



For hands that don't do dishes

Who has the most glamorous hands in Britain? My, what lovely hands you have! Hundreds of you entered Fairy's search to find the most glamorous hands in the nation. Well, the search is over. We have a winner!

Back in February, Fairy fans were invited to enter a competition to become the 'New hands of Fairy'. The search for the most glamorous pair of hands in the land spread far and wide, and hundreds of you entered. But there could only be one winner. And she's been found!

Washing-up 'wonder' products aren't just for people who wash their dishes the traditional way, you know. Our trusted friends at Fairy are forever busy finding new ways to help hands that don't do dishes too (that's people who use dishwashers, in case you weren't sure!).

Take new Fairy Active Bursts. Fabulous little things, they are. Designed and tested for use in all leading dishwashers, they offer really brilliant cleaning even on stubborn food and drink such as lasagne, porridge and tea.

An impressive eight out of ten women agree that Fairy Active Bursts leave cutlery, dishes, pots, pans and glassware really clean and sparkling. Must be something to do with their unique formula, which includes built-in salt, built-in rinse aid, glass protection, metal shine and the unbeatable cleaning power of Fairy.

Especially formulated for dishwashers, each pretty green "pod" dissolves quickly and completely in water. Plus they don't have any fiddly, hard-to-unwrap packaging. No wonder 90% of women agree that Fairy Active Bursts are very convenient to use.

Supermodel Jodie Kidd is one of them. "They're perfect for ladies like me who don't do dishes. I can pop one of the little pods into the machine and run to my next appointment knowing that my dishes will be clean and sparkling when I return home," she says.

She's right. All you need to do is add a "pod" to your machine and let Fairy Active Bursts do the hard work – leaving you with time on your hands for more glamorous pursuits.

Talking of glamour; the search for 'The New Hands of Fairy' is over! Please put your hands together for Joy Aymes, the owner of the nation's most glamorous hands!

Lucky Joy takes home £500 to spend on a top-of-the-range dishwasher. And a year's supply of Fairy Active Bursts. Not bad for a woman who doesn't do the dishes! Congratulations also go to the runners up: Yvonne Haskett of Dorking, Surrey and Deborah Bate of Birmingham. You can see the glamorous hands in all their glory at www.fairyactivebursts.com

1 Procter & Gamble - CMK research - November 2005, UK
2 Procter & Gamble - CMK research - November 2005, UK