Here's a copy of our new Body Oil ad breaking in April in major fashion magazines.

Once a week is not enough.

If you have dry skin,

you probably think the ultimate treatment for it is a long soak in a tub with bath oil. But your busy schedule may only permit that luxury once a week. And that's not enough.

Dry skin needs help every day. Every time you bathe or shower. Or it gets itchier, scalier, harder to live with. And that's why Neutrogena® Body Oil was developed.

Neutrogena Body Oil is a new concept in dry skin treatment, for women who don't have time to soak in a tub. It's a pure, light, natural sesame oil formula that gives you the "soaking-in" benefits of bath oil, but in a non-greasy form, so it can be put directly on your skin.

Doesn't it feel greasy? No. Unlike ordinary bath oils which are made from mineral oil, the unusual sesame oil formula of Neutrogena Body Oil is quickly absorbed by your wet skin. You apply it right after you shower or bathe. No waste. No staining your clothes.

Safe and mild. Medical tests have shown that no other oil tested is less irritating. That's why dermatologists can recommend it.

It's more expensive to put sesame oil in our formula, but the results are well worth it to your dry skin. Try it today. And tomorrow. You'll want to use it every day. Because nothing will make your dry skin feel better.

Neutrogena® Body Oil

THE DRY SKIN TREATMENT YOU CAN USE EVERY DAY

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