

Summer/Fall 2011

# re:freshed

## FOR LESS

### Soak Up Summer Guide

Ideas for  
Summer Fun

Beauty On  
the Go



Walmart 



Soap dries



Dove® isn't Soap

How do you want your skin to feel?



Dove Beauty Bar doesn't dry like soap can. It contains 1/4 pure moisturizing cream, richly blended with mild cleansers, so your skin can hold on to more moisture. **Everyday moisture is the key to beautiful skin.** And who knows moisture better than Dove?

[dove.ca](http://dove.ca)



# WELCOME TO SUMMER

## CONTENTS

Welcome to our summer edition of *re:freshed for less*. Here you'll find great tips and tricks to help the whole family look and feel their best during the summer.

## SOAK UP SUMMER GUIDE



Tips for the whole family on how to enjoy more of Summer now!

## PLUS

### 4 Ideas for Summer Fun

Make the most of your summer with these fun-filled activities.

### 8 Beauty On the Go

Rushed for time? Check out our 5, 10, and 15 minute beauty routines.

### 10 The Results Are In

Our answers to your summer skin care concerns.





# IDEAS FOR SUMMER FUN



Here are some great ideas to keep you and your family entertained all summer long :

## **Play tourist.**

There are places in every town or city that you only visit if you have out of town guests. Why not play tourist in your own backyard? Take the kids to an art gallery or museum. Visit historical sites, an indoor play area or a waterpark. Go to some of the places you are “always meaning to get to.”

## **Explore.**

There are interesting towns within a couple of hours’ drive of most major cities. Friday night,

get a map, choose a direction and find an interesting location a short drive away. Let the kids help pick. Saturday morning, wake up early, pack a picnic lunch and drive to your chosen destination. There’s sure to be a farmer’s market to explore, a bakery to discover or a park to play in. Spend the weekend getting to know the towns around you.

## **Living history.**

There was a time when cellphones, video games, and computers were

not part of everyday life. Why not take the kids and your parents to an antique market and let the grandparents teach their grandchildren about living history? A rotary phone will look pretty exotic to a child of the cellphone age. Most kids might not recognize a typewriter, and they certainly wouldn’t know what a chamber pot is for. Let the grandparents reminisce and teach the grandchildren the family stories and what life was like in days gone by.



### **Play a game.**

Volleyball is a fun family activity that can be played in the backyard, at the campground or at the beach. And when was the last time you played a game of croquet or horseshoes? Organize a tournament and game on!

### **Recharge.**

Summer can be stressful, so why not start the day by watching the sunrise? Let the family sleep in, brew some gourmet coffee and welcome the morning on your deck, balcony or patio. Listen to the birds, and take some time to enjoy a summer morning. It will

recharge you for the rest of the day.

### **Star gaze.**

On a clear evening, grab a couple of blankets and go outside. Lie on the ground and look at the stars. How many can you recognize? You can turn it into an astronomy lesson with a few quick searches online.

Summer fun doesn't have to be expensive. Use your imagination and create unique family memories.

### **Go camping.**

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Camping is a great summer activity for the whole family. If you're not sure how the kids will react, try camping in the backyard first. If they are afraid of night noises and want to go back inside, better to find out before you are a two-hour drive from home. Remember to bring ingredients to make S'mores (graham crackers, milk chocolate, marshmallows). If the rain washes away your camping plans, don't fret. Make S'mores in the microwave. Put a square of chocolate on a graham cracker, top it with a marshmallow and microwave it for 15 seconds. Top with another square of chocolate and a graham cracker.

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# SOAK up Summer

Summer means enjoying the outdoors, but fun in the sun can be hard on the skin and hair. Follow these tips for head to toe care for the whole family.

## Women

Here's how to look your best all summer long.

Feet that have worn boots all winter need special attention to be ready for summer sandal season. For dry, cracked heels, spread a thick coat of **Vaseline® Petroleum Jelly** on the heels, and wear an old pair of cotton socks to bed. You'll awake to softer, prettier feet. Nothing says summer like a great pedicure. Choose a fun colour for your toenails or a neutral shade for summer 2011's hottest trend.

Protect your hair and face with a wide-brimmed sunhat. Pair it with some big sunglasses for smart and fashionable sun protection.

It's easy to forget to moisturize when sweltering summer nights hit, but it

is important to moisturize your skin in the evening. Try **Vaseline® Dry Skin** lotion. It works through the night as you sleep, so you wake up to soft, smooth skin.

Humidity can turn hair frizzy, so the right hair products are essential. **Dove® Nourishing Oil Care** with weightless Nutri-oils helps control frizz to give you soft and smooth hair. Colour-treated hair also needs extra protection since chlorine and sun can damage hair.

To help keep you dry during humid weather, **Degree Women® Expert Protection** is the first and only antiperspirant in Canada with exclusive motionSENSE™ technology which delivers freshness with every movement.

## Kids

### Babies

Remember the hat and sunglasses when baby is out in the sun. Use sun shades in the car to protect baby from the sun during car rides.

### Children

Kids don't stop moving, so when you apply sunscreen, make sure you apply it under the arms of sleeves and straps of bathing suits. Remember to cover the tips of ears and the tops of feet. While it can be a challenge to convince small children to wear hats, if the children participate in selecting the headgear, they are more likely to want to wear it.

Children's skin can dry out in wind, sun and humidity. A gentle

## Men

moisturizer like Vaseline<sup>®</sup> Cocoa Butter lotion with Vitamin E and Cocoa Butter provides all-day or all-night hydration.

### Teens

People of a certain age will remember lying in the sun after covering themselves with baby oil or cooking oil to try to achieve a dark tan. These days, there's a better appreciation of the long-term dangers of too much sun exposure. You can get the glow of a summer tan without the danger of sun exposure by using self-tanning products. Use a self tanner formulated for your skin type for best results.



Let's face it, men like to keep things simple. Try Dove Men+Care<sup>®</sup> Deep Clean 2-in-1. Is your skin feeling the effects of gardening, golfing or weeks at the cottage? Wash with Lever 2000<sup>®</sup> bars and body wash, which leaves skin feeling smooth and refreshed. And for extra-effective protection during hot days, choose Degree<sup>®</sup> Clinical wetness protection. With twice the sweat reduction of regular antiperspirant\*, it won't let you down.

Summer is short. Get out and enjoy it!



\* compared to anti-perspirants with less than 30% sweat reduction over a 24-hour period

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# BEAUTY~ON~THE~GO



Women are career professionals, wives, mothers, sisters, daughters and friends. But even when you are rushing your children off to school before you head to the office, there's no need to skimp on feeling and looking wonderful. Follow these pointers for always looking your best.

## ~5 MINUTES~

**Cleanse.** Clean your skin and leave it soft and refreshed.

**Protect.** Reach for a moisturizer with an SPF of at least 30.

## ~10 MINUTES~

**Exfoliate.** Brighten your complexion with an extra-fine exfoliant.

**Hydrate.** Take time to hydrate your complexion with a moisturizer or a

fast-absorbing cream like Vaseline® Aloe Fresh lotion with SPF that protects while leaving skin fresh, glowing and youthful looking.

**Moisturize.** Make your own tinted moisturizer. Dip one end of a Q-tips® cotton swab into Vaseline® Dry Skin Cream, place on the back of your hand. Dip the other end of a Q-tips® cotton swab into your liquid foundation and mix into the cream. Apply on the face for a sheer and lightweight foundation.



## ~15 MINUTES~

**Hair in a hurry.** Plug in your stylers while you wash and moisturize your face. For extra styling power, smooth a quarter-sized amount of Dove® Nourishing Oil Care Leave-In Smoothing Cream into your hair before styling.

**Cover.** Use concealer to cover dark circles, minor imperfections or breakouts. Then smooth on liquid foundation to even your skin tone. If the day is going to be hot and humid, stick with a powder foundation.

**Get Flushed.** Brighten your face with a sweep of blush on the cheekbones.

**Create Definition.** Choose an eye shadow palette that has lid, crease and highlight colours all in one. Apply the lid colour all over the eyelid, apply the highlight colour under the arch of the eyebrow and in the corner of the eye, then apply the contour colour in the crease. If you invest in a good set of makeup brushes, eye shadow application will be easy and fast. Finish with two coats of waterproof mascara in black or brown.



# New



## Lever 2000<sup>®</sup> Citrus Fresh<sup>™</sup> scent preferred over the leading deodorant bars.\*



Men and women prefer the scent  
of **New Lever 2000<sup>®</sup> Citrus Fresh<sup>™</sup>**  
over the leading deodorant bars.\*

**Lever**  
2000<sup>®</sup>

\*Based on a blind sniff study, consumers rated Lever 2000<sup>®</sup> Citrus Fresh<sup>™</sup> bar fragrance significantly better vs.  
the leading competitive deodorant bars (when tested out of the box).

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# THE RESULTS ARE IN!

## We Asked You:

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What Is  
Your #1 Skin  
Concern in the  
Summer?



### 28% Hot & Uncomfortable Skin



**Vaseline® Aloe Fresh Hydrating Body Lotion** replenishes skin with a sheer burst of hydration. Fast-absorbing and non-sticky moisture leaves skin feeling fresh and healthy.

### 26% Sunburned Skin



**Vaseline® Aloe Fresh Protecting Body Lotion** is a lightweight, daily lotion plus SPF 15 that gives skin a refreshing moisture boost with sun protection it needs. Non-greasy and fast-absorbing, skin is left hydrated and revitalized.

### 21% Dry Legs



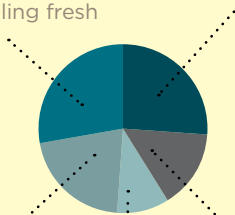
**Vaseline® Intensive Rescue** accelerates the healing of persistently dry skin without feeling sticky or greasy on skin. The extra strength moisturization instantly relieves very dry and even cracked skin. Regular use will help keep skin its healthy-looking best every day and help prevent the onset of dry skin flare-ups.

### 15% Dull-Looking Skin



**Vaseline® Cocoa Butter** lotion penetrates deeply to smooth away roughness and the appearance of dark spots, so your skin can glow from within.

### 10% All of the above





# Hand & Body Lotion brand

in Canada\*



**Vaseline®**

keeping skin amazing™



# LOOK FABULOUS THIS FALL

When cooler weather begins, the products and skin care tips you used during the summer need an upgrade to formulas that work for fall. Here's how to transform your routine beautifully.



Cooler temperatures mean warmer showers. Use a product like **Dove® VisibleCare™ Renewing Crème Body Wash**, that can help to make skin visibly more beautiful in just one week. Follow up with **Vaseline® Intensive Rescue® Extra Strength Lotion** for the deep moisturizing skin needs on colder days. Switch to a slightly heavier

moisturizer on your face to protect your skin from drier air. **Dove® Nourishing Care Shea Butter Beauty Bar** with Dove 1/4 moisturizing cream can give dry skin the extra moisture nourishment it craves. Though the sun may not feel as hot in the fall, you still need to protect your skin from the sun's rays. Layer sunscreen first, and then apply moisturizer

after. Remember the face, back of the hands, chest and neck. Try **Vaseline® Aloe Fresh Lotion with SPF 15** for daily sun protection and moisturizing. Also, don't pack away your bronzer with your flip flops. Keep the summer glow on your cheeks as the weather turns cooler.







# ORGANIZE YOUR FALL

September means nights are cooler, morning routines go back to normal, and school and extra-curricular activities start again. It can also be a stressful time for families. Here are some helpful hints to make the jump from summer to fall simpler for everyone.



**Plan ahead.** Before you set foot in the mall with your kids, go through their closets and determine what kind of clothing is required. Have the negotiation at the kitchen table instead of the checkout. Hold some of the budget in reserve for shopping after school starts.

**Invest in an oversized calendar with large squares.** Before school and extra-curricular activities start, fill in all the important appointments, sports, music lessons, practices and everything else you and your family need to know now. Make sure you include everything from school trips and bake sales to business trips. As school gets underway, add due dates for projects, teacher meetings and tests. That way, you won't be faced with the midnight task of baking 60 cupcakes for the school bake sale that you forgot about.

## **Establish a designated area for each family member's belongings.**

Place backpacks, backpack contents, library books and papers that need to be signed in a basket for each family member by the door. Instruct everyone in the family to put everything in their own basket.

**Label backpacks, shoes, pencil cases and lunch containers.** If plastic cutlery goes against your concern for the environment, invest in some inexpensive cutlery that is strictly for lunches and label them. Remember to label both containers and lids.

**Try to schedule as little as possible in the evening for the first couple of weeks of school.** Everyone will be re-adjusting to the schedule, and kids will be brimming with news of new teachers, new projects and old friends.

## School Lunches :

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Involve your child in planning and preparing his lunches.

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Come up with a list of five of your child's favourite lunches so that you can send a different lunch to school with him each day of the week.

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Invest in plastic cutlery.

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Pack lunches in leak-proof containers.

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Make sure that sandwiches and bananas don't get squished against the water bottle.

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Use a frozen juice box to keep things cool until lunchtime.

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# NEW motionSENSE™

**Degree Women**  
EXPERT PROTECTION  
releases bursts  
of freshness  
as you move



**Degree®**  
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# WELCOME TO FALL

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### ORGANIZE YOUR FALL

Make the jump from summer to fall simpler for everyone with these time-saving tips.

### PLUS

#### 2 De-Stress

Easy ways to keep calm on busy days.

#### 3 Look Fab This Fall

Give your beauty routine a makeover for cooler weather by updating your products.

## 5 WAYS TO STAY STRESS-FREE

September is the unofficial start of a new year. Kids go back to school, routines return and extra-curricular activities commence. Here are easy ways to keep calm during busy days.

**1.** Find pockets of time for yourself as family routines get busier. Get up a few minutes earlier in the morning and have a coffee. Spend some time on a hobby that you enjoy, whether it's knitting, scrapbooking, reading, working out or gardening.

**2.** Take 5 minutes to relax and meditate, even if it's in the shower. Visualize your stress washing away and going down the drain.

**3.** Record your favourite television shows and go to bed early. Give your body the rest it needs as you adapt to a new schedule for fall.

**4.** Embrace the change in season by putting on a sweater and going for a long walk to enjoy the fall colours.

**5.** Surround yourself with the scents of fall to relax. Try lighting a candle, or using an automatic air freshener to soothe your spirits.



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Fabulous  
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