Old Spice Partners with Tough Mudder to Provide the Ultimate Proving Ground for Its New Hardest Working Collection of Anti-Perspirants and Body Washes

Release Date:
Friday, April 15, 2016 9:00 am PDT

Terms:
#LegendaryTeam   #Smellegendary

Dateline City:
CINCINNATI

CINCINNATI--(BUSINESS WIRE)--Old Spice is teaming up with Tough Mudder as the official Men's Body Wash and Anti-Perspirant/Deodorant Partner of the rigorous obstacle course series, offering the perfect proving ground for guys to test the legendary performance of the new Old Spice Hardest Working Collection. To help guys get Tough Mudder-ready in true Old Spice fashion, Old Spice pitchman Bob Giovanni (aka actor Steven Ogg of film, television and video game fame), returns to the small screen in an enthralling, highly-informative Hardest Working Training Tips teaser. Viewers will most certainly recognize Giovanni from his popular Hardest Working Collection infomercials, "Odor Blocker and Sweat Defense" and "Dirt Destroyer", which introduced millions to the most powerful Old Spice anti-perspirants and body washes in the world.

With a nod to the new Hardest Working Collection, Old Spice's partnership is helping amp up the Tough Mudder course with the iconic Mud Mile 2.0 and newly-created Pop & Lock obstacles as well as presentation of post-event rinse stations and changing areas. Old Spice is so confident in the new Hardest Working Collection that thousands of Odor Blocker and Sweat Defense anti-perspirant/deodorants and Dirt Destroyer body washes will be passed out to Tough Mudders with the backing of the Old Spice 1-800-PROVE-IT money-back guarantee. Participants can also grab Old Spice shampoo and Secret Outlast XTend Invisible Solid at all 2016 U.S. events. Visit ToughMudder.com for the list of event dates and locations.

The Obstacles

- **Mud Mile 2.0** - Lend a hand, take a hand; pay it forward, give it back – this obstacle is all about going the extra mile. With waist-deep mud pits and slippery mounds to mount, Mud Mile is a classic Mudder fan favorite.

- **Pop & Lock** - Found in the Mudder Village, both participants and attendees can test their strength against the ultimate escalating pull-up bar. See if you can achieve legendary status by using a movable pull-up bar to ascend over the structure, one bar at a time.

Guys want the performance they've come to expect from Old Spice – anti-perspirants that protect them from odor and sweat, and body washes that clean. The new Hardest Working Collection, delivers unparalleled performance for guys who train hard and play hard, and demand more from their grooming products – the perfect antidote for the Tough Mudder's 20-plus obstacles, 10-mile course and the odor, perspiration and grime that go hand-in-hand.

Hardest Working Collection Lineup

- **Odor Blocker Anti-Perspirant/Deodorant** - Odor Blocker is Old Spice's most powerful invisible solid anti-perspirant/deodorant, delivering legendary performance through stronger and longer sweat protection than its other collections and a 50 percent increase in BCD odor fighting technology that only Old Spice can claim. Odor Blocker's unique invisible solid anti-perspirant formula forms better plugs to protect against sweat.
  - Available scents include new Lasting Legend, Pure Sport Plus, Stronger Swagger, Extra Fresh and Tougher Timber.

- **Sweat Defense Anti-Perspirant/Deodorant** - Sweat Defense soft solid anti-perspirant/deodorant is Old Spice's ‘gold standard' delivering “stronger and longer sweat protection” for all-day dryness. The category standard for extra effective anti-perspirant/deodorants is a 30 percent sweat reduction. Old Spice Sweat Defense delivers a 66 percent sweat reduction. Sweat Defense also is now turbocharged with Old Spice's proprietary BCD technology to trap and lock away bad odors as they occur while releasing fresh, manly scent in its place.
  - Available scents include new Lasting Legend, Pure Sport Plus, Stronger Swagger, Extra Fresh and Fresher Fiji.

- **Dirt Destroyer Body Wash** - Dirt Destroyer is Old Spice's most powerful body wash, offering 15 percent more cleansers, a 30 percent thicker formula and 20 percent more scent. Its thicker formula delivers a thick, dirt-eliminating lather and less down the drain resulting in a better overall shower experience.
  - Available scents include new Lasting Legend, Pure Sport Plus and Stronger Swagger.

About Old Spice

Procter & Gamble's Old Spice is the quintessential men's grooming brand. With nearly 80 years as an American icon, Old Spice is the authority on the male grooming experience and has leveraged this heritage to become the No.1 selling anti-perspirant/deodorant stick and body wash brand with guys of all ages. Old Spice brings authenticity, performance and confidence to male grooming and offers a wide product portfolio for today's man, including anti-perspirants, deodorants, bar soap, body washes, body sprays, after shaves and colognes. For more information on muscles, lasers, nachos and jet skis, visit Twitter (@OldSpice), Facebook (Facebook.com/OldSpice), YouTube (YouTube.com/OldSpice), Instagram (oldspe)
About Tough Mudder Inc.

Founded in 2010 with the launch of the Tough Mudder event series of 10-12 mile military-style obstacle courses, Tough Mudder Inc. has since grown to include Tough Mudder Half, an obstacle challenge bringing the thrills of Tough Mudder to a 5-mile course; Mudderella, an obstacle course series created by women for women; Fruit Shoot Mini Mudder, a custom event for children ages 7-12; and World’s Toughest Mudder, a grueling 24-hour endurance competition. The Tough Mudder family of brands is united by a commitment to promoting courage, personal accomplishment and teamwork through unconventional, life-changing experiences. With more than 2 million participants to date, Tough Mudder Inc. will put on more than 60 events worldwide in 2016. To learn more about Tough Mudder, visit toughmudder.com.

Language: English

Contact:

Procter & Gamble
Nicole Summers, 513-983-0502
summers.nc@pg.com
or
Citizen Relations
Chris Overholser, 213-996-3791
chris.overholser@citizenrelations.com
or
Citizen Relations
Jessica Johnston, 213-996-3784
jessica.johnston@citizenrelations.com
or
Tough Mudder
Jodi Kovacs, 718-213-4681
jodi.kovacs@toughmudder.com

Ticker Slug:
Ticker: PG
Exchange: NYSE
@OldSpice

Source URL: https://news.oldspice.com/press-release/legendaryteam/old-spice-partners-tough-mudder-provide-ultimate-proving-ground-its-new-