



The new **Olay Body Care Collections** were created to indulge the experiential consumer with a complete set of body care products in three new scents created by P&G’s own perfumers. The experiential consumer will go to great lengths to find the correct product for her—whether it’s spending more money on a specialty product, mixing and matching scents or even creating her own at home.

**The Olay Body Care Collections pamper the experiential consumer with scent experiences, offering her choices and convenience at half the price of specialty\*:**

- Each collection includes a cleansing body wash, moisturizing body wash, body lotion and bar with massaging design.
- Available in Luscious Embrace, Silk Whimsy and Purely Pristine, the products bring specialty store indulgence to mass merchandisers at half the price.\*
- The Olay Body Care Collections are based on tried-and-true Olay technology, along with three new scents created by P&G’s perfumers.

**Availability:**

The Olay Body Care Collections will be widely available in March 2011 in North America.

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\*Suggested retail price per ounce vs. leading specialty store