

RISE: DO YOU PICK UP THE FIRST BAR OF SOAP OR BOTTLE OF BODY WASH YOU SEE AT THE STORE, ASSUMING IT'S GOOD FOR YOUR SKIN? I'M RISE JILL MILLER.

THE TRUTH IS THAT SOAPS AND EVEN MOISTURIZING BODY WASHES CAN BE HARSH ON SKIN.

A NEW NATIONAL SKIN CARE "INVESTIGATION" THE DOVE TRUTH FILES: REVEAL THE TRUTH, REAP THE REWARDS -- AIMS TO HELP WOMEN DISCOVER THE TRUTH THAT DOVE BODY WASH AND BEAUTY BARS ARE DIFFERENT AND PROVIDE SUPERIOR CARE FOR YOUR SKIN.

LATE NIGHT NEWS CORRESPONDENT SAMANTHA BEE IS PARTNERING WITH THE BRAND TO ENCOURAGE WOMEN TO REVEAL THE TRUTH ABOUT THEIR CLEANSERS.

SB: I WAS SHOCKED TO LEARN THAT NOT ALL CLEANSERS CARE FOR YOUR SKIN THE WAY THEY SHOULD.

RISE: HOW ARE YOU HELPING WOMEN LEARN THE TRUTH?

SB: I'M HOSTING CONVERSATIONS ON THE BRAND'S FACEBOOK AND TWITTER PAGES EVERY TUESDAY THROUGHOUT THE CAMPAIGN TO ASK WOMEN TO EMBRACE REVEALING THE TRUTH. WE WILL BE DISCUSSING TOPICS THAT REAL WOMEN CARE ABOUT INCLUDING BEAUTY, FAMILY AND EVEN POP CULTURE. NO TRUTH SHALL REMAIN HIDDEN!

RISE: VISIT DOVE TRUTH FILES DOT COM TO REVEAL THE TRUTH ABOUT YOUR BAR OR BODY WASH AND FOR A CHANCE TO WIN OVER TWENTY THOUSAND PRIZES.