

**DOVE ADVANCED CARE ANR: 60 SECONDS**

**2/14/14**

**RISE:**

**WOMEN OFTEN NEGLECT CARING FOR THEIR ARMPITS, BUT UNDERARM SKIN REQUIRES THE SAME CARE GIVEN TO THE REST OF YOUR BODY. I'M RISE JILL MILLER. A RECENT STUDY SHOWS 36% OF WHAT YOU REMOVE WHEN SHAVING IS SKIN AND ONLY 64% IS HAIR. SHAVING CAN ALSO LEAD TO DRYNESS AND SENSITIVITY. IT'S TIME TO CHANGE THE WAY YOU SEE YOUR ARMPITS. HERE WITH MORE IS AUTHOR AND BEAUTY EXPERT BOBBIE THOMAS. BOBBIE, WHAT IMPORTANT STEPS CAN WOMEN TAKE TO ACHIEVE SOFTER, SMOOTHER UNDERARMS?**

**PLAYER:**

**WITH SO MANY SLEEVELESS FASHIONS AVAILABLE, THAT'S A QUESTION I HEAR ALL THE TIME! DON'T WORRY! I'M HERE TO SPREAD THE WORD ABOUT DOVE'S SIMPLE 3 STEP "PITICURE" TREATMENT THAT OFFERS SOFTER, SMOOTHER ARMPITS IN JUST 3 DAYS – AND THAT EQUALS CONFIDENCE! FIRST, EXFOLIATE THE AREA WITH A GENTLE EXFOLIATING WIPE; THEN RINSE; AND THEN FOLLOW BY APPLYING NEW DOVE ADVANCED CARE ANTIPERSPIRANT/DEODORANT WITH NUTRIUM MOISTURE TO PROVIDE THE SKIN WITH THE CARE IT NEEDS ALONG WITH 48-HOUR ODOR AND WETNESS PROTECTION.**

**RISE: VISIT [DOVE.COM](http://DOVE.COM) TO LEARN MORE.**