

# **TAKE ACTION, PROTECT THE OCEAN**

## **DAVIDOFF COOL WATER ENGAGES CONSUMERS IN CONSERVATION WITH A FILM FEATURING SCOTT EASTWOOD**

The first fragrance to be inspired by the ocean, **DAVIDOFF Cool Water is now leading the way to help protect the ocean.** This summer, the brand is releasing a new film featuring its ambassador Scott Eastwood. The message of the film is a call to action to safeguard one of the world's most precious natural resources — but also one of its most endangered. The film is an extension of DAVIDOFF Cool Water's long-standing Love the Ocean campaign in support of the National Geographic Society's Pristine Seas project, which aims to protect 10% of the world's ocean by 2020.

### **THE POWER TO CHANGE**

The new film, which will be released on July 1, 2016, and screened across a wide range of digital platforms, steps up the Love the Ocean initiative with an individual call to action. The film's aim is to convince each and every one of us that we can make a difference. **"As individuals, we have more power to change the world than we think,"** says Scott Eastwood, who — having been born in California and raised in Hawaii — feels a special connection to the ocean.

Shot near the actor's home in San Diego, the DAVIDOFF Cool Water film highlights Scott Eastwood's concern for ocean conservation and his commitment to fighting water pollution issues. It also features a beach clean-up organized in partnership with the National Geographic Society and the Surfrider Foundation. Given that 80 percent of pollution in the marine environment comes from land and that by 2050 current estimates indicate that the ocean will contain more plastic than fish when measured by weight, beach clean-ups are one way — along with simple lifestyle changes — that individuals can take action. According to Shah Selbe, National Geographic Explorer: **"Even a single person can make a massive amount of difference when it comes to ocean conservation."**

### **FROM THE INDIVIDUAL TO THE GLOBAL**

By extending its Love the Ocean initiative with an individual call to action, DAVIDOFF Cool Water aims to complement the impressive progress being achieved on a global scale by the National Geographic Society's Pristine Seas project. Since 2012, DAVIDOFF Cool Water has supported 14 Pristine Seas expeditions, which informed

the establishment of five marine protected areas, totalling 1,713,518 square kilometres or 2.18% of the world's ocean.

The inspiring message of the film is that we all have a part to play — which is why, throughout summer 2016, DAVIDOFF Cool Water will be promoting beach clean-ups in key countries, encouraging individuals, wherever they may be, to demonstrate their love for the ocean and to contribute to change. As Scott Eastwood says at the end of the film: **“It starts with one — one hour of your time, one day, one piece of trash.”**

### **ABOUT THE LOVE THE OCEAN INITIATIVE**

DAVIDOFF Cool Water has a long-standing partnership with the [National Geographic Society's Pristine Seas project](#) — which involves scientific expeditions to explore and document fragile marine environments across the globe. Every year, DAVIDOFF Cool Water mobilizes its millions of loyal users worldwide around the Love the Ocean initiative, with the commitment that each bottle of DAVIDOFF Cool Water sold will help protect 10,000 square metres (more than 100,000 square feet) of ocean.

Visit [love-the-ocean.com](http://love-the-ocean.com) to learn more.

#### **THE OCEAN: VITAL STATISTICS**

- 71% of the globe is covered by ocean
- 50%+ of the oxygen we breathe is produced by the ocean
- 350 million jobs globally are linked to the ocean
- 90% of the world's fisheries are overexploited or fully fished
- 47% of edible seafood is wasted each year in the United States alone

#### **THE FIVE MARINE PROTECTED AREAS**

- Gabon (Gabon Marine Protected Area Network) – 46,000 square kilometers
- Palau (Palau National Marine Sanctuary) – 500,000 square kilometers
- Pitcairn (Pitcairn Islands Marine Reserve) – 830,000 square kilometers
- Galapagos (Galapagos Marine Reserve) – 40,000 square kilometers
- Desventuradas Islands / Chile (Nazca-Desventuradas Marine Park) – 297,518 square kilometers

**About Coty Inc.**

Coty is a leading global beauty company with net revenues of \$4.6 billion for the fiscal year ending June 30, 2014. Founded in Paris in 1904, Coty is a pure play beauty company with a portfolio of well-known fragrances, color cosmetics and skin and body care products sold in over 130 countries and territories. Coty's product offerings include such global brands as **adidas, Calvin Klein, Chloé, DAVIDOFF, Marc Jacobs, OPI, philosophy, Playboy, Rimmel and Sally Hansen.**