



Malaika Arora Khan interacts with couples about KISS and kick starts the ‘Lipstick Movement’

Malaika Arora discusses with men the key issues with shady stubble (KISS). Urges men to get rid of the trouble associated with their stubble

Mumbai, February 23, 2012: Gorgeous Bollywood diva Malaika Arora Khan set out to discuss the key issues associated with men’s stubble. She firmly believes that men with stubble have something to hide and she is likely to be wary of them. She interacted with few couples at a coffee shop highlighting the key issues behind men’s stubble, urging them to get rid of the trouble associated with their stubble. She also urged the women to join the ‘Lipstick Movement’ and express appreciation by either wearing a lipstick or leaving a message of appreciation with lipstick for their men who make an effort to sport a clean shave.

Echoing a Nielsen survey in India commissioned by Gillette where women across different cities agreed that they are more wary of men with stubble, Malaika talked about different situations in their lives where they have avoided men with stubble. She concurred wholeheartedly with the Nielsen claim that 79% girls would prefer to sit next to a clean-shaven guy in her class. Some other interesting findings that Malaika resonated with were that 73% of women agreed with the statement “women are more likely to consider proposals from clean-shaven men on matrimonial sites” and 77% of women agreed with the statement “women are more likely to accept help from a clean-shaven guy than a guy with stubble.”

The stunning actress, Malaika Arora said, “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. I want men to understand that even though they think stubble is cool and macho, most people think that stubble means trouble and leaves an impression of someone who takes his woman for granted. I personally attach a lot of importance to first impressions and I am little wary of men with stubble. In fact, I feel 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.

66% of women agreed with the statement “women will not stop their car near a group of stubbled men”

75% of women agreed with the statement “girls in college are likely to go out with a clean-shaven guy than a stubbled guy”

75% of women agreed with the statement “women believe stubble men are more likely to get stopped at an airport”

73% of women agreed with the statement “women believe, men upload clean-shaven pictures in order to receive more interests from women on a matrimonial site”

75% of women agreed with the statement “brides’ friends (Women) are more likely to approach a clean-shaven friend of the groom for a dance”

72% 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”

79% 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 done in a few metros in January 2012

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