

BAG THIS FOR PERFORMANCE AND COMFORT

Heading off to the gym? Then don't just throw any old body products into your sports bag - if you want your skin to feel fresh and comfortable after a workout make sure you're packing Dove Men+Care

Working out might be great for your pecs and abs but it isn't always so great for your skin. Constant showering can strip skin of its natural oils leaving it feeling dry, itchy and uncomfortable. What's more, your current shower gel might not be helping matters. In fact, a recent study* revealed that over half of men reckon that body washes don't care for their skin and that anti-perspirants are drying.

The new Dove Men+Care range has been formulated to deliver top-performing products that don't compromise on skin comfort. The body and face washes boast Micromoisture™ technology that features tiny wax capsules delivering natural sunflower oil directly to the skin to actively fight dryness and discomfort. The anti-perspirants meanwhile include 1% moisturising cream to provide an unbeatable skin-caring action with their 24-hour protection against wetness and odour.

The new Dove Men+Care range starts at RRP £2.99 and is available in all major chemists and supermarkets. So, if you don't want to compromise on effectiveness and skin comfort, then Dove Men+Care should be your gym-bag essential.

The skin expert view A question often asked of Nicolas Lasbistes, Dove Men+Care skincare expert, is: "What's the best way to look after my skin following a workout?"

His answer: "Hot water and regular use of shower gel products can remove vital moisture. So, it's advisable to use products which have been designed to replace moisture from your skin while you shower. The Dove Men+Care body and face wash range is clinically proven to fight the causes of skin dryness. And, since exercise can also leave you and your skin dehydrated, ensure you drink plenty of water during and after exercise."



The Dove Men+Care range features three body and face washes and nine anti-perspirants in aerosol, roll-on and stick, in a choice of cool and refreshing fragrances. For more information go to dovemen+care.co.uk