

Viral video warns AXE users about the dangers of misuse

03/19/2007: Video relays serious message about the consequences of “huffing”

Chicago, IL – AXE, the brand well-known for its lighthearted, tongue-in-cheek commercials, is warning consumers about the dangers of misusing aerosol products.

To complement the brand’s ongoing efforts to deter inhalant abuse, also known as “huffing,” AXE officials have posted a warning video to www.theaxeeffect.com. While the message is serious – abusing aerosols can injure or kill you – the execution is in line with what guys have come to expect from the AXE brand.

“We want our consumers to understand that deliberately misusing AXE can not only kill your game, but can actually kill *you*,” said AXE Brand Building Director Sam Chadha. “This video sends a message in the language that our consumers understand – if you’re not smart about the choices you make and you don’t use AXE properly, you’re not going to get the girl.” The brand’s warning comes as inhalant abuse-prevention groups join forces to bring awareness to the dangers of aerosol misuse during National Inhalants and Poisons Awareness Week, March 18-24.

AXE is currently in the process of producing a second video to address the use of aerosols in conjunction with fire and plans to post that warning to www.theaxeeffect.com in coming weeks.

These videos are just the latest in a series of steps AXE and its parent company Unilever have taken to combat huffing and overall product misuse. AXE cans and the brand’s Web site post clear warnings about misuse, and Unilever supports both the Alliance for Consumer Education (ACE) and the National Inhalant Prevention Coalition in their efforts to prevent inhalant abuse.

“We felt it was important to not only support these prevention groups financially, but to offer our time and expertise in helping to fight abuse,” said Chadha. “That’s why our head of Research and Development, Peter Gallagher, sits on the ACE Board of Trustees. He’s helped the organization reach out to parents and teachers in every state, providing guidance on inhalant-prevention program initiatives and public service announcements.”

Unilever is working with ACE to send several members of its AXE team to local school and community forums to further support the organization’s inhalant abuse-prevention efforts. In the meantime, the company urges consumers to visit www.theaxeeffect.com to learn more about the dangers associated with aerosol misuse.

About AXE

While AXE is best known for its deodorant bodyspray, the Unilever-manufactured brand also is available in an antiperspirant, deodorant, shower gel and a new Eau De Toilette. AXE is the No. 1 male antiperspirant-deodorant brand in the U.S. The shower gel,

launched in 2005, reached No. 1 status five months after hitting shelves. The brand's mission is to help guys get the girl with fragrances that reflect individual personality and lifestyle. AXE products are sold in North America at food, drug, club and mass outlets with a suggested retail price of \$3.99.

Unilever United States, Inc.:

700 Sylvan Avenue
Englewood Cliffs
New Jersey 07632
T: +1 201 894 7760
F: +1 201 871 8257
MediaRelations.usa@unilever.com

Contact:

Heather Mitchell
T: 312/661-2326
Heather.Mitchell@unilever.com
Cassidy Neveux
T: 312/233-1236
Cassidy.Neveux@edelman.com