

**VOICEOVER:**

**MANY NEW YEAR'S RESOLUTIONS FOCUS ON FITNESS, BUT WORKING OUT CAN BE IRRITATING, MAKING THE COMMITMENT CHALLENGING. INCREASE YOUR ODDS OF ACHIEVING FITNESS GOALS, IRRITATION-FREE, WITH DOVE MEN + CARE AND TIPS FROM FITNESS EXPERT, DAI MANUEL.**

**DAI MANUEL:**

**TO START THE YEAR RIGHT, FIRST CONQUER YOUR MONDAY WORKOUTS. IT CAN BE THE MOST IRRITATING DAY OF THE WEEK, BUT IT IS THE FIRST STEP TO HELP KEEP YOUR COMMITMENT. NEXT, REMOVE DEMOTIVATING FACTORS, LIKE UNDERARM IRRITATION WITH DOVE MEN+CARE ANTIPERSPIRANT/DEODORANT – WHICH HAS A CLINICALLY PROVEN NON-IRRITATING FORMULA AND PROVIDES POWERFUL 48-HOUR ODOR AND WETNESS PROTECTION. THE NEW FRESH AWAKE PRODUCT HAS AN ENERGIZING SCENT THAT'S TOUGH ON SWEAT, NOT ON SKIN.**

**VOICEOVER:**

**VISIT DOVEMENCARE.COM AND TELL THE ANTI-IRRITATION EXPERTS WHAT WOULD MAKE YOUR MONDAY IRRITATION - FREE FOR A CHANCE TO WIN GREAT ANTI-IRRITATION PRIZES. NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. OPEN TO LEGAL RESIDENTS OF 50 U.S. STATES & D.C., 18 OR OLDER. ENDS 2/9/14.**