



Shilpa Shetty is back – looking completely unchanged saying the only thing easy about her comeback was unchanged skin.

Bollywood diva Shilpa Shetty is inspiring women to go ‘Back to beautiful skin’

- A woman’s skin & its needs change with every new life stage – whether it is marriage, pregnancies, or added responsibility at work. With every added responsibility, the signs of skin ageing can start to show on her face. **For Shilpa ‘the comeback to looking unchanged’ was not easy; but keeping her skin looking unchanged was because of Olay Total Effects**
- **She is encouraging women to go back to beautiful with Olay Total Effects. It is a one-stop solution to fight all 7 signs of skin ageing - dark spots, dullness, lines & wrinkles, dryness, uneven skin tone**

Mumbai, September 2012: Looking better than ever before, after her baby, Shilpa says that looking just as young and beautiful as her last movie – has been far from easy. The only thing she found easy to do was fighting the signs of skin ageing, by using Olay Total Effects, She encourages Indian women to fight the 7 signs of skin ageing with an early skincare regime & see themselves going ‘back to beautiful’ so that even if life changes at every stage; their skin continues to be as beautiful as ever.



A woman’s skin & its needs change with every new life stage – whether it is **marriage, pregnancies, or added responsibility at work**. With every added responsibility, the strain can start to show on her face. Olay Total Effects and-Independent researcher AC Nielsen recently conducted a survey amongst approx 900 women in key metros including Delhi, Mumbai and Kolkata. Women in different life stages told us what they thought about skin ageing & coming ‘back to beautiful’. The survey throws up interesting responses from women across life stages about their attitudes, the attitudes of their near & dear ones, their worries & preferences on looking youthful despite age.

‘95% of **newly married** women wonder how heroines come back looking the same after they’ve had babies’& an astonishing ‘84% **mothers of two children** agree the only reason women wish they could turn back time would be to look younger again’. 94% of **newly married** women believe “Women who feel they look young, make more confident wives”.



78% of women regret focusing more on weight issues but ignoring their skin post pregnancy. Olay Total Effects helps fight the 7 signs of skin ageing so that her skin continues to look young despite other changes in life which takes a toll on her skin

Talking about her comeback, Shilpa, Olay Total Effects believer says, “Marriage, motherhood and a successful career have made me a busy women, with little time to spend on myself- everything became more important than my skin. But then I realized my skin started to show early signs of ageing. Like any other woman in this position, I had to understand that prioritizing my skin was important. For me too, the comeback to looking the same was not easy; even I had to work really hard on whether it was losing all the extra weight that tags along with pregnancy, watching my diet regularly, all this was difficult but keeping my skin young & beautiful was the easiest with Olay Total Effects. So now even if my priorities in life change at each life stage, my skin looks as young as ever!”



Shilpa’s Skin Care Regimen:

- **Step 1:** First, I start off with Olay Total Effects Foaming Cleanser which cleanses and revitalizes my skin
- **Step 2:** Special treatments like a serum perk your skin up to give it some extra goodness. I like Olay Total Effects Anti-ageing Serum, it has high concentration & it takes literally 5 seconds to apply, you can actually notice visibly smoother skin, more even skin tone and texture.

Olay Total Effects Anti-ageing Eye Cream is for specialized eye area to wipe out signs of aging such as dark circles, crow’s feet and fine lines.

- **Step 3:** Next, I apply Olay Total Effects Day cream. Hydration is very important and I usually apply this twice a day on my skin. I usually begin at the neck, move up the neck, across the cheeks and finish at the forehead.

The specialized night cream hydrates the skin & prepares you for a good night’s sleep.

About Olay Total Effects

Olay Total Effects skincare range was designed for women who are not only concerned about the appearance of signs of ageing but who are seeking solutions which multi-task i.e. deliver results on multiple signs of ageing. The secret behind Total Effects’ enduring success is VitaNiacin, a complex of anti-ageing ingredients which provide multiple anti-ageing benefits to help skin regain its radiant, youthful glow and to fortify itself against the signs of ageing. A range of products are available that includes Olay total effects



anti-ageing Cleanser, Day cream with SPF, under eye cream, face serum and Night cream.

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