



EMBARGOED UNTIL 12:01 A.M. EST, TUESDAY, MARCH 16, 2004

Media Contact:

Allison May Rosen
202.339.0111
arosen@ignitioncom.com

**OT, AMERICA'S FIRST LINE OF GROOMING PRODUCTS JUST FOR
TWEEN AND TEEN GUYS, HITS TARGET STORES NATIONWIDE**

DESIGNED BY GUYS FOR GUYS, YET PRODUCTS MOTHERS CAN LOVE

***OT Launches with Expert Tips to Help Moms Teach
Good Grooming Habits to Sons***

CINCINNATI, Ohio (March 16, 2004) — Finally, tween and teenage boys have grooming products all their own. OT, the first complete line of personal care products ever developed exclusively for tween and teen guys, launched today in Target stores nationwide and in Meijer stores throughout the Midwest.

The shower equipment for guys, including shampoo, hair gel, pomade, body wash, deodorant and anti-perspirant/deodorant, mean tween and teenage boys won't have to smell like their sisters or fathers — or just plain smell — anymore.

OT, a licensed trademark of The Procter & Gamble Company, is based on two years of P&G research and development that involved guys every step of the way. Research showed that more than 90 percent of America's 22 million boys age 9-16 play sports, so the products were tailored to this interest...from the brand name that stands for **OverTime** — the most intense time of any sporting event — to the brilliant red and yellow packaging complete with black sports grips. Boys even helped develop the product names like "Head to Head" shampoo and "Pit Defense" deodorant.

But will OT help encourage tween and teen boys to adopt good grooming habits? Mothers can hope so. And they can get information on how to help their sons in the Ten Expert Tips compiled by OT to help mothers teach their sons good hygiene. This guidance is especially important in the years when boys' bodies are growing and changing so dramatically every day.

"One day our sons go from smelling like baby powder to smelling like B.O. — nobody warned us and we have no idea what to do," said Kathy Peel, best selling author, parenting expert and mother of three boys. "Certainly we love our sons, but with their developing bodies producing more oil and odor than ever before, sometimes their smell is something not even a mother could love."

MORE

Peel, the best selling author of 17 books on home and family, says mothers have been clamoring for information and products to help them survive the turbulent tween and teen years with their sons. "Moms are covered with the unisex products for babies and young kids. But by the time their kids are tweens and teens, girls have enough products to fill the bathroom, while boys face an empty shelf. OT offers guys — and their moms — just the products they need, just when they need them the most."

Peel worked with prominent physicians and researchers to develop OT's Ten Expert Tips to help fill the void many mothers find when searching for information and resources on tween and teen boy hygiene. "The goal is to teach your son good grooming because in doing so, you're grooming him for life," she said.

The tips cover areas such as privacy, self image, education and style. Highlights are:

- *Be alert for opportunities to have casual conversations about how, when and why various products are used. A special trip to the store to purchase grooming products just for him provides a setting for informal education and mother-son bonding.*
- *Carve out time and space at home to give your son a sense of privacy. Be sensitive to his need to spend some time alone listening to music, trying on clothes and chilling out after a demanding day at school.*
- *Leave helpful information to read about good grooming and hygiene on your son's dresser.*

Research Results

Extensive market research showed that tween and teen boys were a hugely underserved market in the personal care department and that both guys and moms loved the OT brand. In P&G's market testing among hundreds of boys, more than 90 percent said they liked the OT products, 90 percent said they intended to buy them and more than 80 percent said they would tell their friends about them. Additionally, more than 85 percent of mothers said they would purchase OT products for their sons.

Availability/Pricing

OT's complete line of shower equipment for guys will be available beginning in March 2004 in every Target store across the country and in all Meijer stores. (Meijer is a Midwest retail chain located in Illinois, Indiana, Kentucky, Michigan and Ohio.) Each of the products has a manufacturer's suggested retail price of \$2.79–\$3.29, however actual pricing is at the sole discretion of individual retailers.

About OT OverTime, LLC

OT OverTime, LLC, is a majority woman-owned business founded two years ago by three former Procter & Gamble executives to launch the first line of personal care products ever developed exclusively for tween and teen boys. The OT line meets the needs of the largely untapped market of America's 22 million boys age 9–16 — a consumer group that uses between \$50–\$100 a year on personal care products. Procter & Gamble, which initially developed the product line, licensed the trademark to OT OverTime, LLC in 2002. Based in Cincinnati, Ohio, this is the privately held company's first national launch. For more information, go to www.otplayer.com.

###