

Do you want to know what *really* goes on in celebrity stylists' chairs and how real women feel about their hair? Dove Hair Care conducted two nationwide polls and learned that Hollywood hair is not achievable everyday. This means that women should not compare their hair to unrealistic images in the media. Dove Hair Care believes every woman has the potential for fabulous hair if she starts **loving the hair she has**.

Dove Hair Care Talked to Beauty Insiders¹



82% More than eight out of ten (82%) beauty industry insiders say it takes **two to three people** to create hairstyles for a camera-ready look or a red carpet event.

A majority of beauty industry insiders (84%) report that it takes them or their stylists an average of **two to four hours** to wash and style hair for a public appearance, camera appearance or red carpet event. **84%**

68% of beauty industry insiders have been **in pain** (e.g., headache, neck ache, etc.) due to the time spent in the stylist's chair creating or maintaining a camera-ready hairstyle.

Nearly seven out of ten (68%) say it takes between **three and five hair switches** (such as cut or color) in one week due to job demands and 26 percent report more than five. **68%**

68% More than two thirds (68%) say it takes an average of **four tools or more** to create a camera-ready hairstyle.

More than one quarter say they have **had to change or alter their hairstyle** due to the damage an event or job has caused (e.g., bald spots, hair breakage, thinning hair, etc.) **27%**

Dove Hair Care Talked to Real Women²

60% More than half (60%) of women believe that images in the media set the standard for beautiful hair.

Nearly 94 percent of real women say that they feel **more confident, happy and attractive** on days they love their hair. **94%**

66% Nearly two thirds of real women (66%) say they **"love" their hair** just once a week.



¹ All statistics are a result of a May 2007 informal poll of more than 100 beauty insiders (hair stylists and models) in the U.S.

² All statistics are a result of the Dove Hair study conducted by Impulse Research Corp. in June 2007. The online survey was completed by 1,029 women in the U.S. between the ages of 18-55. Margin of error is +/- 2.45 percent at the 95 percent level of confidence.