

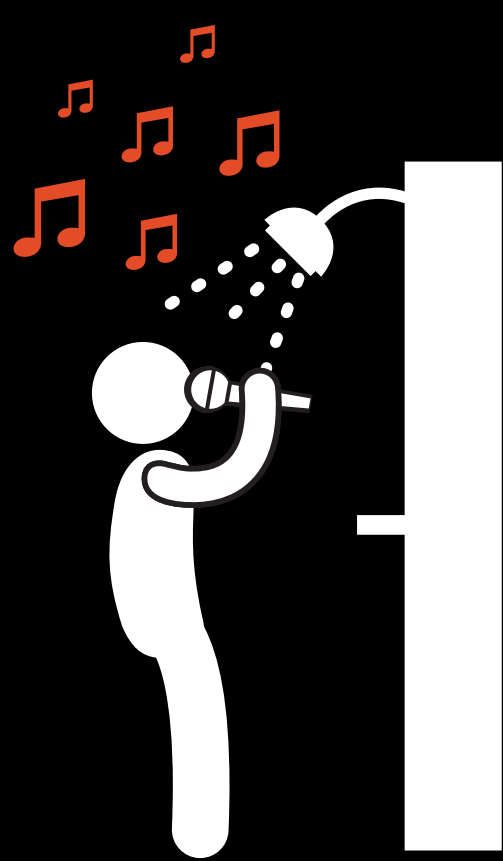
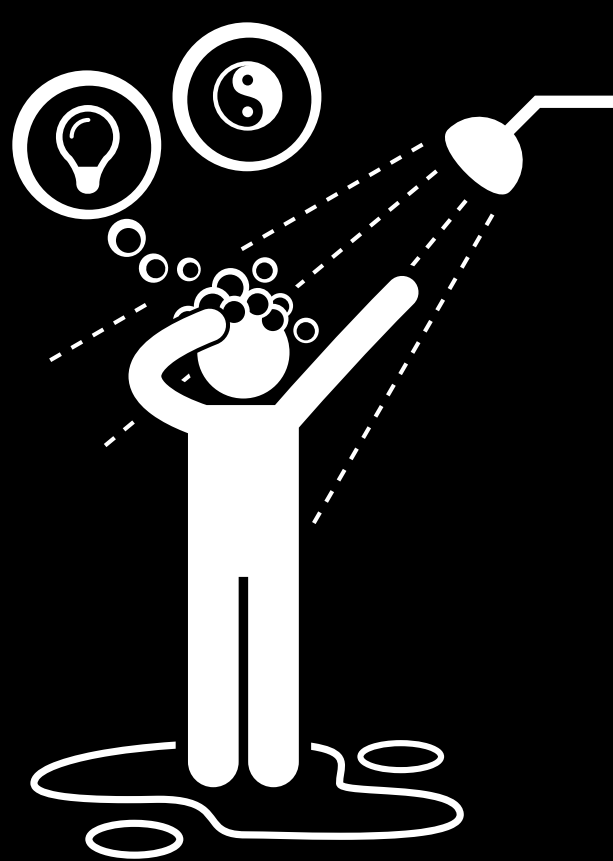
AXE SHOWER THOUGHTS

THE SHOWER = RELAXATION & CREATIVITY

78% of guys agree they can **think more clearly** in the shower than anywhere else

9 OUT OF 10 guys agree that the shower helps them feel calmer and more relaxed

80% of guys agree taking a shower helps get their creative juices flowing



DID YOU KNOW?

Guys are so relaxed and comfortable in the shower that **62% of them belt out songs they wouldn't even admit to their friends**

SHOWER REALITIES

MORE THAN HALF

of guys took a shower in the past month to specifically avoid someone or something

WHAT REALLY HAPPENS IN THE SHOWER?



Guys brush their teeth an average of **four** times per week



Guys use their smartphone an average of **three** times per week

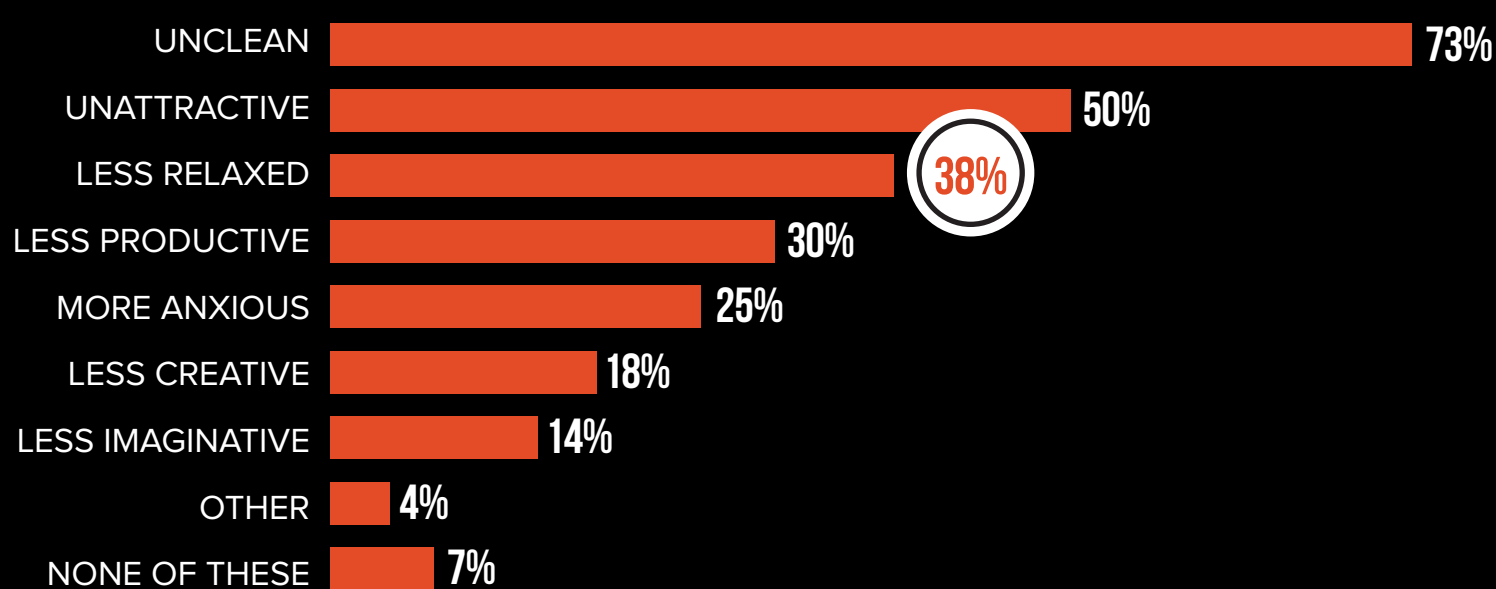


Guys fall asleep an average of **two** times per week

GONE A DAY WITHOUT SHOWERING RECENTLY?

72% of guys did the same and didn't feel quite like their best selves.

If you've ever gone more than one day without showering, which of the following describe how you felt?



7 OUT OF 10

guys say body wash makes them **feel more attractive** than bar soap



Based on a survey conducted by Kelton, a leading global insights company, on behalf of AXE sampling 1,083 Nationally Representative American Men ages 18-34

AXE
FIND YOUR MAGIC.