



## **OT Product Line-Up**

OT is the first line of personal grooming products ever developed exclusively for tween and teen boys. The complete line helps moms encourage good grooming habits with their sons by giving them products that they want to use.

OT is a licensed trademark of The Procter & Gamble Company. The products — including shampoo, hair gel, pomade, body wash, deodorant and anti-perspirant/deodorant — are based on extensive P&G research and development involving guys every step of the way. Turns out these guys don't want to smell like their dads or sisters, so they helped develop OT's proprietary scents — Vertical Blast and Power Rush. OT's market testers say these products pass the locker room test — guys can pull them out of their gym bags and live to tell about it.

OT reaches the shelves of all Target stores nationwide and the Meijer retail chain located in the Midwest, in Spring 2004. Each product has a manufacturer's suggested retail price of \$2.79–\$3.29.

### **Head-to-Head Just Clean Shampoo**

12 oz.

RULES: Rub it in. Rinse it out. Feel the rush!

### **Lid Lock Hair Gel and Pomade**

8 oz. Gel; 3.5 oz. Pomade

RULES: Wet or Dry. Load up your lid. Lock in your look.

### **Body Slam Sports Wash**

12 oz.

RULES: Grab your cloth. Slather it on. Lather it up.  
Slam dirt down the drain.

### **Pit Defense Deodorant and Anti-perspirant & Deodorant**

2.6 oz.

RULES: Crank it up. Rub it on. You're covered.



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