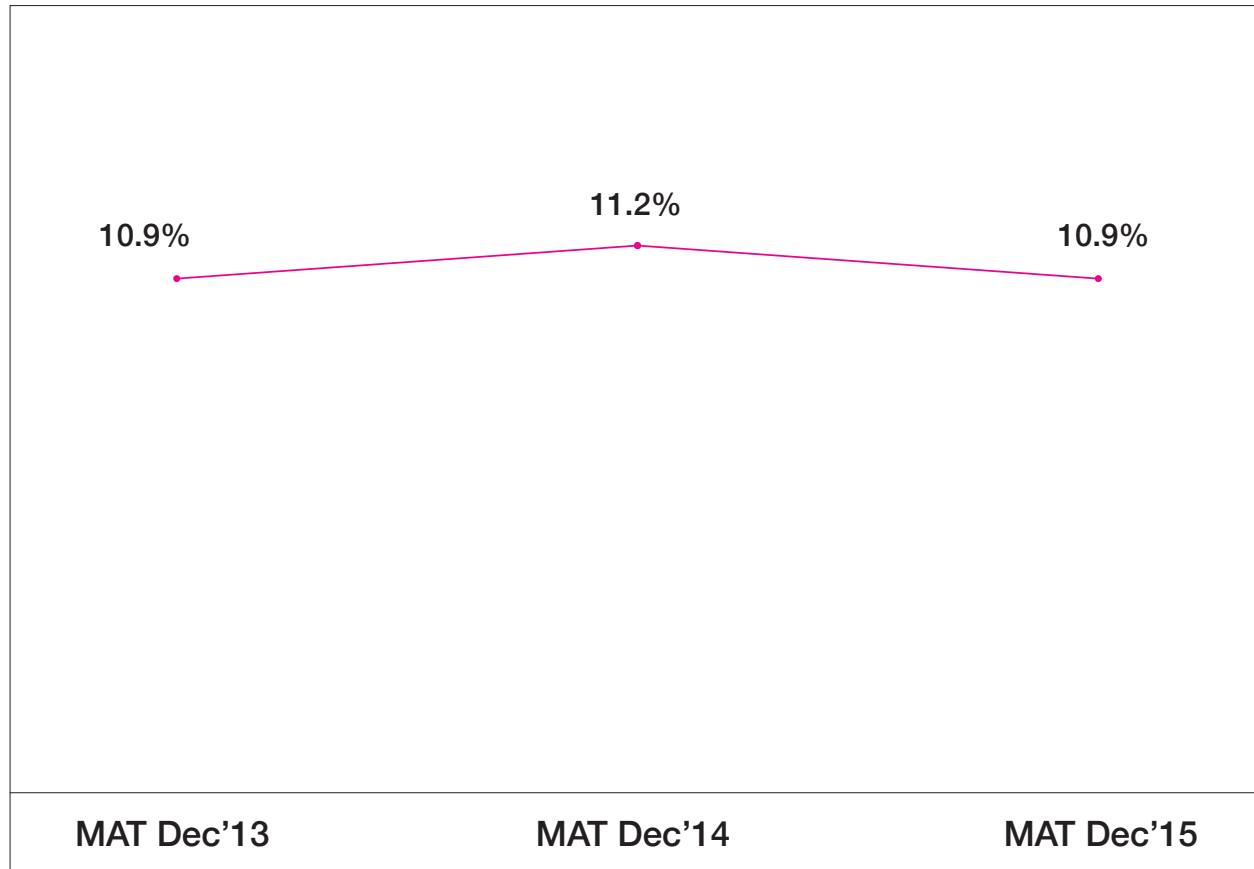


CINTHOL DEOSTICK
deoreborn

March 2016



DEO SPRAY PENETRATION

“With just 11% penetration in India, the **DEODORANT** segment provides **HUGE** opportunity.”

Current reasons for Non-Usage

LONGEVITY

Most deodorant fragrances last less than 2-3 hours.

SKIN IRRITATION & BURNING

40%
consumers claim they are allergic to deodorant.

VALUE FOR MONEY

Too heavy on youngster's pocket.

Perfume Body Spray : Rs. 250

Deo Sprays : Rs. 195

Roll Ons : Rs. 90- Rs. 155

Presenting
CINTHOL DEOSTICK



Men's Range



Women's Range

3X long lasting* | soft on skin**



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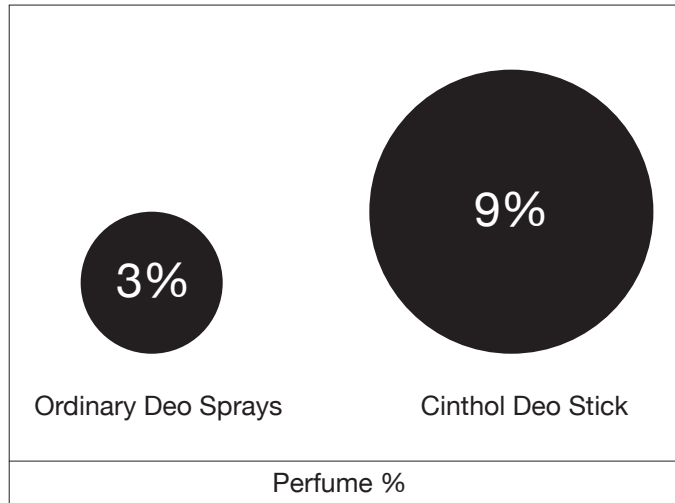
*Based on 12-hour wear results. **Under test conditions.

FRAGRANCE :- Lasts 3X Longer.

SKIN FRIENDLY :- Soft, Gentle on Skin.

VALUE FOR MONEY :- Rs. 69 only.

HIGH PERFUME PERCENTAGE



3X more perfume than ordinary.

CREAM FORMAT = NO WASTAGE



Cream Format = Direct application on skin & **No Wastage.**

Why does it last 3X Longer than ordinary deo sprays?



74%

*agreed that fragrance lasted much longer than ordinary Deo Spray.



85%

*said it was great value for Money.



93%

*consumers loved Cinthol DeoStick Fragrance.



96%

*said it caused no irritation to skin.

CONSUMER FEEDBACK - AFTER USAGE

Top 2 Box Scores, GFK 2015,
Study Across 5 Cities in India.

3x long lasting* | soft on skin**



deo**reborn**

CINTHOL DEOSTICK



Rs. 69
only

*Based on in-house test results **Under test conditions

3x long lasting* | soft on skin**



deo**reborn**

CINTHOL DEOSTICK



Rs. 69
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*Based on in-house test results **Under test conditions