

HOLIDAY GIFT IDEAS

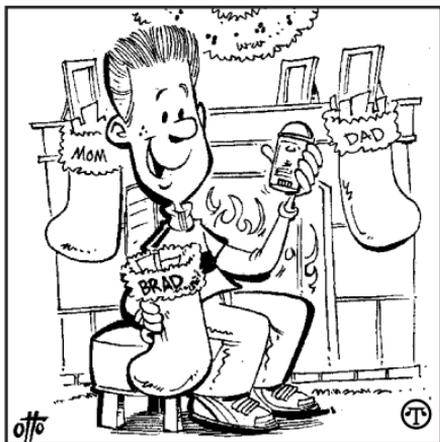
Stocking Stuffers Under \$5 For Hard-To-Buy-For Teens

(NAPSA)—It doesn't have to be hard to buy inexpensive stocking stuffers for teenage boys. They like the big things—from computers and video games to bikes and DVDs—however, so to find something small that they think is “cool” can be a challenge.

Teenage guys are more image-conscious than ever before. Personal hygiene products, such as deodorant, razors or cologne can make great gifts for male teens, as they are using more products than their baby boomer parents ever had access to. Before you head to the male hygiene aisle for a quick purchase, be sure to do your homework.

As the number one fragrance and antiperspirant/deodorant brand among young guys, Old Spice offers several products that make great holiday gifts or stocking stuffers for under \$5. The latest is High Endurance Deodorant Body Spray, which is great for active guys who want to stay clean throughout the day.

This product “solves a problem for active guys who want odor control beyond their underarms,” said Steve Wujek, product development specialist. “While the average woman sweats more in her underarms than anywhere else on her body, guys



sweat more on their chest, temples and back than they do under their arms, so it's a natural product for guys to use.”

Parents can create a personal hygiene-themed gift package by including High Endurance Deodorant Body Spray, Deodorant and the Limited Edition Old Spice After Shave, which is only available this holiday season, as stocking stuffers.

“Teenage guys are much more savvy about hygiene and grooming than they used to be,” said Wujek. More than one in four teens uses Old Spice deodorants and antiperspirants, a popular line of products teens feel comfortable with.

To learn more, visit www.oldspice.com.