
Reformulated Dove Body Wash Is First in US to Use Nanotechnology

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Dove Body Wash featuring 24-hour Renewing MicroMoisture also features the first upgrade to the brand's bottle pack in 17 years

A newly reformulated body wash from Dove is the first product of its kind in the US using nanotechnology to boost skin moisture.

The proprietary technology for Dove Body Wash featuring 24-hour Renewing MicroMoisture claims to nourish skin via millions of tiny droplets, which deposit onto the skin, fitting into cracks and crevices of dry skin for a smooth finish.

Stearic and palmitic fatty acids are said to penetrate deeply within the stratum corneum to visibly reduce dryness by 50% after each shower.

The new formula is accompanied by the Unilever brand's first pack update in 17 years.

A shower-friendly design means the bottle is easier to use, as the cap can be flipped and the product dispensed using just one hand.

The bottle has also been crafted so that it can be inverted on consumers' bathroom shelves when it runs low and the cap can be completely removed, enabling full product restitution.

Commenting on the reformulation, Marcela Melero, Vice President, Global Dove Skin Cleansing at Unilever North America, said: "We're focused on understanding evolving skin care preferences and continuing to meet new needs through innovation."

“Change is beautiful, and we’re thrilled to be making one of the biggest evolutions of Dove Body Wash in nearly two decades.”

Read the [original article](#) on Cosmetics Business.