

DARE TO KEEP MOVING



Degree[®]

It won't let you down



THE NEW LINE OF DEGREE WOMEN® EXPERT PROTECTION FEATURES BREAKTHROUGH MOTIONSENSE™ TECHNOLOGY FOR WOMEN ON-THE-GO

Do you ever think about how much you move, or even how many movements you made picking up this booklet? We move more than we think we do. In fact, **the average woman moves 5,000 times a day**. From brushing your hair to hailing a cab, every little movement has an impact on your body that can leave you feeling a little less than fresh at the end of the day.

With this in mind, Degree Women has developed Degree Women **Expert Protection with motionSENSE™**, a new line of premium products with an exclusive breakthrough technology that is activated by movement. **New motionSENSE™ technology** is scientifically formulated to stay ahead of perspiration to keep you fresher when you move.†

“Our goal is to help women on the go feel fresh no matter what they are doing,” says Alison Leung, Marketing Director, Degree Women Canada. “That is why we developed Degree Women Expert Protection with motionSENSE™. Staying one-step ahead of perspiration allows women to feel confident as they move throughout their day.”

HOW IT WORKS

When muscles become active they generate heat, triggering a number of responses to cool our bodies down – one of which is sweating. This is typically when anti-perspirant starts releasing its fragrance. In addition to this moisture-activated protection, new Degree Women Expert Protection with motionSENSE™ is the first anti-perspirant in Canada to activate not only with moisture, but with your body's movement, keeping you fresher for longer.*

“Degree Women Expert Protection is the first and only anti-perspirant in Canada to feature motionSENSE™ technology, which contains motion activated micro-capsules that sit on the surface of the skin,” says Gino Vivacqua, Research and Development, Unilever Canada. “Once movement takes place, the capsules break and release little bursts of freshness throughout the day.”

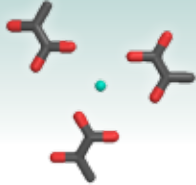

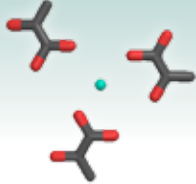
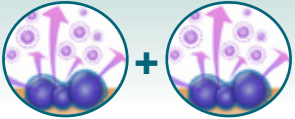


HAILING A CAB FOR YOUR NIGHT ON THE TOWN ACTIVATES YOUR ANTERIOR DELTOID MUSCLES*



WHAT IS MOTIONSENSE™?

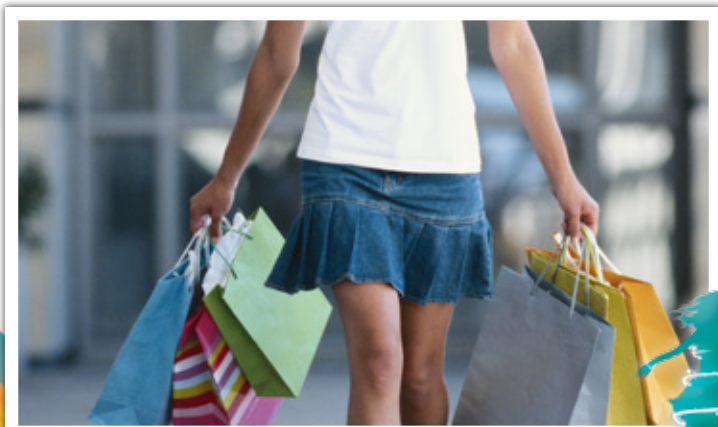
motionSENSE™ is an intuitive technology system that delivers freshness with every movement – a level above other anti-perspirants that work only after sweat occurs.

WETNESS PROTECTION	DELIVERY METHOD OF ODOUR CONTROL/ FRESHNESS
REGULAR ANTI-PERSPIRANTS	
 <p data-bbox="951 734 1274 788">Aluminum active plugs pores and prevents sweating</p>	 <p data-bbox="1350 734 1628 788">Bursts with moisture and releases fragrance</p>
DEGREE WOMEN EXPERT PROTECTION	
 <p data-bbox="960 1103 1282 1157">Aluminum active plugs pores and prevents sweating</p>	 <p data-bbox="1350 1103 1616 1157">Bursts with friction and releases fragrance</p>

PROVEN TO OUT-PERFORM

The Degree development team – made up of chemists, biologists, engineers and fragrance experts – have been working on this innovation for more than five years and tested† the new technology against a leading competitor. The results showed that Degree Women Expert Protection with motionSENSE™ stood out in the following areas:

- Strength and fragrance during the day
- Strength and fragrance at the end of the day
- Freshness of fragrance during the day
- Would deliver additional freshness when sweating or when physically active
- Providing day long protection



**CARRYING HEAVY SHOPPING BAGS
TRIGGERS THE CORE MUSCLES OF THE TRUNK***

AVAILABILITY

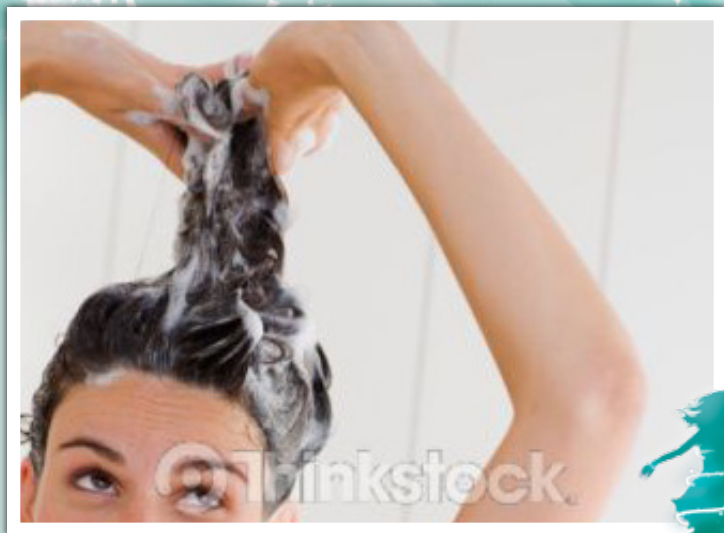
The new line of Degree Women Expert Protection with motionSENSE™ is available in two fragrances: **Fresh Energy** and **Active Clean** with a suggested retail price of \$3.99.

Degree Women Clinical with motionSENSE™ provides clinically proven extra-effective protection and is available in the new Fresh Energy scent with a suggested retail price of \$8.99.

Available at drug, grocery and mass merchandising stores across Canada in March 2011.



**YOUR DAILY COMMUTE GETS YOUR
BICEP MUSCLES WORKING***



WASHING YOUR HAIR WORKS YOUR CHEST AND BICEP MUSCLES*

**FOR MORE INFORMATION ABOUT DEGREE
WOMEN EXPERT PROTECTION WITH
MOTIONSENSE™, PLEASE CONTACT:**

Lauren Lanys at Harbinger
llanys@harbingerideas.com, 416.960.5100 x286

* Muscle movement facts provided by Angela Pereira,
BSc (Honours Kin.), CSCS, CK.

† vs. Degree without motionSENSE™.

‡ Tested with 1,000 women across the United States.