



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



You owe it to yourself



To bring out the beauty potential of your skin all over

Beautifully soft, plump, radiant skin all over



The lather is smooth,
soft, almost plump



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

The lather that transforms skin



Wake-up with
beautifully fresh,
soft, plump skin



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

See & feel the difference



More than soft smooth skin



The unique rich lather makes skin
supple & youthfully plump

Get more from your body wash



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



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

Makes a visible difference to skin



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



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



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



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



What 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



Refreshed
soft, plump
radiant skin



All over

unique beauty essence Nutrium
Moisture conditions skin as you wash

No other body wash works like it



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



Get to L♥ve your skin



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

The body wash
that replenishes skin beautiful



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



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



Skín so soft, smooth & supple

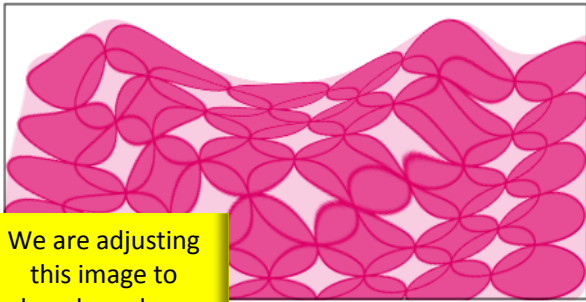


That's it's wonderfully plump.
The unique creamy lather is rich in
nutrients skín needs to be beautiful

Feel the difference

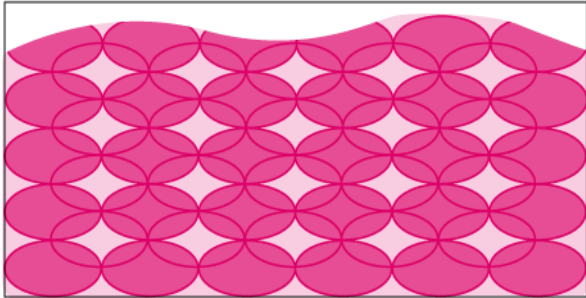


Skin looks best
when it's full,
replenished &
plump

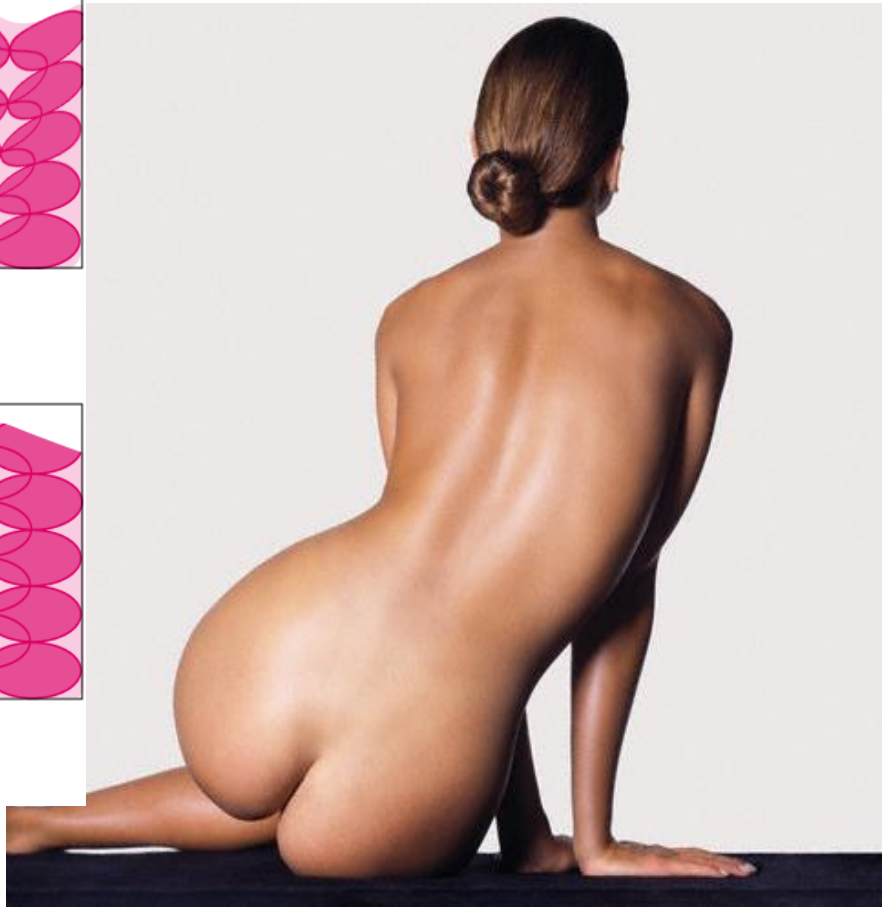


We are adjusting
this image to
show less plump
smaller "cells" Vs
full plum ones

BEFORE



AFTER



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

Beautifully soft plump skin



Beautiful plump
skin bounces
back



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

Feel the difference



Life with more bounce



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

Feel the difference



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



How do Dove users
describe their skin
after 7 days?



Youthful, supple, soft & plump!

For beautifully healthy skin



Makes such an
improvement to
skin's tone & texture



We should call it a beauty wash

Makes a visible difference to skin



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



Packed with what
makes skin supple,
plump & vibrant



The 1st body wash with the beauty
essence Nutrium Moisture

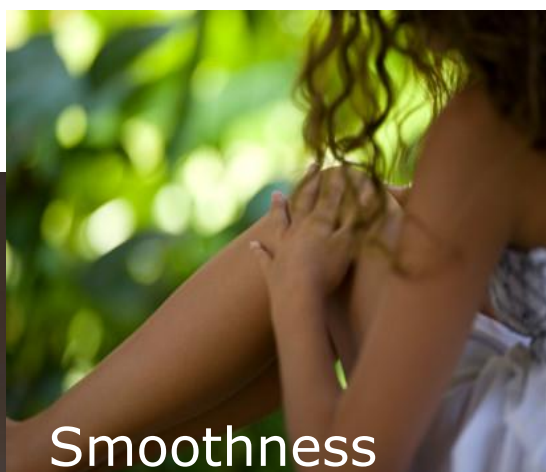
The key to beautiful skin



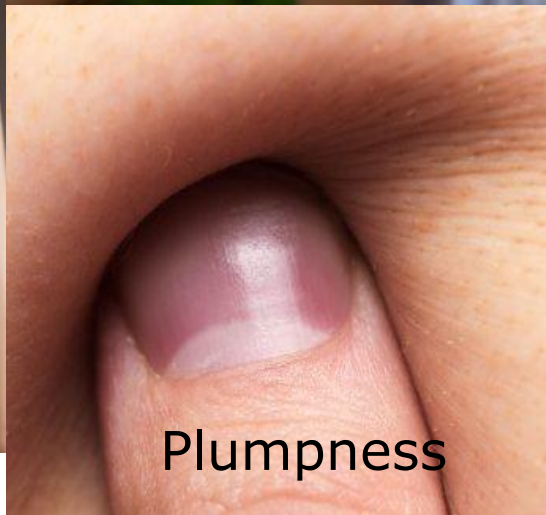
The four signs of beautiful skin



Softness



Smoothness



Plumpness



Freshness

The only body wash that has the beauty essence Nutrium Moisture

Transforms your skin all over



Elasticity is the key...



To beautiful supple plump skin

Significantly increases skin
suppleness & elasticity



More than gentle
cleansing



³⁰ No 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



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



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



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



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



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 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



Why care for body
skin?

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



Replenish your skin & make it soft,
smooth & plump

Bring out your beauty potential



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



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



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



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



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



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



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

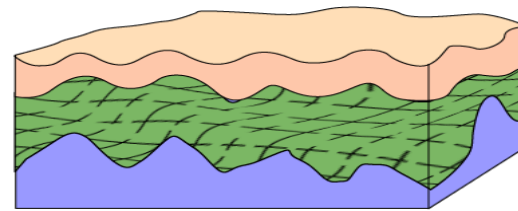
Make the most of your skin



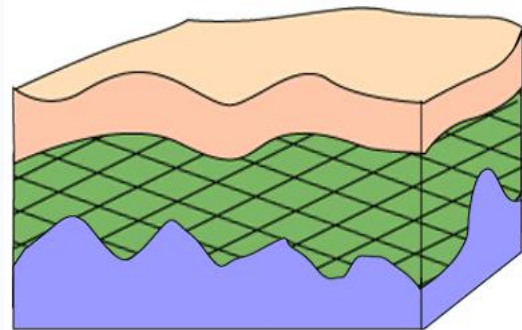
Analogies
DEMOS



Skin naturally
becomes deflated -
less smooth & soft



BEFORE



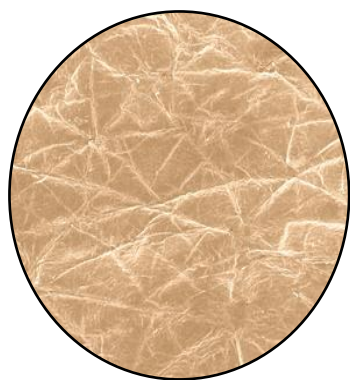
AFTER

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

The body wash that actually
replenishes skin with beauty essence

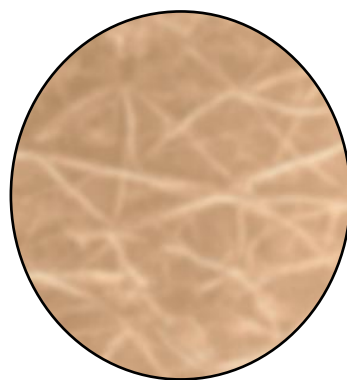


We washed half
her body with new
Dove body wash



Before

After



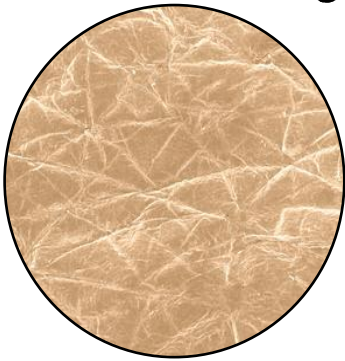
To prove Dove conditions skin softer

The body wash
that does so much more

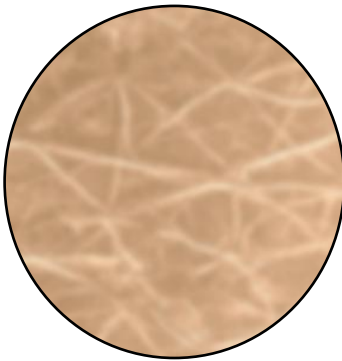


How does your skin look after Dove – close up?

Skin magnified x 10



Before



After
Dove

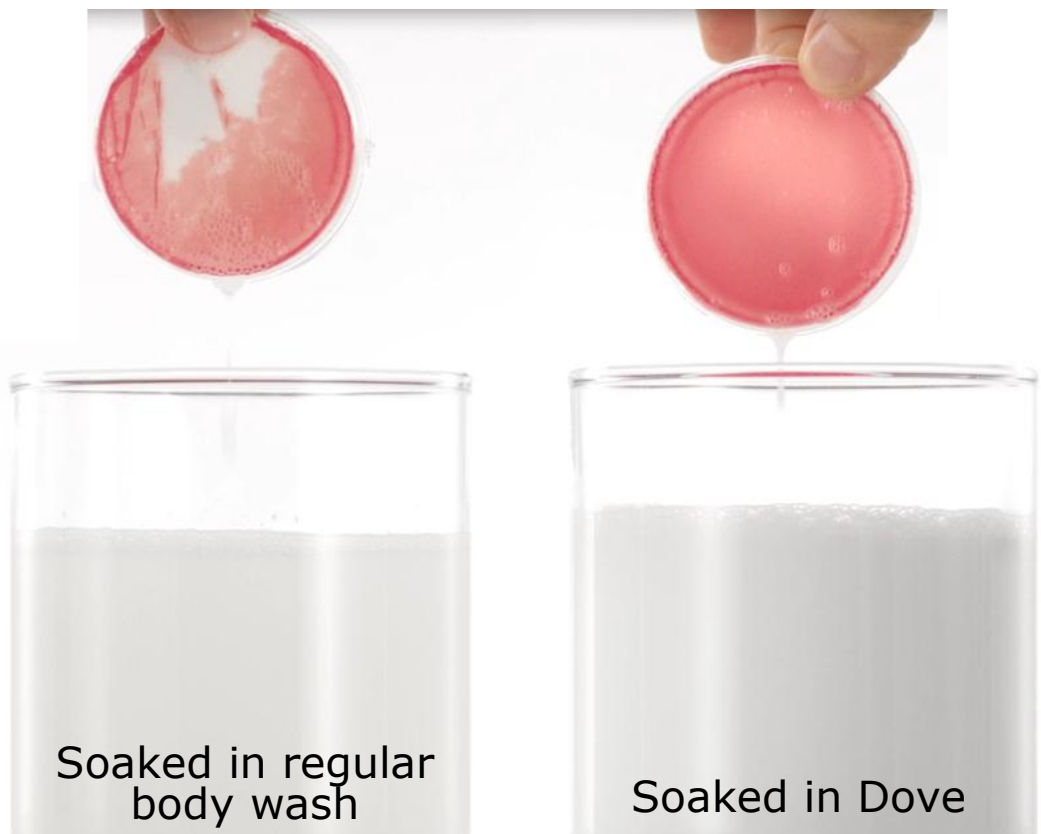


Unique skin natural ingredient
Nutrium Moisture smoothens,
softens & plumps skin

So much more
than just a gentle clean



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



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



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



This is what it does to skín



Replenishes skín to make it fuller,
plumper, smoother

Plump skín is beautiful skín



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



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



Richer stronger more elastic bubbles



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

Better lather means better skin



As soft, smooth & elastic as...



Conditions & replenishes skin
super soft, supple & plump

Feel the difference in your skin



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



Plumps up skín



Plumped up skín is smoother,
youthful & more beautiful

Plump skín is beautiful skín



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



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



Radiant, creamy,
luscious, plump
silky, peachy

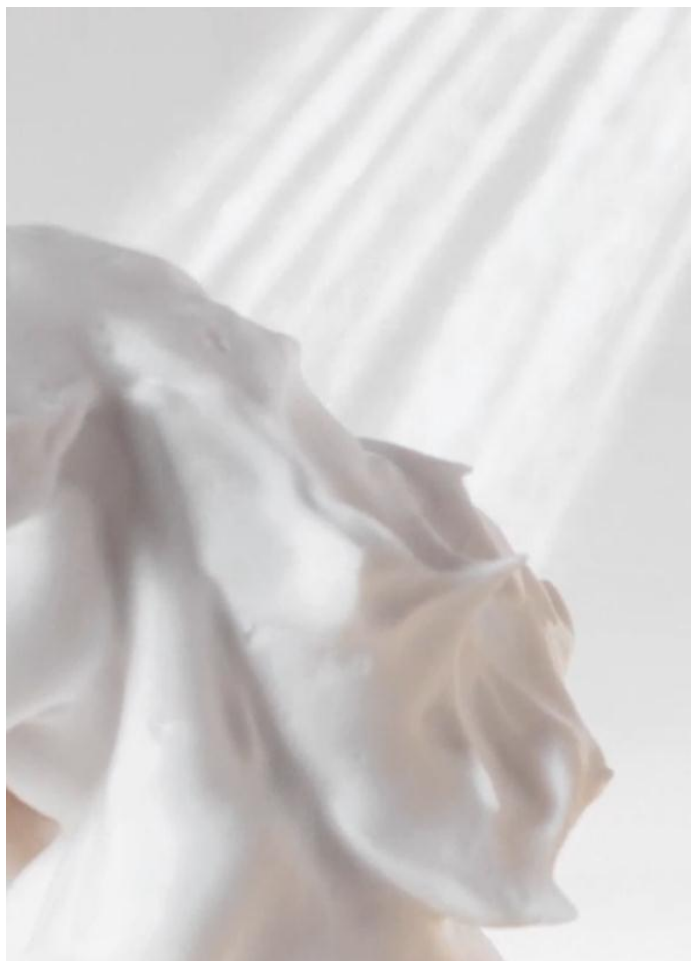


The women who tried it used
these words to describe their skin

See the difference in 7 showers



I heard a rumour at the bath house

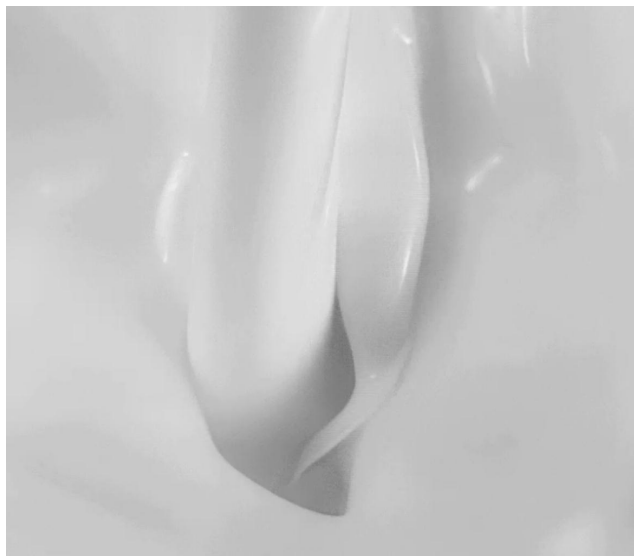


About this amazingly creamy body
wash with a secret ingredient that
makes skin beautifully soft & plump

The secret to amazing skin



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?



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?



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?



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



"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?



"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



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



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





Lather / Ingredients

The unique (super rich
creamy) lather



Even richer than before



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

Better lather. Better skin



Rícher
Thicker
More moísturízíng



Than ever
For even softer, smoother
& plumper skín

See the difference our lather
makes to your skín



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



Revolutionary
rich, creamy,
silky emulsion



Conditions skin all over: silky
soft, supple & plump

Nothing works like it



unique rich lather
= beautifully soft
plump skin



No other lather transforms skin
like it

See the difference in 7 showers



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



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



The lather is even
richer & creamier
than before

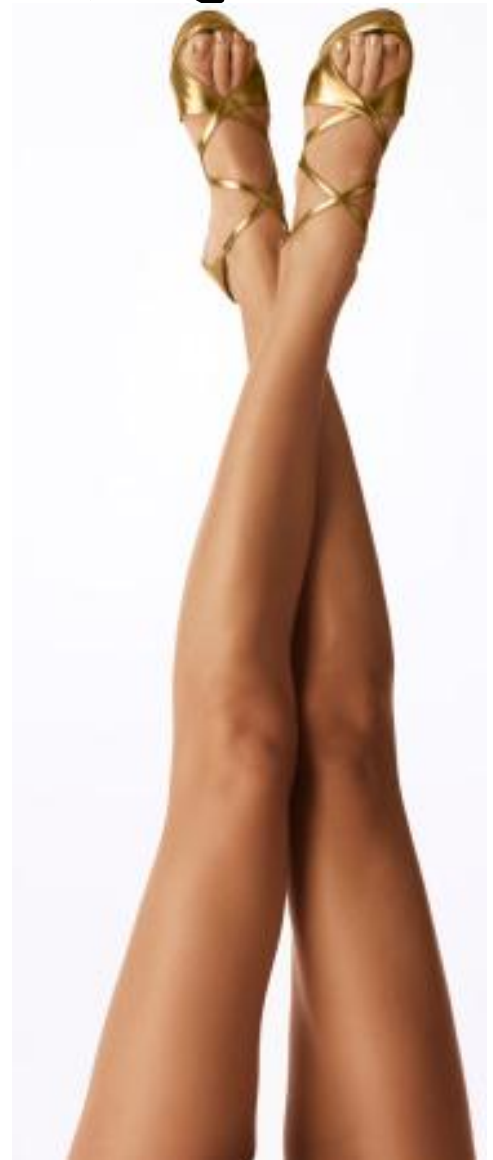


Because it now has even more of the
nutrients skin needs to be soft,
smooth & beautifully plump

unique lather. unique effect



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



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



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



Looks different.
Feels different



Works different:
Makes skin smoother, plumper,
more radiant

The 1st body wash with beauty
essence Nutrium Moisture



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



Plump lather
= Plump skín



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

Feel the difference our lather makes



Nothing feels so good as you wash



Or leaves skin feeling so good,
soft & plump afterwards

Feel the difference in 7 showers



Special ingredients
Nutrium Moisture
Conditioning
Replenishing
Serum
Beauty essence

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



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



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



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



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



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



Like a vitamin 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



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



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



Special nutrients
create a unique
lather



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

Put more goodness into your skin





First there
was soap
that
cleansed

Then there was
gentle body
wash that
moisturised



Now there's a
body wash that
conditions
skin

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



Give skin exactly what it needs



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

Respect your skin



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



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



As you are
restored...



so is your skin

Replenishes skin with a beauty
serum of skin natural nutrients



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



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



Natural



Ingredients as natural as your skin



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

Naturally better skin



SKIN 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



Because our
ingredients are
nature identical



skin drinks in their goodness

Natural ingredients for better skin



Even more natural ingredients



For even more smooth, soft & beautifully plump skin

Made with skin natural
Nutrium Moisture



Face ingredients

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



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



Originally
designed for the
face but...

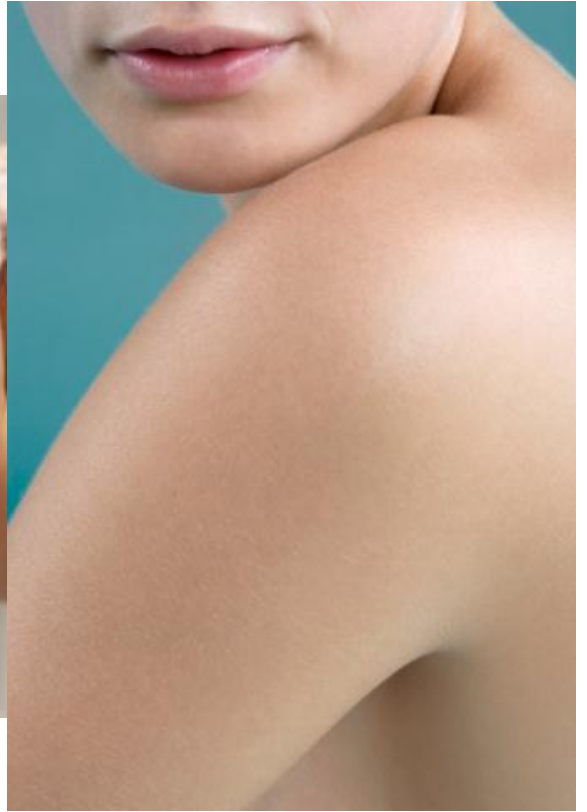


Because we women now want
beautiful skin everywhere,
we made it into a body wash

ultimate care



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



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





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

Goes deeper into skin to
help it



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



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



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



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



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



Whereas
moisturizer stays
on the surface...



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

Delivers goodness deep down



Actively conditions skin in the deep layers

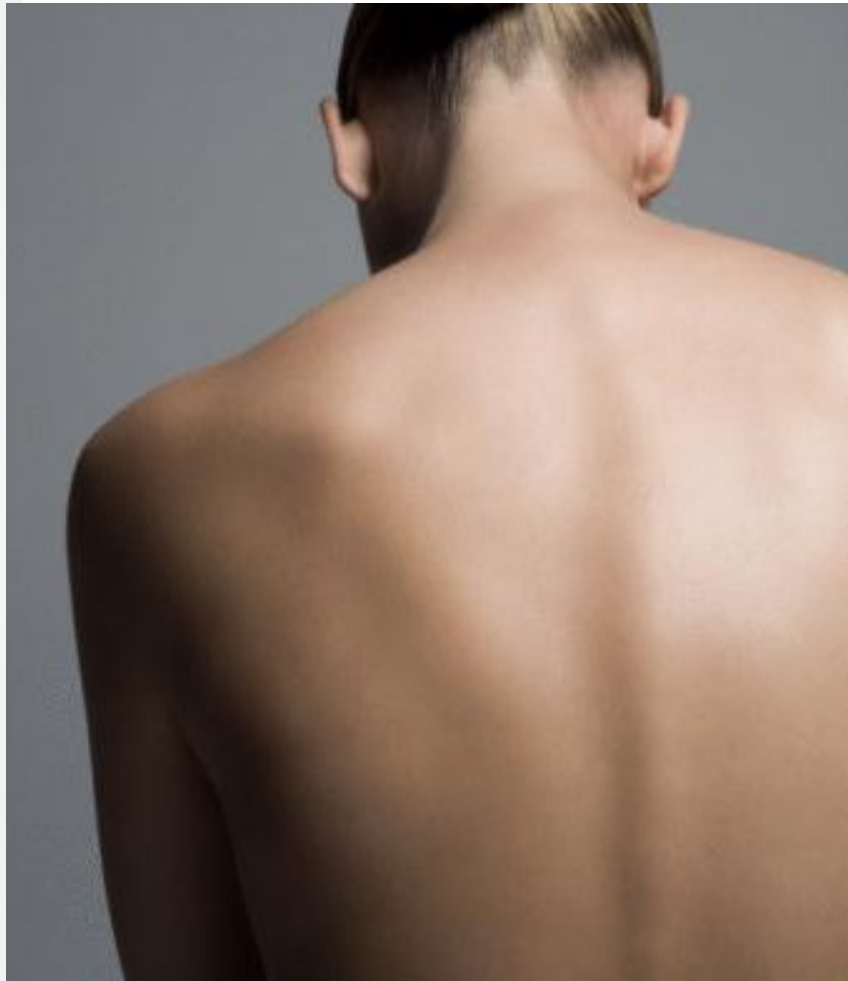
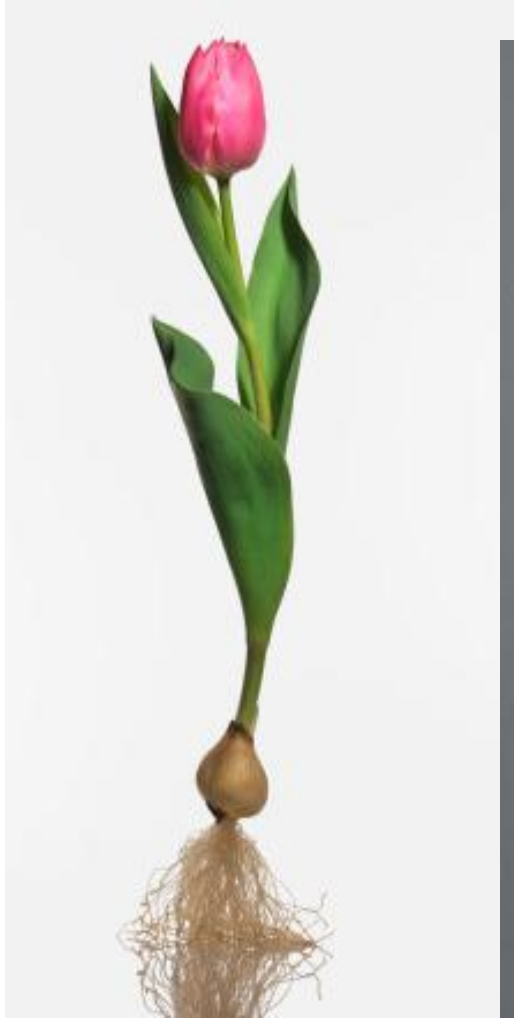


Our unique beauty essence:
Nutrium Moisture is skin natural
so it's readily absorbed

Condition your skin beautiful



Treat skin at its
foundations where
beauty is created

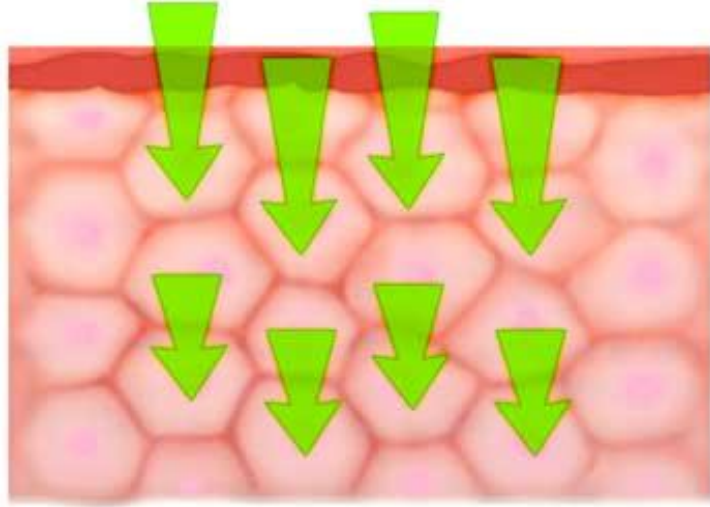


The nature identical nutrients in
our body wash absorb more easily
to give skin what it needs

Beauty from deep down



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



Works with the body

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



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



Restore you 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



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



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



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



Long-term care

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



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



Moisturize for today, but...



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

Conditions skin with skin natural
Nutrium Moisture



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



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



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



And tomorrow.

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

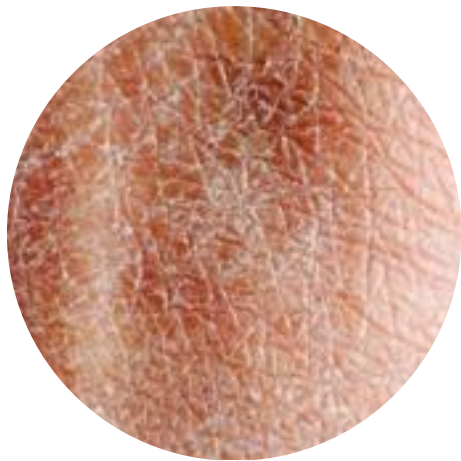
Invest in your skin



Skin becomes
damaged - it needs
some help



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



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



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



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



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



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



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





Sensitive skin variant

Designed for sensitive
skin



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



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



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



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



There are already mild body washes



But none as mild & gentle as this

Designed & tested by dermatologists
for sensitive skin



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



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



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



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



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



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



Turn sensitive skin



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

Designed for sensitive skin



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



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



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



Soothe



The most soothing body wash available

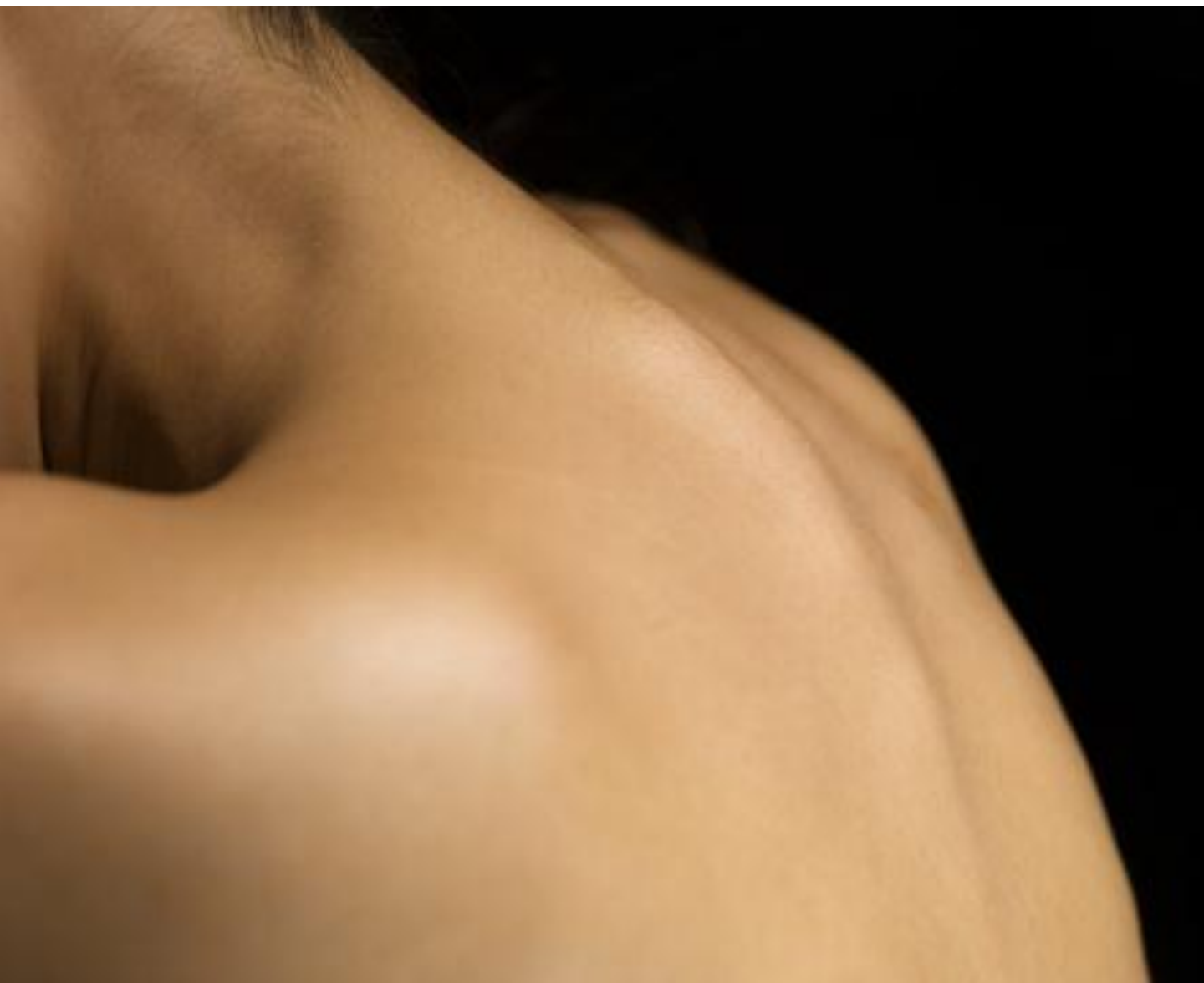


No other body wash leaves skin so calm & beautifully smooth & soft

Dermatologically tested



Beyond mild



Unique skin calming serum
soothes and protects sensitive skin

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



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



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



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



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



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



"Swimming every day used to make my skin sensitive



Fujita Naoko
Tokyo

Not anymore"

The body wash designed
for sensitive skin



"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



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



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



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



The 3 essentials for sensitive skin in one bottle



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

Dermatologically tested



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



Sometimes you
have to say "No"



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

Pure & gentle



Cures itchy skin

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



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



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



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



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



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



For comfortable skin whatever the season



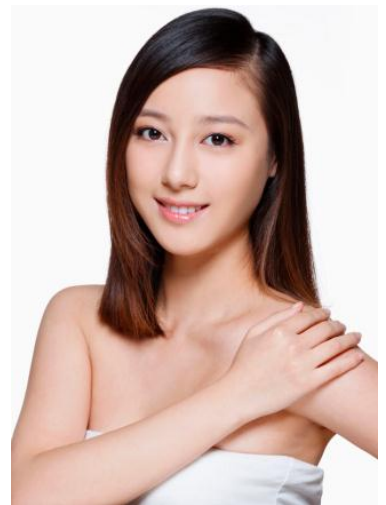
Humidity or cold can trigger skin sensitivity. But now there's a body wash that soothes & repairs skin

Formulated for sensitive skin



For all

Safe enough for every skin



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

Dermatologically tested



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



"My daughter's skin is sensitive"



"So I get a body wash we all can use"

Respects all skin,
even the most sensitive



Claims
Facts
Science



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



Dermatologically proven



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

The body wash designed
for sensitive skin



Dermatological science for sensitive skin



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

Soothe your skin when you shower



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



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



"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



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



9 out of 10 women
said their sensitive
skin improved

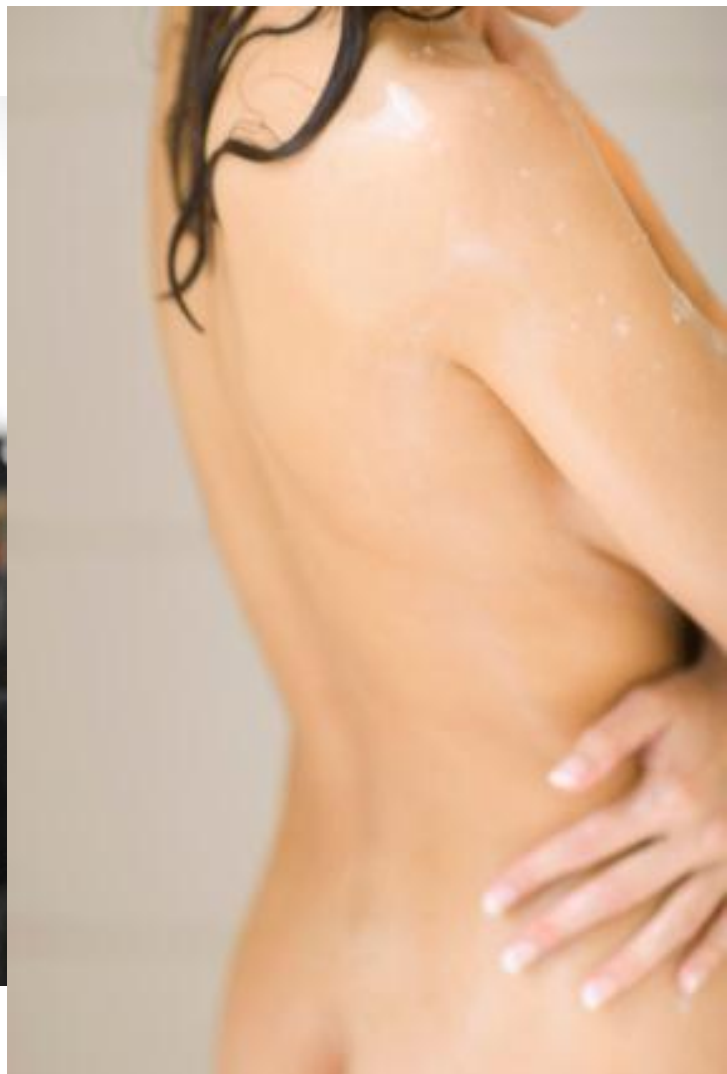


They said it felt better in one
shower & they'd forgotten about
it after 12.

Proven results for sensitive skin



Our dermatologists
are world experts in
sensitive skin

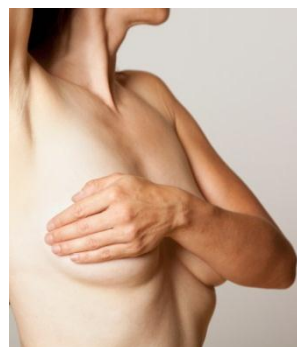


That's why this is the most
advanced body wash for treating &
preventing skin irritation

No other body wash
soothes skin like it



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



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

