



WANT TO PROVOKE UNUSUAL REACTIONS?

Braun:

Mike Norton 617 421 8201

Porter Novelli:

Richard Small 212 601 8187

Courtney Flanagan 212 601 8282

Why bodycruZe?

Men are no longer just shaving their face, but are increasingly choosing to groom other areas of the body so they can look their best from head to toe. So why bodycruZe?

- **Make muscles look more defined.** Removing body hair enhances the appearance of your body shape. For example, a well-trimmed chest can make your muscles look more defined and toned.
- **Control body odor.** Body odor is a common reason for trimming or removing body hair. Hair reduces the amount of air exchange and traps sweat so it can support the growth of odor-causing bacteria.
- **Appear slimmer.** Trim the hair down the middle of your stomach to create a slimming effect.
- **Attractiveness.** In a survey of U.S. men, 60% said one of the best reasons to body groom is to appear more attractive to a potential partner*. Trimming down there can give you confidence with your significant other.

Body Grooming Stats

- 33% of U.S. men ages 24-34 shave, wax or trim hair below the neck**
- 55% of men feel most comfortable seeking a significant other's advice about body grooming*
- 57% of men would likely change their body grooming practices if they received a negative reaction from a sexual partner*

*Source: Omnibus Survey conducted in March 2009 among a sample of 500 men 18+ in the U.S.

**Source: Gillette Research 2007