

# Introducing Old Spice Re-fresh Body Spray

## Glorious Old Spice Innovation:

- Manly innovation awesomeness is at the core of new Old Spice Re-fresh Body Sprays. It's the only body spray out there to feature the P&G proprietary Re-fresh Technology where scents refresh throughout the day. Apparently the manliest grooming brand on the planet is also the smartest.
- The patented Re-fresh Technology found in new Old Spice Re-fresh Body Sprays releases bursts of fragrance when sweat occurs throughout the day, offering guys superior odor protection when they need it most and eliminating the need to reapply. It's a huge win for science, Old Spice and guys everywhere.
  - Getting Technical: In more scientific terms, the Old Spice Re-fresh Technology (Methylated Beta-cyclodextrin or mBCD) features a patented cyclic molecule with an empty core that absorbs fragrance as the body spray dries on the skin. As a guy sweats, fragrance is pushed out of the core releasing bursts of scent when a guy needs it the most, such as arm wrestling competitions with grizzly bears or a date with a lady friend.



## Old Spice Re-fresh Body Sprays with Re-fresh Technology come in a variety of manly scents

3.75 oz. can with SRP: \$3.99 and will be available at mass market retailers, drug and grocery stores starting in January 2014.



### Wild Collection

- **New!** Bearglove
- **New!** Lionpride
- Wolfthorn
- Hawkridge
- Foxcrest



### Fresh Collection

- Denali
- Fiji
- Zanzibar



### Red Zone Collection

- After Hours
- Champion
- Pure Sport
- Swagger

To celebrate the launch of Re-fresh Body Sprays, Old Spice is introducing two new scents to its wildly successful Wild Collection lineup – Bearglove and Lionpride.



### Bearglove

- A scent as fierce as a grizzly bear who can repair military helicopters and also speak confidentially about important world affairs.

### Lionpride

- An invigorating scent that is sure to capture the attention of unruly crowds, beautiful ladies and nervous Zebras.



## Old Spice “Scent Responsibly” Education:

- Overspraying has been an issue among body spray users since the beginning of time, or at least the invention of middle school. As the authentic grooming brand of manhood, Old Spice is taking a proactive approach to helping guys “scent responsibly” and end the overspraying epidemic once and for all. With new Old Spice Re-fresh Body Sprays with Re-fresh Technology, “One Spray Lasts All Day.
- Given the ongoing issue with overspraying among teens in the U.S., Old Spice recently conducted a survey with leading youth market research firm YPulse to uncover the root of the problem. What we found out was that the majority of young guys were never properly taught how to apply body spray. Armed with new Old Spice Re-fresh Body Sprays, we’re on a mission to help guys “scent responsibly” once and for all.\*

### Teens (guys and females) and moms agree that overspraying is a problem among teen boys according to the Old Spice “Scent Responsibly” Survey:

- 3 out of 4 young guys admit overspraying is an issue among teen boys.
- 83 percent of young females surveyed think overspraying is an issue among teen boys, with 81 percent reporting that they have personally experienced it.
- 74 percent of guys have experienced overspraying in the school gym/locker room more than any other place.
- Nearly 70 percent of guys surveyed revealed they weren’t taught how to apply body spray.

- Old Spice isn’t telling guys not to use body spray – it’s here to help educate them on how to properly apply it, and it all starts with the right equipment – Old Spice Re-fresh Body Spray with Re-fresh Technology, of course.
- To “scent responsibly,” Old Spice recommends the following step-by-step process:
  - Step 1** Grab a can of new Old Spice Re-fresh Body Spray in your favorite scent.
  - Step 2** Hold the can of body spray 6-8 inches away from your body.
  - Step 3** Spray across your chest for no longer than 2 seconds. Anything more, and you’re entering scent cloud territory. Also, clothes are for wearing, not spraying.
  - Step 4** Put the can away. With new Old Spice Re-fresh Body Spray with Re-fresh Technology, there’s no need to reapply.

## About Old Spice

- For more information on Old Spice Re-fresh Body Spray and other product/scents in the brand’s versatile lineup, visit [www.olds spice.com](http://www.olds spice.com). Old Spice can also be found on Twitter (@OldSpice), Facebook (Facebook.com/OldSpice), YouTube (YouTube.com/OldSpice) and Instagram (OldSpice).
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