beautifully healthy

Dove

Give skin exactly what it needs



Made with skin natural Nutrium
Moisture - packed with nutrients
essential for soft beautiful plump skin

Respect your skin

Dove

No other body wash
delivers as many
nutrients to the skin



The unique creamy lather contains
skin natural Nutrium Moisture - the
secret to beautiful healthy skin

The lather that's rich in the goodness
skin needs

Dove

Restores the
essential building
blocks of great skin



Protects & replaces the nutrients
that are essential for healthy
smooth, soft, plump skin

See the difference in 7 days

Dove

As you are
restored...



so is your skin

Replenishes skin with a beauty
serum of skin natural nutrients

Dove

When skin is full of the nutrition it needs



It looks almost full - soft & plump.
Our richer lather is packed with
nutrients to replenish skin

Gives skin the nutrients it needs

Dove

Put some credits
in your skin's
bank every day



Skin's moisture & nutrient balance
need constant renewal - skin natural
Nutrium Moisture restores the balance

Restore your skin with Dove's
Nutrium Moisture

Dove

Natural

Dove


Ingredients as natural as your skin



Made with our skin natural nutrient rich serum, Nutrium Moisture, for glowing, healthy, plumper skin

Naturally better skin

Dove

Skín knows it needs this



The beauty essence in this body wash:
Nutrium Moisture is skin natural so
skin can absorb it

Gives skin the nutrients it needs

Dove

Because our
ingredients are
nature identical



Skin drinks in their goodness

Natural ingredients for better skin

Dove

Even more natural ingredients



For even more smooth, soft & beautifully plump skin

Made with skin natural
Nutrium Moisture

Dove

Face ingredients

Dove


Treat your whole
body as gently as
your face



Made with the same premium gentle
ingredients as a face cleanser, for a
visibly smoother, plumper skin all over

Respect your skin

Dove

We've taken the
gentlest face
cleansing
ingredients



And put them in a body wash to leave
your whole body's skin truly radiant,
with a soft, smooth plumpness

The ultimate care for skin

Dove

Originally
designed for the
face but...



Because we women now want
beautiful skin everywhere,
we made it into a body wash

Ultimate care

Dove

The best cleansers are facial grade



So we used them to make the
world's best body wash

The body wash that makes skin
brighter, softer plumper

Dove

The body wash good enough to cleanse your face



We use top grade facial cleanser ingredients so your body's skin can be as smooth soft & plump as your face

unbeatable care for your skin

Dove



**Goes deeper /
Works with
the body /
Replenishes**

B7

INNOVATION

Dove

Goes deeper into skin to
help it

Dove


For skin bursting
with a soft, supple
plumpness...



Replenish it from within.
The nutrient-rich creamy lather sinks
into the skin to feed it goodness

See the difference in 7 showers

Dove

Skin drinks up the goodness in our rich Lather



The skin natural nutrients soak deep
into skin to bring out a glowing, soft,
beautiful plumpness

Gives skin the goodness it needs

Dove

Real beauty
comes from
within



And skin is no different - Dove's rich lather replenishes nutrients deep down for radiant, soft plump skin

More than a surface cleanser

Dove

works deep down
where beautifully
soft plump skin is
made



The skin natural Nutrium Moisture in
our ultra-creamy lather goes 20 skin
layers down where it's needed most

Replenishes skin with goodness

Dove

New Dove is absorbed
by your skin, not
your towel



Towel used after
regular body wash

Towel used after new
Dove body wash

We put vegetable dye in the body
washes to see how well they were
absorbed by skin

Skin natural Nutrium Moisture is
absorbed deep down

Dove
Dove

Whereas
moisturizer stays
on the surface...



..the skin absorbs the beauty
essence: Nutrium Moisture because
it's naturally skin identical

Delivers goodness deep down

Dove

Actively
conditions skin in
the deep layers

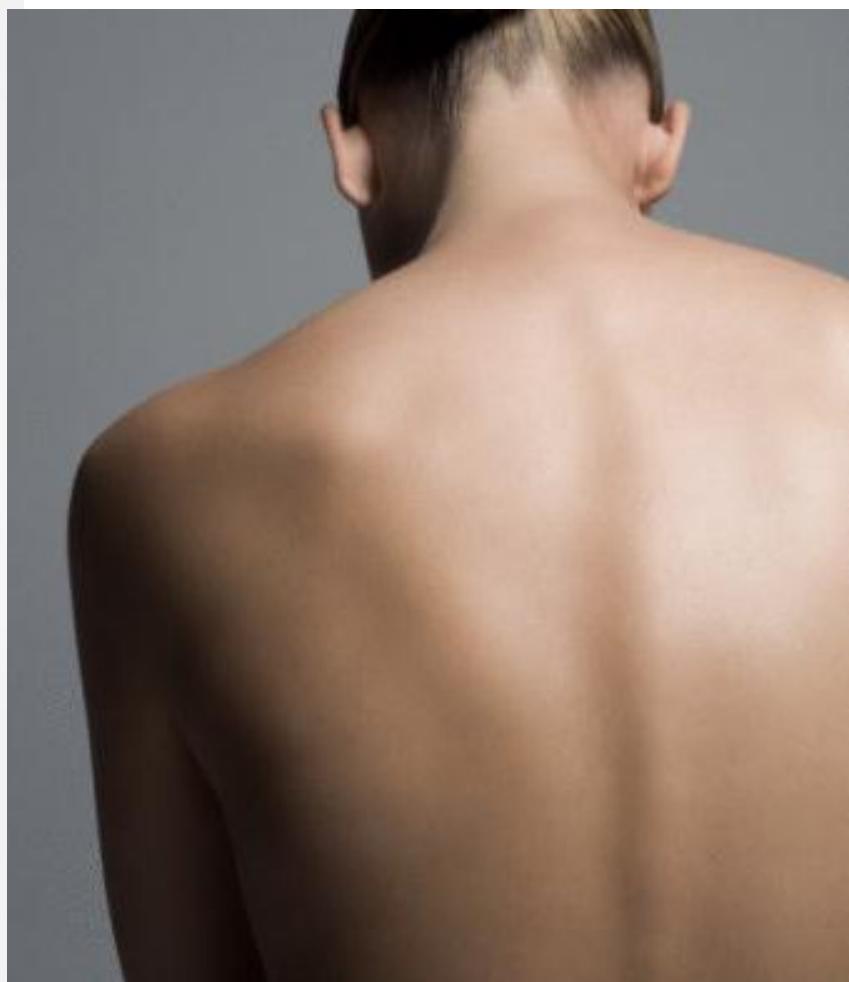


Our unique beauty essence:
Nutrium Moisture is skin natural
so it's readily absorbed

condition your skin beautiful

Dove

Treat skin at its foundations where beauty is created

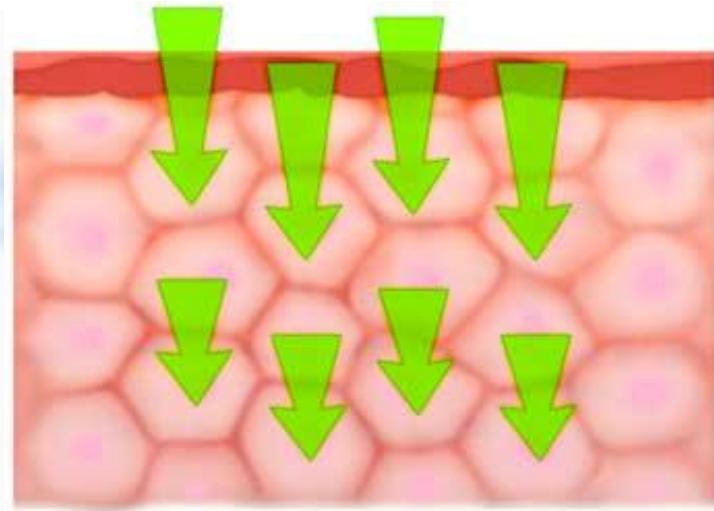


The nature identical nutrients in our body wash absorb more easily to give skin what it needs

Beauty from deep down

Dove

If it's skin natural – skin absorbs it



Our lather is made from skin natural Nutrium Moisture so its goodness is absorbed deep into the skin

The nutrients skin needs
to look its best

Dove

works with the body

Dove


Skin knows what it
needs to be soft &
beautifully plump



Any dry or sensitive areas of skin
naturally absorb more of the goodness
in our uniquely rich lather

Gives skin what it needs

Dove

Your skin is
amazing - help it
work even better



Skin naturally restores & renews itself.
Our unique rich lather gives skin the
nutrients it needs to help this natural
process

Works with your skin to create soft
smooth beautifully plump skin

Dove

Restore your skin's natural soft plumpness



The nutrients in the super-creamy lather support skin's natural restoring processes to bring it back into balance

works with your skin

Dove

The body wash that works in harmony with your body



The nutrients in the super-creamy lather support skin's natural restoring processes to bring out its beautiful best

works with your skin

Dove

A perfect fit with your skin



The beauty essence: Nutrium Moisture in our body wash is nature identical, so it's more easily absorbed

Absorbed better by skin
for better skin

Dove

It's what skin would ask for



Made with a nutrient rich serum called Nutrium Moisture which gives skin the exact nutrition it needs

Put some goodness into your skin

Dove

Long-term care

Dove


Improve your skin forever from today



The longer you use it, the longer skin
is in optimal balance, increasingly
softer, plumper & more radiant

So much more than just cleansing

Dove

Protect your skin's future beauty



Our unique beauty essence Nutrium
Moisture conditions skin so it looks
good today & is protected for tomorrow

Do more for your skin
when you shower

Dove

Moisturize for
today, but...



for beautiful skin tomorrow,
you've got to condition it too

Conditions skin with skin natural
Nutrium Moisture

Dove

The moisturizing ingredients replenish the moisture today...

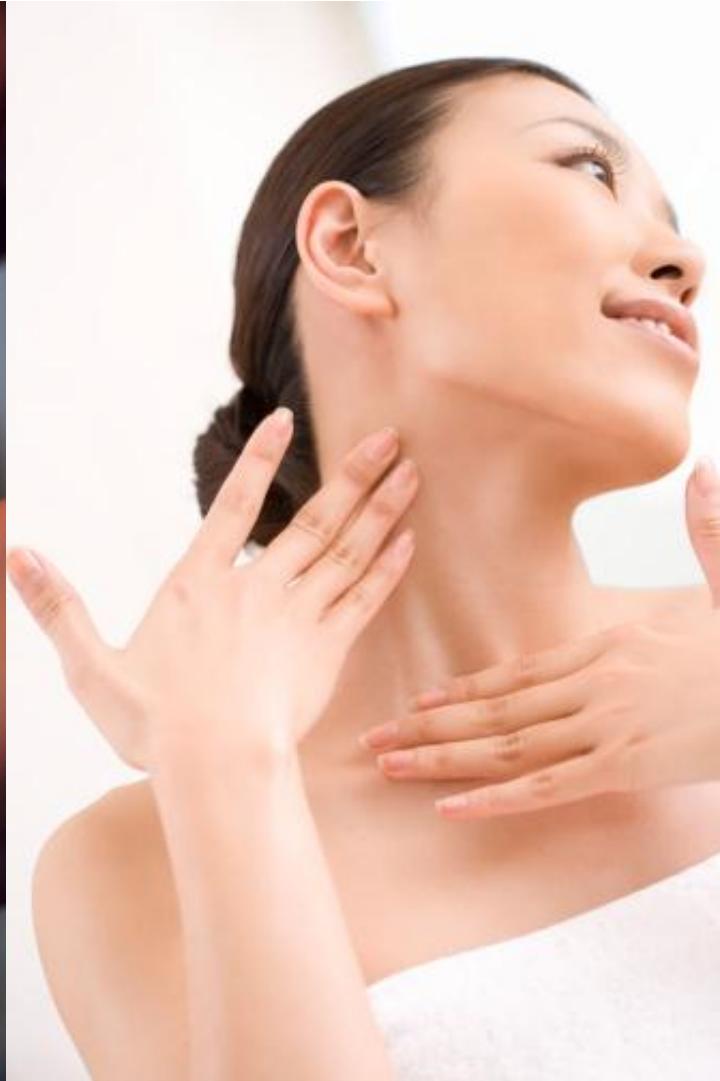


The skin natural Nutrium Moisture in Dove's rich lather replenishes skin to restore its beauty in the longer-term

So much more than cleansing

Dove

Give your skin the care it needs today



To keep it looking good tomorrow. Our unique lather gives skin the nutrients it needs to be fresh, soft & plump

Invest in your skin

Dove

Fresh, smooth, soft
beautifully plump
skin today...



And tomorrow.
Look after your skin with the goodness
in our uniquely rich lather

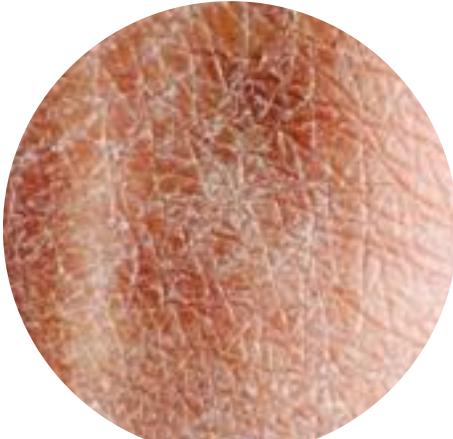
Invest in your skin

Dove

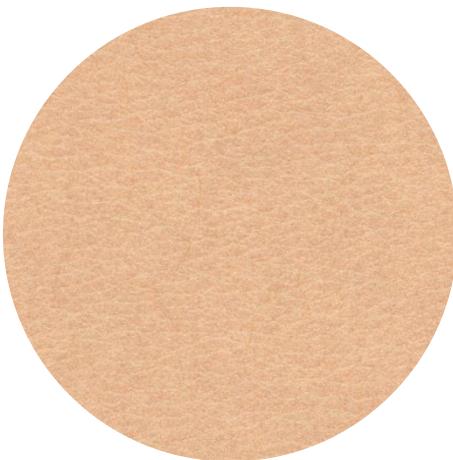
Skin becomes
damaged - it needs
some help

Dove

Is your skin starving?



Magnified Skin
Before Dove



After Dove



When skin becomes low in key nutrients, it can't hold onto its moisture. Dove replenishes them

Replenish your skin.
Restore its fresh soft plumpness

Dove

The day takes a lot out of your skin



The uniquely creamy lather restores skin's lost nutrients & moisture to condition, soften & plump-up your skin

Replenish your skin every day

Dove

The world can be tough on skin



Pollution & even water dries it. Our
skin conditioner: Nutrium Moisture
replenishes skin back to its beauty

Puts back what the day takes out

Dove

From dry skin to fresh, supple, plump skin



Put more than just moisture back. Our
skin conditioning ingredients
replenish skin to bring out its beauty

DO more for your skin
when you shower

Dove

Bring skin back to its optimal condition



The uniquely creamy lather contains the nutrients skin needs to restore its smooth, soft & plump beauty

Restore your skin every day

Dove

Skin itches when it's out of condition



Our unique creamy lather replenishes skin, putting back the goodness it needs to be itch free & looking good

The ultimate care for skin

Dove

Itchy dull skin is starved skin



Dove's unique creamy lather feeds
skin the nutrients it needs to
restore its balance & vibrancy

Feeds skin what it needs

Dove



Sensitive skin variant

Designed for sensitive
skin

Dove


Protects sensitive skin like no other body wash



Gently lifts dirt away whilst delicately
soothing & protecting it with skin
natural Nutrium Moisture

Nothing works like it

Dove

It feels gentler on
sensitive skin
because it is gentler



The super creamy lather coats,
soothes & gently lifts away dirt

The mildest gentlest, richest lather

Dove

Does your skin
feel tight after
rinsing-off?



That's a sign that your skin has been stressed – prevent skin stress with the formula designed for sensitive skin

De-stresses skin

Dove

Because sensitive
skin is stressed
enough already



Our special formulation is free of
anything that could cause irritation.
Just the purest, gentlest ingredients

Designed for sensitive skin

Dove

There are already
mild body
washes



But none as mild & gentle as this

Designed & tested by dermatologists
for sensitive skin

Dove

Sensitive skin deserves superior care



Sensitive skin needs more than mildness. It needs to be soothed & replenished to help it rebalance

Soothes & restores delicate skin

Dove

If you have sensitive skin, you'd be crazy not to try this



The formula specifically designed for sensitive skin with the creamiest, most soothing lather we've ever created

Designed for sensitive skin

Dove

Not just milder
ingredients, but
special ones for
sensitive skin



Skin natural Nutrium Moisture
restores dry & irritated skin back
into balance

Beyond Mild. Active care

Dove

THE body wash designed for sensitive skin



No other body wash is made with
skin natural Nutrium Moisture to
replenish & soothe sensitive skin

Developed by
the Dove Medical Program

Dove

Even the very
mildest body washes
take away from skin



They strip away natural oils that can
cause skin to become sensitive.
Choose the body wash that replenishes

Designed for sensitive skin

Dove

Shaved legs have
never been smoother
or more comfortable



Shaving can irritate sensitive skin.
Not with this ultra-mild formula & its
super-rich creamy lather

Designed to soothe & protect

Dove

Turn sensitive skin



into beautifully happy skin
with the body wash that conditions &
soothes skin

Designed for sensitive skin

Dove

Sensitive skin needs a special kind of care



Firstly it needs to be treated incredibly gently, secondly it needs to be nurtured & soothed with natural ingredients

Gives sensitive skin what it needs & nothing more

Dove

The soap-free body wash for sensitive skin



It may seem strange, but soap can actually irritate skin. So we use advanced super mild cleansers instead

Designed for sensitive skin

Dove

Great skin gives
you that bit more
confidence



And now even if you have sensitive
skin, you can get it looking &
feeling wonderful

The body wash designed
for sensitive skin

Dove

Soothe

Dove


The most soothing body wash available



No other body wash leaves skin so
calm & beautifully smooth & soft

Dermatologically tested

Dove

Beyond mild



unique skin calming serum
soothes and protects sensitive skin

Alergy tested. No additives, no
parabens, no colorants, no alcohol

Dove

The natural way to soothe delicate skin



Made with natural ingredients that the skin absorbs easily for beautiful irritation free skin

Contains natural oils to soothe & protect

Dove

Soothes sensitive skin immediately



While our unique nutrient
blend rebalances it over time

Feel the difference in one shower
Forget you had a problem in 12

Dove

Like wrapping your
sensitive skin in a
fluffy cloud



The uniquely creamy lather gently
coats skin, delicately lifting away dirt
without irritating the skin

The gentlest body wash
for delicate skin

Dove

Makes sensitive
skin feel soft,
soothed & cared for



Nothing beats the feeling of turning
sensitive skin into comfortable, supple,
& soft beautiful skin

The gentlest, mildest care for
sensitive skin

Dove

Testimonial

"I have sensitive skin myself



Takada Cho
Dermatologist

So I choose the gentlest, most soothing body wash for me & my family"

Formulated for sensitive skin

Dove

"Swimming every day used to make my skin sensitive



Not anymore"

The body wash designed
for sensitive skin

Dove

"I don't have
sensitive skin



...anymore"

The rich foam is made with specialized natural ingredients to soothe & repair delicate skin

Feel the difference in 12 showers

Dove

Lather / ingredients

Everything you need, nothing you don't



Super soothing, nurturing natural ingredients for maximum care with a super-mild irritation-free cleanser

Pure natural care for sensitive skin

Dove

Contains natural oils to protect & soothe sensitive skin



Our dermatologists have selected the gentlest oils to soothe delicate skin

In association with the Japanese Dermatology Society

Dove

Sensitive skin
deserves only the
purest ingredients



That's why we have selected only the
purest, most gentle natural ingredients
for our special sensitive skin range

Sensitive skin needs special care

Dove

The 3 essentials for sensitive skin in one bottle



- 1) Clinically mild cleansers
- 2) Skin natural moisturizers
- 3) Skin-soothing serum

Dermatologically tested

Dove

The longer lasting,
creamier lather that's
kinder to skin



Sensitive skin needs more than a
mild cleanser. It needs active
soothing

Feel the difference in 12 showers

Dove

Sometimes you have to say "No"



Made with only the purest ingredients,
NO parabens. NO additives. NO
alcohol. NO colorants

Pure & gentle

Dove

cures itchy skin

Dove


Make the discomfort of sensitive skin a thing of the past



No body cleanser is as mild, but the real difference is that it actively repairs the damage that causes sensitive skin.

Developed by dermatologists

Dove

Itchy skin can be
annoying -
especially at night



Soothe away irritation with the
body wash that is specifically
designed for sensitive skin

Sensitive skin needs special care

Dove

Designed to soothe
away the 3 signs of
sensitive skin



- 1) Redness or soreness
- 2) Itchy or prickly skin
- 3) Dryness or flakiness

However your sensitive skin affects
you - soothe it with Dove

Dove

Is your skin sometimes sensitive or itchy?



There's now a body wash designed for sensitive skin made from natural ingredients that restore balance

Dermatologically tested

Dove

End sensitive, itchy skin in 12 days



The extra-rich lather 1st gently cleanses,
then it repairs & replenishes damaged
skin that causes the discomfort

Dermatologically tested

Dove

Itchy skin isn't the worst thing in the world



But why put up with it
- when now there's a solution?

The body wash designed
for sensitive skin

Dove

For comfortable skin whatever the season



Humidity or cold can trigger skin sensitivity. But now there's a body wash that soothes & repairs skin

Formulated for sensitive skin

Dove

For all

Dove


Safe enough for every skin



So gentle, so soothing, so
replenishing – it respects any skin,
even the most delicate

Dermatologically tested

Dove

I used my Dove
Sensitive on my
daughter's skin too



And even her very sensitive
skin was soothed & more
comfortable

The mildest care: proven

Dove

"My daughter's skin is sensitive



So I get a body wash we all
can use"

Respects all skin,
even the most sensitive

Dove

claims
Facts
Science

Dove


It took years to develop a formula specially for sensitive skin



The Dove Medical Program produced the gentlest cleanser, enriched with Nutrium Moisture to replenish skin

Designed for sensitive skin

Dove

Dermatologically proven



Independent tests show that this breakthrough formula soothes & helps repair even the most sensitive skin

The body wash designed
for sensitive skin

Dove

Dermatological science for sensitive skin



Designed specifically for sensitive skin: Formula soothes and repairs damaged sensitive skin

Soothe your skin when you shower

Dove

Clinically proven
not to cause
irritation



Independent tests show that this
breakthrough formula soothes even the
most sensitive delicate skin

Feel the difference immediately.
See the difference in 12 days

Dove

TO prove just how soothing this is...



We asked these women to try & irritate
their skin by showering 6 times a day!
But their skin became less sensitive

clinically proven to lessen irritation

Dove

"I agreed to shower
for 12 days with
Dove Sensitive



Goto Aya
Kobe

And at the end of it, I had
forgotten I ever had sensitive
skin"

In association with the Japanese
Dermatology Society

Dove

You'll feel the
difference after just
one shower



Soothed & more comfortable.
In 12 days your skin is transformed:
beautifully soft, smooth & even

Designed for sensitive skin

Dove

9 out of 10 women
said their sensitive
skin improved



They said it felt better in one
shower & they'd forgotten about
it after 12.

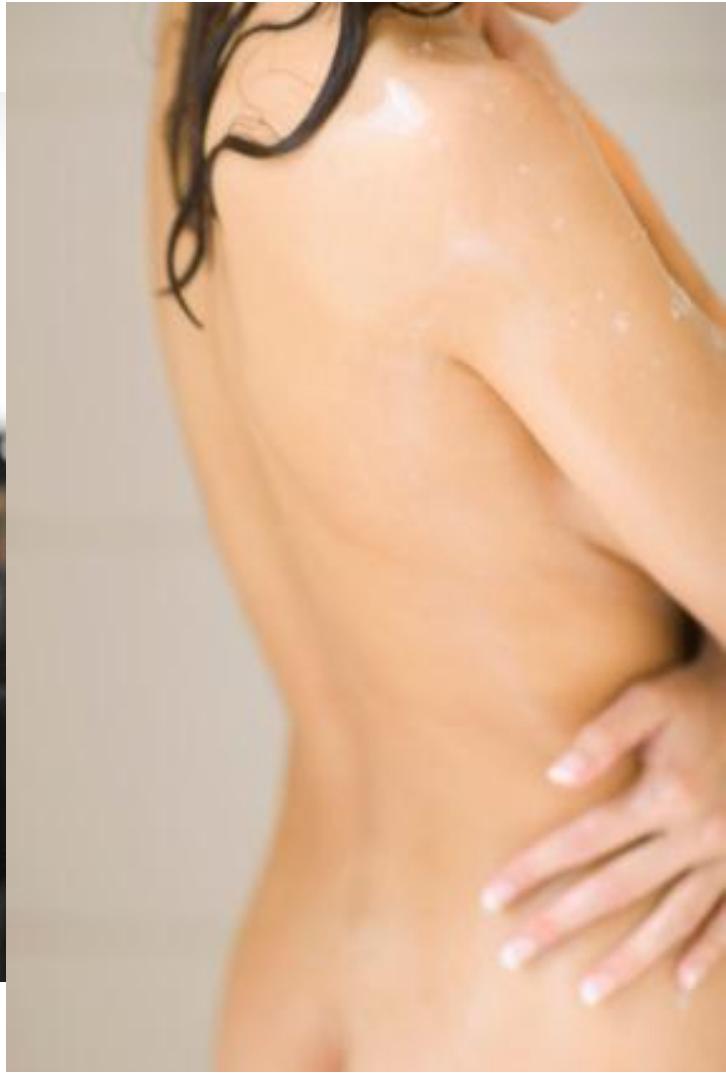
Proven results for sensitive skin

Dove

Our dermatologists are world experts in sensitive skin



Joy Chinen
Dermatologist

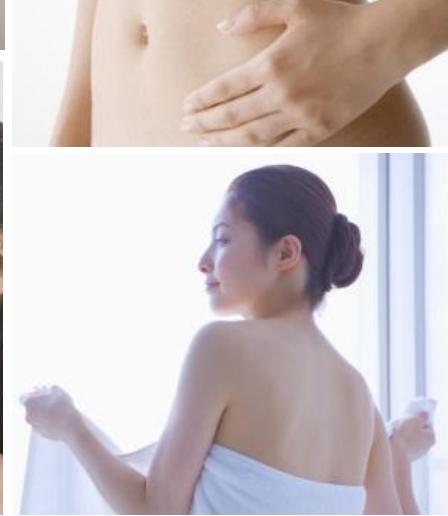


That's why this is the most
advanced body wash for treating &
preventing skin irritation

No other body wash
soothes skin like it

Dove

We analysed the
skin of 200 Japanese
women with sensitive
skin



Then our dermatologists created the
ultimate formula that's extra
creamy soothing & replenishing

Designed for sensitive skin

Dove

The allergy-tested body wash for sensitive skin



Made with only the purest natural ingredients for a difference you will feel

Designed for sensitive skin

Dove