

Gift Ideas

Personal Care Gifts Can Be A Rite Of Passage For Young Males

(NAPSA)—A two-wheeler bike. A football helmet. A boy's first tool belt. All of these are popular gifts that serve as rites of passage—they make young boys feel they are becoming one of the older, cool kids in the neighborhood.

Personal hygiene products, such as deodorant, razors or cologne, also make perfect gifts that serve as rites of passage for pre-teen and teen males. It confirms that they are ready to take that next step to becoming more like their older brothers or classmates who shave and wear deodorant every day.

"Most parents don't realize when their boys need deodorant until it's too late," said Martin Murray, head of product development for Old Spice. "The realization usually happens after soccer practice, when parents have to roll down the windows of the mini-van because their child's body odor is so bad."

According to the experts at Old Spice, at the onset of puberty at ages 10 to 13, boys should begin using a deodorant product daily.

"In most cases, a simple deodorant should be more than adequate for 10 to 13-year-old boys," continues Murray. "As these boys reach their mid- to late-teens, they should begin to use antiperspirants that not only help to prevent odor, but also help to provide wetness protection."



To encourage the use of deodorants and antiperspirants, parents can purchase these products as gifts. "One out of four teens use Old Spice High Endurance deodorants and antiperspirants. Because of its broad popularity, Old Spice is a line of products that teens instantly feel comfortable with," said Murray.

Parents can create a personal hygiene-themed gift package by including sample sizes of deodorant, shaving cream, razors, hair gel and cologne. This helps young teenage boys to start using products that they might be too reluctant to purchase themselves.

With these simple tips, parents can help their sons through the many changes that accompany their teenage years. To learn more about Old Spice High Endurance deodorants and antiperspirants, please visit www.oldspice.com.