

## Whole Body Deodorant Premiumization of a Mature Category



Whole Body Deodorant is the latest innovation to boost value in a category that has been around for over 100 years and purchased by nearly all households

Stone/Mineral



Clinical



Natural

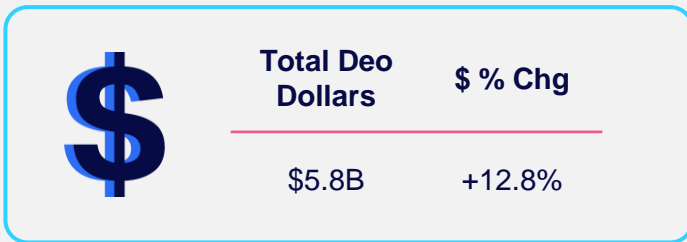


Whole Body

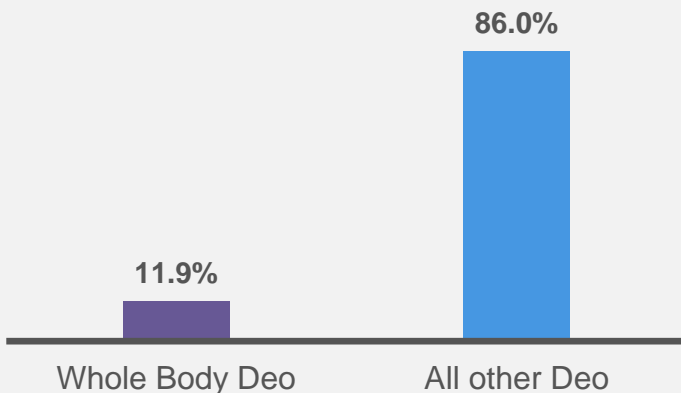


Sources: [Allure: 100 Years of Deodorant](#); ["Olfactory identity": UB researcher studies history of deodorant"](#); ["Deodorants and antiperspirants: New trends in their active agents and testing methods"](#)

### Whole Body Deodorant Drives Add-On Purchases – at Premium Prices



% of Household Purchasing



4.5 MM households buy Whole Body Deo vs. 112 MM for traditional Deodorants

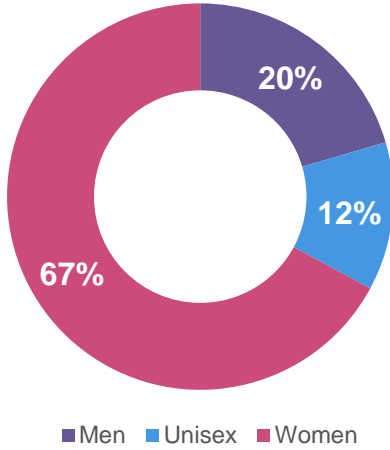
14% of Deo HH buy both Whole Body & Traditionall  
Just 878K buy only Whole Body Deo

\$11.51 per unit for Whole Body Deo, +45% vs. Traditional Deo's average unit price

Pricing: NIQ Retail Measurement, xAOC, 52 wks ending 3/22/25; Other NIQ Omnishopper, Total Outlets 52 wks ending 2/22/25

Whole Body Deo buyers are more affluent and skew multicultural when compared with buyers of remaining Deo. Those purchasing Female products skew older vs buyers of Male products

## \$ Share | Total Whole Body



### Male Whole Body

Age 30-54, Income >\$75K, 3+ Member Households, Multicultural



### Female Whole Body

Age 45+, Income >\$75K, 2 Member Households, African American

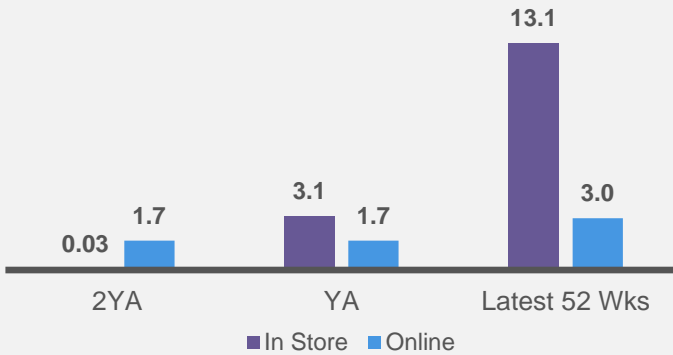


### Unisex Whole Body

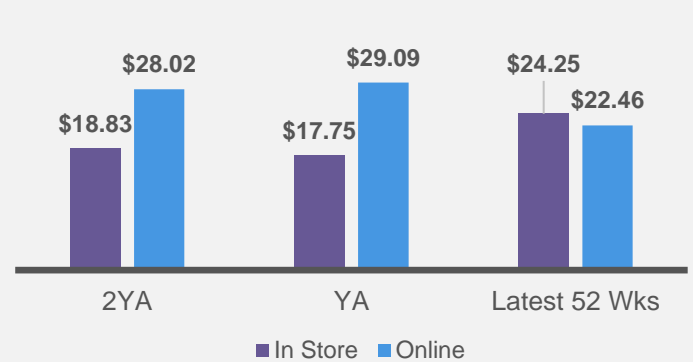
Age 45+, Income >\$75K, 3 Member Households, African American

## In-store surges as DTC innovators migrate to brick & mortar and traditional Deo players launch Whole Body

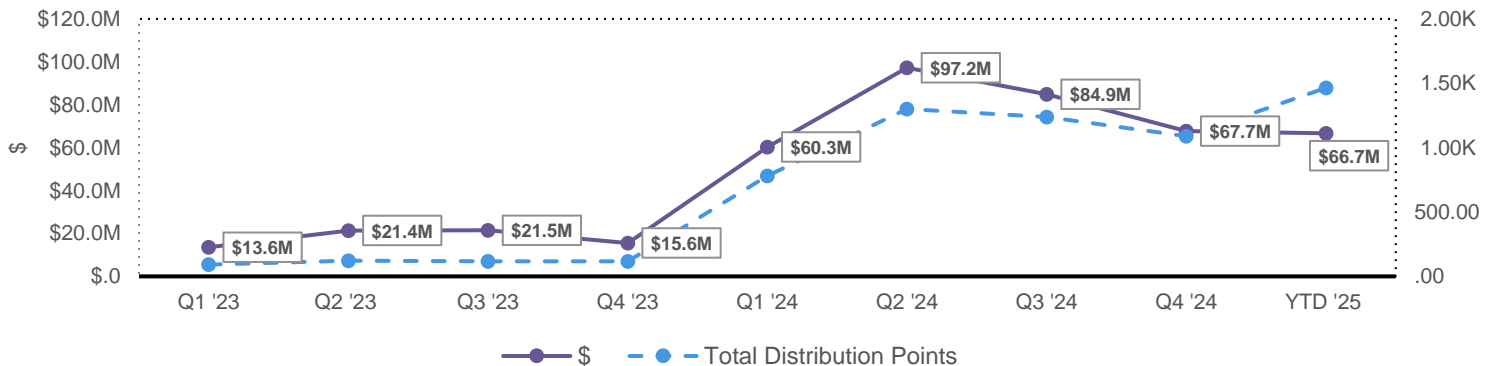
### MM Buyers



### \$ per Buyers



## Distribution gains and a warm-weather peak drove 2024 Whole Body Deo growth ; Summer 2025 will be critical to understanding true seasonality vs, a YA trial bump



Note: Total Distribution Points measures the breadth & depth of a product's distribution by summing the weighted distribution for all UPCs contained within the category during a specified time-period  
Sources: User Gender Share: Seasonality: NIQ Retail Measurement, xAOC, 52 wks ending 3/22/25; Other NIQ Omnishopper, Total Outlets 52 wks ending 2/22/25