

# Manliest Grooming Brand on the Planet Helps Guys

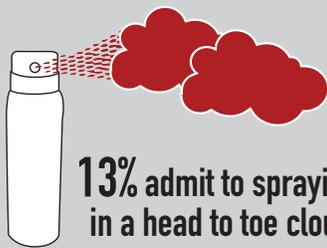
# "Scent Responsibly"



## Old Spice Ends the Overspraying Epidemic with Innovative Re-fresh Body Spray

Overspraying has been an issue among body spray users since the beginning of time, or at least the invention of middle school. So, why are so many guys guilty of this olfactory offense? First, guys are using scenting equipment that is constantly failing them, with scents that fade too quickly, leading to unnecessary spraying on initial application or reapplying throughout the day. And, second, most guys were never taught how to properly apply body spray. Old Spice's solution? Science, education and a little common sense.

67 percent of young guys have used or use body spray. But all those pesky scent clouds are telling us that they **AREN'T USING IT CORRECTLY.**



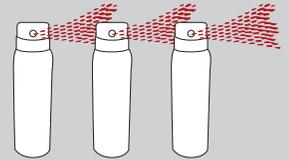
13% admit to spraying in a head to toe cloud



55% apply body spray to their clothes



11% spray and walk through it



24% apply body spray multiple times a day

## WHY OVERSPRAYING OCCURS:



53% of moms admit that their son wasn't properly taught how to apply body spray



68% of young guys reveal that no one has taught them how to properly use body spray



87% of females think guys don't even realize when they overspray



40% of males 13-15 years old feel the more body spray they use, the better they smell



Males are more likely to tell someone they're overspraying but females are more likely to talk behind a guy's back.

## WHO HAS BEEN BOTHERED BY OVERSPRAYING?



81% of females



83% of moms



Even 65% of guys . . . the ones who are guilty of overspraying

Word Association with Overspraying:

**UNNECESSARY**  
**IMMATURE**  
**EXCESSIVE**

## TOP PLACES WHERE OVERSPRAYING OCCURS:

Of those who have been bothered by body spray, 90% have been bothered by it in school.



School gym/  
locker room



School classrooms  
or hallways



A friend's  
home/bedroom



Gym (outside  
of school)



Parties



Bus

## HOW TO "SCENT RESPONSIBLY":

1



Pick up a can of new Old Spice Re-fresh Body Spray in your favorite Old Spice scent.

2



Hold the can 6 inches away from your body. Remember to remove your shirt first, clothes are for wearing, not for spraying

3



Spray across your chest for no longer than 2 seconds. Anything longer, and you're entering scent cloud territory.

4



Put the can away. With Old Spice Re-fresh Body Spray, "One Spray Lasts All Day"



79% of females like when a guy wears Body Spray, even more incentive for guys to learn how to apply properly!

## 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. Bursts of fragrance are released when sweat occurs, offering guys odor protection when they need it most, and eliminating the need to reapply. That means "One Spray Lasts All Day." And, more importantly the overspraying epidemic can now be over.

