



 *Dove*  
**SKINCARE**

Hamdi, Kayla, Jenica, Rona

NEW SKINCARE LINE

# MEDIA PERSON



# ELLE

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ELLE Canada



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# STORY IDEA AND NEWS HOOK



Dear Katherine Lalancette,

Dove's new skincare line goes beyond flawless skin, it promotes individuality and resilience in today's beauty world. We invite you to explore how our new cleanser, toner and moisturizer transform skin care routines.

# STRONG LEAD



Dove's latest skincare line is a catalyst in today's beauty landscape. It challenges norms, embraces diversity and redefines skincare routines. Join us as we delve into the transformative power of Dove's new line, where beauty goes beyond skin-deep.

# CLEAR STATEMENT



This news story highlights Dove's innovative skincare approach, emphasizing empowerment, resilience, and inclusivity in today's beauty landscape.

# STRONG CALL TO ACTION



Visit [dove.com/skin-type](https://dove.com/skin-type) to get your curated skincare regimen.

# WHAT WE CAN PROVIDE



We are offering exclusive interviews with Dove representatives to delve deeper into the development and inspiration behind the new skincare line. Additionally, we provide photo opportunities showcasing the new product line.