Dove men + care audio news release script

dove men PLus care surveyed men across the u.s. about their underarms and discovered irritation is top of mind.

from uncomfortable bumps to rashes, underarm irritation is a concern for more than 7 out of 10 men—who  admit considering it while on a date, a job interview or during an important meeting.

countless others believe underarm irritation WOULD negatively impact their life experiences—and many would make SACRIFICES to prevent it—from changing their clothes to going without deodorant.

nEW Dove Men PLUS Care Cool Silver Deodorant and Antiperspirant provides long-lasting protection in a non-irritating formula—that is tough on sweat, not on skin.

that’s something that u.s. men are looking for: in fact, 95 percent believe comfort is an important consideration in choosing their antiperspirant or deodorant. and we agree.

now, 100 percent of men can seek Superior Care and comfort from irritation thanks to Dove Men PLUS Care antiperspirants and deodorants.  VISIT [dovemencare.com](http://www.dovemencare.com/).