



INTRODUCING THE NEW SCHICK® HYDRO® 5 RAZOR, DESIGNED LIKE NO OTHER TO PROTECT SKIN FROM SHAVE IRRITATION

The New Schick Hydro 5 introduces redesigned features to help protect against irritation

SHELTON, CT (Feb. 1, 2016) – Schick announced today the launch of the new Schick Hydro 5 razor, which uses patented technology to create a shaving experience that protects guys' skin from shave irritation. Its improved design includes an upgraded Hydrating Gel Reservoir* that delivers 40 percent less friction than a traditional lube strip and instantly lubricates the face with each stroke.

"Most guys we talked to really just wanted a razor that could better protect them from daily shave irritation and offer them a more comfortable shave," said Anastasia Tobias, Schick Hydro Senior Brand Manager, Edgewell Personal Care. "So our team worked hard to create and apply smart innovation to redesign some of our razor's best features such as the hydrating gel reservoirs, skin guards and even the color, to give guys a better razor designed with them and their various shaving and skincare needs in mind."

Using patented technology, the **NEW Schick Hydro® 5** cartridge offers improved features, including:

- **Improved Hydrating Gel Reservoir:** Schick Hydro delivers 40 percent less friction, reaching 80 percent greater surface area throughout your shave and hydrating skin up to one hour after you shave. Now featuring a wider gel dispenser, Schick Hydro 5 uses proprietary ingredients to pack advanced lubrication – with aloe vera and vitamin E – into the Hydrating Gel Reservoir that sets it apart from the traditional lubricating strips found on most razors today.
- **Wider Guard Bar:** Schick Hydro 5 redesigned the guard bar at the base of the cartridge to make it wider, to help better stretch the skin, providing a smooth shave with each stroke.
- **Reduced Blade Span:** The five Ultra Glide® Blades have been moved closer together, minimizing skin bulge between each blade to better protect against shaving nicks and cuts.
- **Bold New Color:** Schick Hydro 5 brings back the same ergonomic handle with a comfortable grip and balanced feel – now with a sleeker, bolder look.
- **Same Signature Flip Trimmer:** Some things are too good to change, so the new Schick Hydro 5 continues to feature the signature Flip Trimmer, which offers a unique design for those hard-to-reach places – just flip the top back to let all five blades touch the skin compared to a single edging blade on most razors.

**hydrates throughout each shave*

Schick Hydro is supporting the launch of its newest razor with new advertising and integrated marketing programs to directly reach and resonate with the new and existing Schick Hydro 5 users, including:

New TV Spot

To help show off the sleek, smart technology of the new Schick Hydro 5®, a new Schick Robot Razor television commercial will begin airing nationwide February 15, featuring creative from J. Walter

Thompson Worldwide. The ad campaign will also be complemented by print and digital creative launching throughout February.

Brand Sponsorship with Sports Illustrated Swimsuit Launch

For the second year in a row, Schick Hydro is teaming up with *Sports Illustrated* to launch the much anticipated 2016 swimsuit issue via a fully integrated campaign inclusive of a social media contest and experiential consumer events in New York City (February 15-16) and Miami (February 17-18). The campaign will be rounded out with print, digital and out-of-home elements leading up to the launch.

Schick Hydro will be looking for America's ultimate #SchickMagnet via a week-long contest hosted through the brand's [Twitter](#) and [Instagram](#) channels, February 1 – February 5. Guys 21 and older can enter for the chance to win a trip to the Sports Illustrated Swimsuit launch party in New York City. In New York, the winner will be upgraded to full #SchickMagnet status, including a perfect shave from the official Schick Hydro barber and a walk on the red carpet with swimsuit model Samantha Hoopes. To enter, simply upload a photo of your clean-shaven face, reply to @SchickHydro using #SchickMagnet and #contest, and tag a buddy you'd like to bring along to the event.

"I'm super excited to be partnering with Schick Hydro because for me, a clean shave on a guy is an absolute must," said Hoopes. "I can't wait to meet my #SchickMagnet and have some arm candy on the red carpet this year!"

Branded Integration with SMOSH Part Timers Series on YouTube

Schick Hydro is the first brand to partner on *Part Timers*, is the first-ever scripted series from digital comedy brand SMOSH. With the comedic voices of Anthony Padilla and Ian Hecox's and their hilarious storylines around how they maneuver through their daily lives, the partnership allowed Schick Hydro to extend its connection to its own audience – who are much like these guys -- through creativity and humor. Schick Hydro worked with the show's director and head writer to develop an original content series featuring custom videos aimed to enhance the viewing experience. As Anthony and Ian maneuver through their daily lives. The series kicked off on January 11 and is available on the [SMOSH YouTube channel](#).

Schick Hydro razors are available in 3- and 5-blade models and deliver innovations in shaving technology not found among other razors currently on the market. The new Schick Hydro® 5 razors are available nationwide starting February 2016, for a suggested retail price of \$9.99 for one handle and two razor cartridges. For more information, visit www.schickhydro.com or facebook.com/SchickHydro. Visit @SchickHydro on [Twitter](#) and [Instagram](#) February 1 – February 5 to enter for a chance to win the #SchickMagnet contest.

About Edgewell™ Personal Care

Edgewell Personal Care manufactures and markets a diverse range of personal care products in the wet shave, skin care, feminine care and infant care categories with well-established brand name products such as Schick® and Wilkinson Sword® men's and women's shaving systems and disposable razors; Edge® and Skintimate® shave preparations; Playtex®, Stayfree®, Carefree® and o.b.® feminine care products; Banana Boat® and Hawaiian Tropic® sun care products; Playtex® infant care products and gloves; Diaper Genie® and Litter Genie® disposal systems; and Wet Ones® moist wipes. ©2016 Edgewell. The Playtex® trademark is used under license.

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