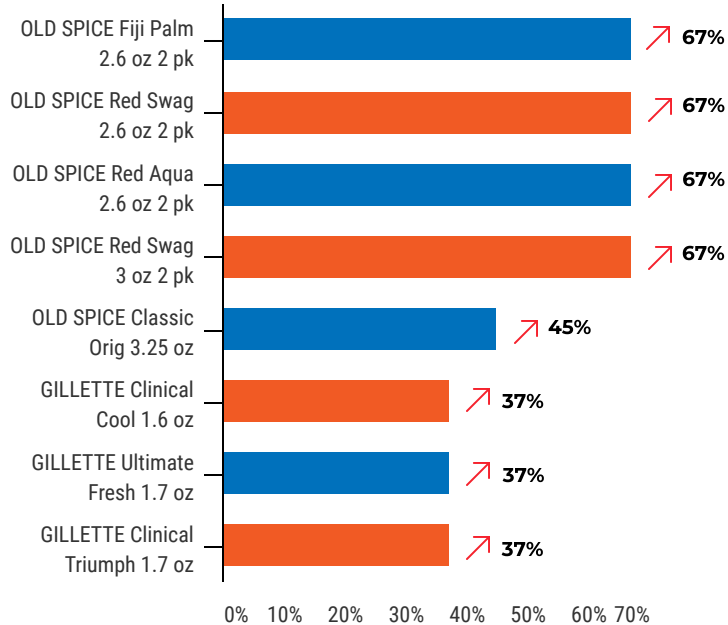




Are Price Increases to Blame for a Rise in Body Odor?

64% of Old Spice and Gillette deodorants increased in price in the last 18 months, averaging 21% across key retailers (sample of 140 products).



 **A selection of Old Spice's Red Collection products increased 67% at Walgreens in September.**

 **Gillette's Power Rush Gel 2-pack increased 13%, 15%, and 18%, across Walmart, Walgreens, and Target respectively.**

 **Old Spice's Deep Sea Stick increased 5%, 20%, and 21%, across CVS, Target, and Walmart respectively.**