

It's all about smoke and mirrors.

Because to the get fantasy hair on the cover look it took:

A team of high-priced stylists.

4 hours to attach hair extensions.

Breakage-causing dyes and bleaches.

Hair-damaging straightening irons.

Illegal hairspray.

Shoe polish.

Petroleum jelly.

Moisture-robbing 3,000 watts of lighting.



See the truth behind fantasy hair for yourself at www.doveloveyourhair.com

 Dove Hair Care

www.doveloveyourhair.com

Want to **know the real story** behind fantasy hair?



Make yours the **hair you love.**



You are **5 days** from beautiful hair

Truth is, you can have the hair you crave. **The only thing you need is Dove®.** Every woman has the potential for fabulous hair if she starts loving the hair she has. In just **5 days**, you can repair and protect damaged hair for a soft, smooth look.

There's no such thing as one-size-fits-all hair, which is why Dove® has a wide range of hair care products to meet every consumer need. With the right product, you are just five days from beautiful hair—so find the Dove® product that's right for you.



Dove® Advanced Care Therapy products repair severely damaged hair for more body, shine and strength

Dove® Advanced Care Sheer Moisture products replenish moisture and reduce flyaways for soft, smooth hair

Dove® Advanced Care Color products repair and nourish for smooth and radiant hair

Dove® Moisturizing products hydrate and replenish silky, more manageable hair

Dove® Extra Volume products leave hair looking and feeling stronger and fuller

...all in just 5 days

Healthy hair doesn't have to end after **5 days**. Take care of your hair with Dove® Advanced Care and **pledge to love the hair you have, for life!**

Watch for Real Beauty on the Red Carpet.

Now's your chance to witness real beauty in Hollywood! Watch the awards show on September 16th at 8PM EST to see for yourself the difference between fantasy hair and Dove® hair.