

New Lever 2000® Citrus Fresh
beats Dial® Gold by a nose.

(Actually, a lot of noses).

In a blind test, men and women
prefer the refreshing mandarin
orange and grapefruit scent of new
Citrus Fresh over Dial® Gold.*

* Based on blind sniff study where consumers rated Lever 2000® Citrus Fresh
fragrance significantly better vs. Dial® Gold fragrance on overall preference when
tested out of the box. Dial is a registered trademark of Pure and Natural Company.
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