



TOP U.S. MEN'S FRAGRANCES

**STAY READY**



**#1**

**MEN'S MASS  
MARKET  
FRAGRANCE  
BRAND<sup>(1)</sup>**

(1) Source: Nielsen XAOC for the 52 weeks ending 12/29/2018.

# BRAND MANIFESTO

There's a moment of truth for every young man. It's the moment of **peak sex appeal**. The moment of **supreme confidence**, the moment of **ultimate invincibility**. BOD MAN helps young men experience, elevate and customize that moment of truth.

# ABOUT BOD MAN

- From smoldering and sexy to fresh and aromatic, the BOD Man fragrance portfolio has something for everyone.
- Sexy and long lasting, but not overpowering.
- BOD man® is formulated with only the highest quality oils for fragrance to last all day.
- **What you spray on, stays on.**



# MEN'S US FRAGRANCEBODY SPRAY CATEGORY

**Men's segment remained stable** between 2011-2016 in comparison to the more volatile women's segment, preventing the broader fragrances market from experiencing further losses.

**Body mists are up 5% in the U.S.** and 8% globally, driven by Millennials and Gen Z.

**Male body spray launches increased 83%** through YTD 2016. Of all launches between 2012-2016, 29% of male body spray were launched in 2016 alone\*.



# BOD MAN CONSUMER AND TARGET

## The BOD man is a young, multicultural millennial

- Smelling good is now **the number one reason for men** aged 18-34 to use personal care products, such as body sprays
- If they like it they use it! 95% of BOD man consumers use the product at least once a week! And 85% recommend it to others!
- Men 18-34 tend to rely on **familiarity** when shopping for personal care products, hence their **reliance on mass brands**



# BOD MAN IS THE #1 MASS FRAGRANCE BRAND IN AMERICA

TTL xAOC	Latest 52 Wks - W/E 12/29/18			
	\$	\$ Shr - Prompt	Units	Units Shr - Prompt
<b>Mens Fragrance</b>	<b>279,600,579</b>	<b>100.0</b>	<b>22,114,282</b>	<b>100.0</b>
<b>BOD MAN</b>	<b>27,489,777</b>	<b>9.8</b>	<b>6,566,582</b>	<b>29.7</b>
CALVIN KLEIN	24,568,517	8.8	1,032,952	4.7
CURVE	18,045,185	6.5	949,556	4.3
NAUTICA	14,897,667	5.3	1,008,662	4.6
DRAKKAR	12,166,451	4.4	486,574	2.2
STETSON	11,578,512	4.1	913,524	4.1
BELCAM	10,719,079	3.8	1,340,977	6.1
AZZARO CHROME	9,930,877	3.6	346,774	1.6
DAVIDOFF	9,827,914	3.5	383,257	1.7
ADIDAS	9,415,504	3.4	835,772	3.8

30%  
market  
share!

1

BOD man is the choice for young men who use body sprays as part of their daily routine, driving confidence and the ability to “get the girl”

2

BOD man over indexes against growing populations: Hispanic and African American young men

3

BOD man continues to launch new long-lasting, sexy fragrances for him to find his favorites



# US MARKET, TOP 10



1

BLACK



2

REALLY RIPPED ABS



3

FRESH GUY



4

MOST WANTED



5

BLUE SURF



6

FRESH BLUE MUSK



7

DARK ICE



8

LIGHTS OUT



9

UPPERCUT



10

DARK WOODS

SOURCE: Nielsen, TTL US xAOC Men's  
Fragrance Item Rank, 12.01.18



# INTL. MARKET, TOP 8



- 

1  
BLACK
- 

2  
BLUE SURF
- 

3  
UPPERCUT
- 

4  
REALLY RIPPED ABS
- 

5  
MOST WANTED
- 

6  
LIGHTS OUT
- 

7  
FRESH GUY
- 

8  
DARK ICE



**THANK YOU!**

