Summer comes early this year with Dove Energy Glow

by Bend_Weekly_News_Sources

Contest Gives Real Women the Chance to Appear in a Dove Ad

Millions of women have visited the Dove Campaign for Real Beauty Web site, many of them asking how they can be part of the campaign. Beginning this week, Dove is giving women the opportunity to appear in its next advertisement. Inspired by the Energy Glow line of moisturizers with self-tanners, the Dove Look Like Summer, Feel Like Summer Essay Contest invites women to share the summer experiences that make them glow.

Fashion and beauty expert Paige Sachs, who works with such magazines as Lucky, Glamour and Vogue, joins Dove to help kick-off the Look Like Summer, Feel Like Summer Contest and encourage women to submit their entries at www.doveglow.com. The contest asks entrants to describe what summer means to them, and then submit a photo of themselves in that summer setting.

"Many of us wish summer could last all year," said Sachs. "The Look Like Summer, Feel Like Summer Contest gives women a fun opportunity to be whisked away with thoughts of summer even as the snow is still melting away.

"Five women with the most impactful essays will win a summer getaway to their choice of five exciting destinations, a trip to New York City for a professional photo shoot, shopping money and a chance to appear in a national Dove magazine ad. Entries will be accepted from 12:00 A.M. EST on February 12, 2007 to 11:59:59 P.M. EST on March 22, 2007. The winners will be announced in June 2007 and may appear in the July issues of Lucky and Glamour.

"People have been so supportive of the Dove campaign and are continuing to engage in dialog about real women," said Kathy O'Brien, Dove marketing director. "This contest provides another chance for women to participate in our campaign and share their voice."

Look Like Summer, Feel Like Summer Contest entries will be reviewed by a panel of independent judges. Scoring will be based on creativity, written expression, sincerity and photo relevance to the contest theme. Contest rules are available at www.doveglow.com.

Every day summer skin is your own best accessory with the Dove Energy Glow line of moisturizers with self-tanners. Products include improved Beauty Body Lotion with Subtle Self-Tanners that boast an additional 50 percent more moisturizers, and new Facial Moisturizers with a Touch of Self-Tanner. Both moisturizers are available in two shades for fair to medium and medium to dark skin tones. Dove Energy Glow products leave

skin soft and smooth while enhancing skin's natural tone and giving it a sun-kissed look. The products are available in food, drug, mass and club retail outlets.

About Dove:

The Dove mission is to make women feel more beautiful every day by challenging today's stereotypical view of beauty and inspiring women to take great care of themselves. Dove, manufactured by Unilever, is the No. 1 personal wash brand nationwide. One in every three households uses a Dove product(1), which includes beauty bars, body washes, face care, anti-perspirant/deodorants, hair care and styling aids. Dove is available nationwide in food, drug and mass outlet stores.