



**New Olay Smooth Finish Facial Hair Removal Duo** is a specially formulated two-step system that gently yet effectively removes fine to medium unwanted facial hair on the upper lip and jaw line, while minimizing irritation. Common facial hair removal methods are effective, but they can leave visible tell-tale signs such as irritation and redness that give away women’s “beauty secret.” Now, Olay has a gentle way to get beautifully smooth, visibly hair-free skin.

**This is Olay’s first depilatory, and is designed to help women who feel unwanted facial hair prevents them from feeling as feminine as they would like, impacting their quality of life and confidence.**

- 85% reported removing facial hair occasionally in a 2010 Olay global survey of 6,600 women.
- Expert grading revealed Olay Smooth Finish Facial Hair Removal Duo removes facial hair immediately after use.
- Signs of redness and irritation post-use were significantly reduced at 10, 30 and 60 minutes after application.
- One hour after treatment, the system improved the skin’s condition and strengthened skin’s own natural barrier.

## About the Olay Smooth Finish Facial Hair Removal Duo Technology:

This is an easy-to-use, two-step system...

- **Step 1:** Skin Guarding Balm pre-treats and helps prepare skin by providing a thin guarding layer while still exposing hair. This balm, exclusive to the Olay Smooth Finish Facial Hair Removal Duo, contains:
  - Wax blend to defend skin's moisture barrier throughout the hair removal process
  - Glossamer to help form a thin protective layer on skin's surface
  - Emollients to help the balm blend smoothly and soften skin
- **Step 2:** Hair Removal Cream is applied over the guarding balm to weaken and effortlessly remove fine to medium hair. Built on standard high pH, calcium thioglycolate technology, this water-based cream is infused with a fresh, light scent.

## Availability:

Olay Smooth Finish Facial Hair Removal Duo will be available online at select e-retailers in August 2011; beginning September 2011 it will be available nationwide in the skincare aisle where Olay face products are sold. For more information, visit [www.truthorhair.com](http://www.truthorhair.com) or [www.olay.com](http://www.olay.com).

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