#### LATEST INNOVATIONS

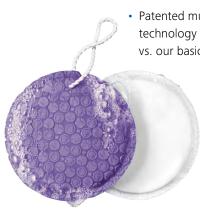
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**DUO** - available from Olay, Old Spice and Ivory - is an innovative, breakthrough, dual-sided, personal cleanser-infused buffer that revolutionizes the look and feel of clean. DUO unites the clean of a bar with the care of a body wash and the experience of a puff to give consumers the best of all worlds, delivering a more effective and complete clean, deeper exfoliation, and a delightful scent experience.

# DUO features a smooth side and a scrubbing side, and is infused with a flexible cleanser inside for a never-before-seen two-sided clean:

- The scrubby side exfoliates and renews skin surface, the smooth side softens and conditions, and the flexible cleanser interior contours to the body as it lathers.
  The result is a deep, refreshing clean for noticeably invigorated, soft skin.
- Patented multi-layered cleansing technology delivers a 2X better clean vs. our basic body wash and a puff.
- DUO provides a deeper clean as it exfoliates surface skin deeper than a body wash puff.
- Flexible cleanser glides and contours to the user's body for a close, complete clean.
- DUO's experiential scent provides 3-4X more fragrance ingredients than our current bar soaps and body washes.
- DUO is available in Olay, Old Spice and Ivory – featuring Olay's and Old Spice's most popular scents with Olay Soothing Orchid & Black Currant and Old Spice Swagger and Pure Sport, and a new scent from Ivory with Refreshing Clean.



### **How DUO Works**

Just add water for a rich, cleansing lather. DUO should be hung to dry after each use. DUO is designed and tested to be used for up to 30 showers, or until lather fades.

## **Availability**

Olay, Ivory and Old Spice DUOs are available online and at retailers across the United States.

#### **Contact**

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