



## **SCHICK® WOMEN'S AND SKINTIMATE® LAUNCH NEW PRODUCTS TO INVIGORATE YOUR SHAVE ROUTINE**

*Introducing two new products from Schick and Skintimate to give women a great shave every time!*

**SHELTON, CT (March 2, 2016)** – Bring your shower experience to the next level! Introducing NEW Schick Hydro Silk® Shower Hanging Refills and NEW Skintimate® Island Berry Breeze Shave Gel. Changing your razor blade has never been so easy with Schick Hydro Silk Shower Hanging Refills, which feature a hook that allows women to conveniently hang blades directly in the shower. Skintimate Island Berry Breeze Shave Gel, the latest addition to the Skintimate Signature Scents collection, has a luscious fragrance of island berries that transports women to the tropics with each shave.

Schick and Skintimate are also excited to announce a partnership with Dr. Annie Chiu, Board-Certified Dermatologist, who will serve as the brands' official skin health expert. Dr. Chiu will help educate women about the need for a proper legcare routine, sharing all of the ways they can get the best possible shave and keep their legs looking beautiful.

"From your face to your legs, using healthy skin products that are good for your skin is something I stress to my patients and something I work to maintain in my own life every day," said Dr. Chiu. "I'm excited to be working with Schick and Skintimate. I believe smooth legs, a great shave, and personal grooming are important parts of making women confident in looking and feeling beautiful."

"We are constantly improving and developing new product offerings to enhance a woman's shave experience whether they're looking for convenience, time savers, invigorating scents or eye-catching razor handle colors," says Dan Kinton, Group Marketing Director, Women's Systems & Skintimate, Edgewell Personal Care. "No matter their preference, we aim to create products that leave women with healthy, beautiful skin."

### **Schick Hydro Silk Shower Hanging Refills: Never Forget to Change Your Razor Blade Again!**

Changing your razor blade is an important step to help reduce irritation while shaving, but many women routinely hop in the shower and forget to swap it out. Only Schick Hydro Silk Shower Hanging Refills offer the convenience of easy cartridge replacement with waterproof packaging and a built-in hook, so women can get a great shave every time. Schick Hydro Silk Shower Hanging Refills are designed to work with Schick Hydro Silk Refillable Razor, Schick Hydro Silk Sensitive Care Refillable Razor and Schick Hydro Silk TrimStyle.

### **Skintimate Island Berry Breeze Shave Gel: Escape to the Tropics (Without Booking a Flight!)**

The first step in a leg care routine for beautiful, healthy-looking legs is a moisturizing shave gel. Rejuvenate your shower with the new Skintimate® Island Berry Breeze Shave Gel and escape to the tropics with the fragrance of luscious island berries. The gel foams into a rich lather helping women to see where they have shaved and where they haven't so they never miss a spot during shaving. The

Skintimate formula contains six moisturizers, including Vitamin E and Olive Butter, to help replenish skin's natural moisture for healthy feeling, smooth legs.

Additionally, Schick® Quattro for Women® and Schick® Intuition® are launching updates to existing products within their current portfolios:

- **Schick Quattro for Women Razor:** Now with a NEW pink and coral handle, Schick Quattro for Women Refillable Razors provide a shave so smooth you can skip a day or two. Made for the curves and contours of a woman's body, Quattro for Women features four ultra-thin blades and two conditioning strips.
- **Schick Intuition Sensitive Care Razor:** Now with a vibrant NEW teal handle, Schick Intuition Sensitive Care is the first and only razor system that lathers, shaves and moisturizes during shaving in one easy step. It is enriched with Vitamin E and 100% natural Aloe for sensitive skin.
- **Schick Intuition Pure Nourishment Razor:** Now with a NEW lavender handle, Schick Intuition is the perfect multi-tasking beauty accessory and the simplest way to achieve smooth skin. The Intuition Pure Nourishment Razor features Coconut Milk and Almond Oil infused in the Skin Conditioning Solid to help moisturize dry skin during shaving.

Schick razors and Skintimate Shave Gel are available beginning February 2016 at mass, drug, and grocery stores nationwide. For more information, visit [www.Schick.com](http://www.Schick.com) or [www.Skintimate.com](http://www.Skintimate.com).

#### **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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