

Martin Doering
... (Straße) ...
... Berlin

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Wella AG
Unternehmenskommunikation
Berliner Allee 65

64274 Darmstadt

Berlin, den 10.11.2002

Sehr geehrte Frau Wella,
very honored Mrs. Wella,

I write you on English, because of your advertising in the farwatcher, where at the end always someone says: „Let your hair live“. I watch very often far and I also love the English speech. Tofirst I must say you, that your TV-spot is not from bad parents! As I saw it on the pictureumbrella, I was so from the socks that I went in the next buyhouse, bought your shampoo and tried it soforth out.

I fell out all clouds, as I remarked, that my hair really began to live – that was around-throwing, say I you! Don't think, I tell you one from the horse: My hair was onewallfree alive, for the very first time. That knocked me bynear out the suit! But when I again to me came, I began me to wonder over this unhomely effect – muchlight shouldn't I use the whole bottle? Muchlight it hangs together with your firmname „good – well – wella“?

But this is only the one facepoint. Stand you before, how other people onlooked me when I walked around with my living hair: They understood only railway station! I told them that the ground therefor is your shampoo and most of them were beghosted.

So wide, so good. But when I came home again (with my living hair), the farwatcher was still on, and – what a tofall – your spot was walking. And in the moment, as the voice on English said: „Let your hair live“, my hair stood me to mountain (you must know, that this *always* happens when I hear English from you or other firms). What helps it me, when I wash my hair with your shampoo, it begins to live, and then it stands me to mountain and the whole hair-style was for the cat?

Themtofollow must I make you a forebeat: Couldn't you not only speak german in your advertising? (You and I may have learned many English in the school, but we are not the measurestick. Bethink you: A lot of the befolkning in this our land can no English and won't understand your message). I am overclothed, that this would avoid misunderstandings and outerthem would we all better outlook.

With friendly greetings