



STATE of SWEAT 2.0

EXTRA PROTECTION FOR WHEN HIGH-STAKES MOMENTS GET PERSONAL

DEGREE WOMEN® with motionSENSE is the only anti-perspirant deodorant activated by motion first, not moisture, releasing bursts of freshness to provide constant protection throughout the day.

FLIRTING PIT-STOP

Four in 10 men/women double-check their armpits before flirting with someone new

TRADE THOSE STILETTOS FOR SNEAKERS

86% of women are opting for first dates with physical activity (but we don't mean that kind of physical)

What Makes it in that Clutch...

More than a third of women consider deodorant to be a handbag essential, even more important than beauty must-haves: nail file, perfume, toothbrush/toothpaste and headphones

SINGLE = SAVVY

(Deodorant Savvy!)

Single ladies declare deodorant to be one of the most essential items in their handbag

PRACTICE SAFE (Smelling) SEX

One in five men/women admit to applying deodorant before sex

SNIFF & BEAR IT

Four in ten men would rather go on a bad first date than be called out for having BO

PUNCTUALITY PRIORITIES

Nearly half of men/women would rather be late than arrive sweaty

FIND US ON FACEBOOK facebook.com/degreewomen | Vivian Ewalefo · 212-445- 8306 · vewalefo@webershandwick.com

This research was conducted via an online survey among a nationally representative sample of 1,011 Americans, including 510 women and 501 men, 18 years of age and older. The survey was conducted in August 2013 by KRC Research.