



## ***OT Company Background***

OT OverTime, LLC, is a woman-owned business founded in 2002 by three former Procter & Gamble executives. The story of how this team founded a start-up company to launch a new consumer brand nationwide is one of innovation, persistence and passion for their products.

The OT brand was developed by The Procter & Gamble Company in response to parents who were asking for grooming products that their sons could call their own. Research showed that from the time people are born until they reach adulthood, there are personal grooming products to meet their specific needs, except for the tween and teenage boy. OT was created to fill that void.

P&G worked directly with moms and tween and teenage guys to create the early versions of “OT” — the first complete line of personal grooming products ever developed for guys this age. P&G worked on developing and testing the line of products for two years and planned to launch the brand in late 2003. But other business priorities intervened and the promising brand was placed on hold.

An external consultant who had worked on the brand’s development, herself a former P&G marketing executive, was determined to keep OT alive. The mother of sons, she understood from personal experience how much OT could help moms in dealing with the special hygiene needs of this neglected group of guys. She also saw a huge business opportunity. Research found a large and largely untapped market of more than 22 million tween and teen boys. Further, market tests with boys and moms had been “off the charts” in indicating desire for OT.

Joined by another former P&G executive, the consumer product giant’s first female Vice President of sales, the partners worked out an innovative licensing deal with P&G in 2002 to create OT OverTime, LLC to launch the brand.

Today, the company consists of three people, all former P&G employees — two moms and one dad — all with a combination of sons ranging from as young as 3 to as old as 16. Working out of a small house in a Cincinnati suburb, the trio has succeeded in maintaining the support of P&G and capturing shelf space in Target stores nationwide and in Meijer stores throughout the Midwest — achieving in a very short period of time what would be the envy of much larger enterprises. The Spring 2004 launch of OT is the privately-held company’s first national launch.

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