



The **Old Spice Hardest Working Collection** takes performance to legendary extremes, offering the most powerful Old Spice anti-perspirants and body washes in the world. The Collection was created to provide unparalleled Old Spice performance for guys that demand more from their grooming products.

New Odor Blocker and Sweat Defense anti-perspirant/deodorants and Dirt Destroyer body wash offer Legendary Protection for Legendary Men:

- **Odor Blocker** is Old Spice’s most powerful invisible solid anti-perspirant/deodorant. It fights odor with a “1-3” punch, crushing odor and releasing manly fragrance when needed most throughout the day. Odor Blocker is available in new Lasting Legend, Pure Sports Plus, Stronger Swagger, Extra Fresh and Tougher Timber scents.
- **Dirt Destroyer**, Old Spice’s most powerful body wash, deep cleans to fight odor-causing dirt at the source, leaving skin clean. It is available in new Lasting Legend, Pure Sport Plus and Stronger Swagger scents.
- **Sweat Defense** is Old Spice’s “Gold Standard” in sweat protection, delivering a 66% sweat reduction versus the category standard of 30%. The soft solid anti-perspirant/deodorant delivers “stronger and longer” protection for all-day dryness. Available scents include new Lasting Legend, Pure Sport Plus, Stronger Swagger, Extra Fresh and Fresher Fiji.

About Old Spice Hardest Working Collection

Technology:

- **Sweat Defense** delivers legendary performance through proprietary anti-perspirant technology, combining smaller anti-perspirant particles with dispersing surfactants and low pH, allowing more particles to quickly find and enter sweat ducts to form better plugs against sweat.
- **Odor Blocker** delivers a 50% increase in BCD odor-fighting technology that only Old Spice can claim. **Sweat Defense is also turbocharged with BCD technology.** BCD technology features a cyclic molecule with a core that is preloaded with fragrance. As a guy sweats, fragrance is pushed out of the core, releasing bursts of fresh scent.
- **Dirt Destroyer** is a deep-cleaning body wash offering 15% more cleansers that is also 30% thicker and has 20% more scent than regular Old Spice body wash. Its thicker formula delivers a thick, dirt-eliminating lather and less down the drain, resulting in a better overall shower experience.

Availability

The Old Spice Hardest Working Collection will be widely available at all North American major retailers beginning February 2016.

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