



Old Spice

Residue is Evil. Stop It. Introducing Old Spice Ever Clear.

New!



EVER CLEAR®

NEW Old Spice EVER CLEAR with LOW RESIDUE TECHNOLOGY - offers protection that sticks with you - without the risk of all the white marks, flakes, or clumps.



Flaking leaves white marks and clumps

Leaves a clean layer of protection NO WHITE STUFF

- Unsightly underarm streaks, flakes and clumps from white stick residue ruin a guy's image or style – not to mention, are a real turn-off for ladies.
- Underarm residue is especially a concern for darker skin tones where it tends to be more visible.
- Until now, guys have accepted underarm residue as an annoying consequence of pit care because they want the protection of a white solid stick.

- Most guys love to use white solid sticks, so Old Spice had to do something.
- An anti-perspirant/deodorant, Old Spice Ever Clear features a new low residue technology giving guys clear protection while still maintaining superior odor and wetness protection.
- And, it has the great Old Spice scent experience that guys are looking for.
- Unlike other white sticks, Old Spice Ever Clear has much less white powders and waxes and contains smaller particles that blend into the skin, creating a consistent and clear layer of long-lasting scented protection.
- Old Spice Ever Clear will launch in May 2009, available in After Hours, Pure Sport, Showtime and Swagger scents with a SRP of \$4.29 for 2.6 oz stick.

To learn more about Old Spice Ever Clear and other products, visit OldSpice.com or call Chad Darwin at (213) 996-3776