

Men and Women Come Clean About Feeling Sexy

(NAPSA)—A recent survey revealed that when it comes to what makes you look and feel attractive, men and women are in complete agreement: nothing beats soft, sexy skin.

“A touch can be brief or prolonged, feather-light or heavy-handed. No matter what the type, touch can have powerful emotional effects—both positive and negative,” says Dr. Timothy Perper, author of *Sex Signals: The Biology of Love*. “Because touch can communicate what words cannot, there are times when the feel of soft skin can affect our emotions towards others.”

The Olay Body Cleansing Survey took an in-depth look at how both men and women feel about soft skin—their own and their partner’s. The study revealed that:

- 89 percent of women feel more attractive when they have silky skin they can bare. Eight out of ten eligible bachelors are enthusiastic admirers of women with soft skin.

- 95 percent of women aged 25 to 34 strongly feel that soft skin makes them attractive to their male counterparts, and they’re right. In fact, when given the option, more 25-to-34-year-old men prefer women to have touchable skin rather than to lose a few pounds.

- 65 percent of women hide dry, rough skin. Not surprising, considering seventy-five percent of men



think that “alligator skin” makes a woman less attractive.

Seeing how important soft, sexy skin can be, make sure that your skin is soft to the touch. Of course, regularly moisturizing to achieve silky skin is one thing, but you have to make sure that you’re getting skin clean, too. The good news is, whether you prefer using a body wash or a bar soap, there are several options that give you clean, soft skin. One great choice is Olay Complete Body Wash, which contains a combination of Vitamin E, A and B3 enriched moisturizers that hydrate skin and rinse clean without leaving a heavy residue. For those who prefer using traditional bar soap, the classic Olay Skin Care Bar provides a creamy lather that also nourishes the skin without leaving it tight and dry after rinsing.

For more information, please log on to www.olay.com.