



## Dipika Pallikal and Lisa Haydon talk about KISS

### (Key Issues with Shady Stubble)

*Lisa Haydon and Dipika Pallikal discuss the key issues with men's shady stubble. Urge men to get rid of the trouble associated with their stubble*

**Chennai, February 17, 2012:** Bollywood beauty Lisa Haydon and ace squash player Dipika Pallikal embarked on a joint mission to discuss the key issues associated with men's stubble. The two women firmly believe that men with stubble have something to hide and are likely to be wary of them. Lisa and Dipika made it their task to highlight key issues behind men's stubble, urging men to get rid of the trouble associated with their stubble

Echoing a Nielsen survey in India commissioned by Gillette where men and women across different cities agreed that they are more wary of men with stubble, Lisa and Dipika talked about different situations in their lives where they have avoided men with stubble. The two women concurred wholeheartedly with the Nielsen claim that 69% of men and women agreed with the statement "women are more likely to accept help from a clean-shaven guy than a guy with stubble". Some other interesting findings that Lisa and Dipika resonated with were that 70% of men and women agreed with the statement "women will show photo albums of their friends who are clean-shaven to their parents and will avoid showing pictures with stubble" and 73% of men and women agreed with the statement "girls in college will go on a date with a clean-shaven guy"

Lisa and Dipika spread the message that stubble spells trouble for people and urged men to shave off their and stubble. They felt that the only thing that should be on a man's face is an enticing red lipstick mark from women.

*The stunning model turned actress, Lisa Haydon said* "I do believe that men always look their best when well-groomed and shaving is an integral part of it. We want men to understand that even though they think stubble is cool and macho, most people think that stubble means trouble. I am here to join the KISS movement and spread the message of 'stubble spells trouble' urging men to shave off the stubble. I personally attach a lot of importance to first impressions and I am little wary of men with stubble. I feel it is the clean shaven men who are able to sweep a woman off their feet with their presence and charm!

*According to Dipika Pallikal ace squash player,* "I strongly feel a clean shaven look is a must for every man as it enhances his personality and makes him even more attractive in the eyes of his woman. When it comes to grooming, men often overlook this aspect. By sporting stubble, men often leave an impression of someone who takes his woman for granted. In fact, the only thing that should be on a man's face is that red lipstick mark from his woman."

The \*Nielsen survey findings brought to light some interesting facts about women's choices.

61% of men and women agreed with the statement "women will not stop their car near a group of stubbled men"  
72% of men and women agreed with the statement "girls in college are likely to go out with a clean-shaven guy than a stubbled guy"  
69% of men and women agreed with the statement "women believe stubble men are more likely to get stopped at an airport"  
69% of men and women agreed with the statement "women believe, men upload clean-shaven pictures in order to receive more interests from women on a matrimonial site"

69% of men and women agreed with the statement “brides friends (Women) are more likely to approach a clean-shaven friend of the groom for a dance”

70% of men and women agreed with the statement “women are more likely to put up a friend suggestion of a clean-shaven guy vs. a guy with stubble”

74% of men and women agreed with the statement “girls would prefer to sit next to a clean-shaven guy in her class”

\*Claims generated by a Nielsen survey commissioned by Gillette in January 2012

**For further information, please contact**

**Corporate Voice/Weber Shandwick** – Rhea D’Souza/ Amanda Mendonza - 91 9820123887/+91 9833977315

[rhea@corvoshandwick.co.in/amanda@corvoshandwick.co.in](mailto:rhea@corvoshandwick.co.in/amanda@corvoshandwick.co.in)