

NEWSWORTHY TRENDS

Newsworthy Trends

The Deal On Deodorant

(NAPSA)—According to a recent survey, when it comes to deodorant, most Americans say the nose knows. More than half of those asked admitted they were “obsessive” about wearing deodorant and never leave home without it.



A recent survey found more than half of Americans consider themselves “obsessive” about wearing deodorant.

In fact, some people (23 percent) have driven back home to get their deodorant if they forgot to put it on and nearly one-third of respondents said they’ve driven to a store to purchase deodorant if they forgot to apply it at home.

The Arm & Hammer Ultramax Survey was given to learn people’s attitudes about deodorants.

Ultramax is the only deodorant/anti-perspirant on the market with a patented, time-released baking soda formula that releases bursts of deodorant power, hour after hour. The baking soda formula absorbs and eliminates odors—rather than just covering them up—and provides pure long-lasting protection against odor and wetness (77 percent of respondents said they would purchase a deodorant if it contained baking soda).