

# NEW Nair Shower Power - embargoed until 1st Feb

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\*\*\*Strictly embargoed until 1st February 2008\*\*\*

You're just a shower away from smooth, silky skin with NEW Nair Shower Power!

Not much time in the morning but hate hairy legs? Try Nair Shower Power, it's the amazing new cream hair remover that is especially designed to work while you shower and leaves your skin silky-smooth. With aloe vera, this moisturising cream removes hair in as little as 3 minutes\*, leaving skin smooth for longer than shaving. The cream comes with a specially designed sponge to help apply and remove the cream efficiently. Shower Power is dermatologically tested to ensure it will care for your skin.

It's so simple to use; just squeeze some cream onto the green side of the dry sponge and smooth evenly across your skin. Wait a minute, then step into the shower and follow your usual routine. The cream has been specially formulated to stay on in the shower until you need to remove it. After just two minutes more\*, use the white side of the sponge to gently wipe away the hair using circular motions to leave smooth, silky skin. Smooth on, shower, wipe off! Easy!

Nair are experts in hair removal, with a range of innovative products designed to take the hassle out of staying smooth. For FREE advice on how you can achieve hair free, silky-smooth legs visit [www.naircare.co.uk](http://www.naircare.co.uk) and take the online consultation (with advice tailored to you) or email the expert Nair Leg Technicians with your questions for free!

NB as with all hair removal creams, make sure you do a patch test 24 hours before use and follow the instructions!

For more info on the Nair range see [www.naircare.co.uk](http://www.naircare.co.uk)

For images, samples and case studies:

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\* Total hair removal time depends on hair thickness. Max leave on time is 10 minutes.

Notes to editors:

- The whole Nair range includes the groundbreaking Nair Pretty range for teens, NEW Tahitian Gardenia Easy Wax Microwave, Original Easy Wax Microwave, Easy Wax Strips, Easy Wax Roll-on, NEW Shower Power Hair Removal Cream, Sensitive Gel Cream, Moisturising Hair Removal Cream Tube, Sensitive Hair Removal Cream Tube, Sensitive Twin Sachets, Sensitive Glide-On and Sensitive Facial Brush-On.

- Nair is owned by Church & Dwight, a household, industrial and personal care products company.
- Church & Dwight produce and market a number of toiletry and personal care products including TROJAN® Condoms, Arrid deodorant, Femfresh intimate hygiene, Arm & Hammer toothpaste, Pearl Drops Tooth Polish and First Response pregnancy products.