

Old Spice



Introducing Old Spice Fresh Collection

- Old Spice knows that freshness is a destination and not a journey. That's why we're introducing the Old Spice Fresh Collection.
- Old Spice Fresh Collection is a new line of anti-perspirant/deodorant that combines the great protection guys have come to know and expect from Old Spice, while also offering a blend of light fragrances that are subtle and not overpowering.
- Developed by the scent experts at Procter & Gamble, the Fresh Collection is Old Spice's first-ever line of destination-inspired scents, providing a world of freshness coming from four of the freshest places on earth:

***Fiji:** Smells like palm trees, sunshine and freedom*

***Matterhorn:** Smells like ice, wind and freedom*

***Cyprus:** Smells like limes, an ocean breeze and freedom*

***Denali:** Smells like wilderness, open air and freedom*

- Old Spice Fresh Collection uses proprietary scent technology that goes beyond a simple base scent to provide long-lasting freshness.
- The Old Spice Fresh Collection scent technology works all day long and kicks in hard when guys need it most. Not only will guys experience the scent when they first apply the product, they'll also get a second whiff of fragrance when they begin to sweat.
- Old Spice Fresh Collection is infused with just the right touch of scent to leave them feeling fresh and confident all day long. With Old Spice Fresh Collection, guys can finally experience where freshness smells from.
- The Old Spice Fresh Collection launched in March 2010, and is available in Fiji, Matterhorn, Denali and Cyprus scents with a SRP of \$4.29 for 2.6 oz stick.

For more information and Old Spice Fresh Collection product images, visit www.OldSpiceMediaCenter.com or contact Jessica Johnston at (213) 996-3784 or jjohnston@painepr.com.