

## Schick® Hydro® Announces “The Man I Am™” Advertising Campaign and Partners with Kevin Love and the Movember Foundation to Promote Healthy Masculinity

*Brand to Become the Official Men’s Shaving Sponsor of Movember and Create a Webisode Series Hosted by the Basketball Star, Interviewing Iconic Guests*

Shelton, CT, October 1, 2018—Today, Schick® Hydro® is proud to announce the brand’s new “The Man I Am™” integrated advertising campaign across digital and social media channels. As modern masculinity evolves and expands, the brand has chosen to create a purpose-led campaign and celebrate men who express themselves, on their own terms. This timely collection of creative work reflects the individuality of every man and embraces all expressions of healthy masculinity, while sticking to what Schick® Hydro® knows best: grooming. The work also illustrates that it takes a man to be himself, and the right razor to express it.

“Society is ever evolving and so is a man’s role within it, and this timely work is our positive contribution to the much discussed topic of masculinity,” noted Chit Itchon, men’s systems global marketing director at Edgewell Personal Care. “The previously established road map for masculinity is gone, and with this new campaign, we felt the time was right to bring forward a more positive and diverse celebration of masculinity, while aligning with partners who share our positive vision for mankind in the future.”

The new “The Man I Am™” campaign will seek to make a positive contribution to the topic of masculinity through:

- **A fresh, new integrated brand campaign:** Produced with MullenLowe, “The Man I Am™” campaign helps reinforce and celebrate the individuality and authenticity of men from all walks of life. The debut video ads will feature [Willie Spence](#), [Kevin Carroll](#), and [ZU-nA](#)—real men, not actors, who were carefully chosen based on the way they expressed themselves in found user-generated content. The additional integrated campaign work features a spectrum of diverse men who aren’t afraid to be themselves, and who can confidently say, “This is the man I am, and this is the shave I want.”
- **A web video series with basketball star and mental health advocate, Kevin Love:** Schick® Hydro® is also proud to partner with Kevin Love, who inspired people across the globe earlier this year by opening up about his own personal struggles with mental health. As part of the partnership, the basketball star will lead a series of entertaining conversations with several iconic guests about the evolving definition of positive masculinity entitled “Locker Room Talk.” Set to debut in late October, the webisode series will discuss what healthy masculinity means today and aim to empower men to start their own dialogues. The campaign will also raise money for both the Kevin Love Fund—which aims to inspire people to live their healthiest lives while providing the tools to achieve emotional and physical well-being—and the Movember Foundation.
- **A partnership with the Movember Foundation:** The brand is also pleased to announce a partnership with the Movember Foundation, the only global charity focused solely on men’s health. With this partnership, Schick® Hydro® will be the official razor brand of Movember. The brand will also work with the Movember Foundation to help raise vital funds and awareness to ensure men live happier, healthier, longer lives.

“There are few organizations that have done more to educate the male population on what it means to be a healthy man than the Movember Foundation, and there are few men who have done more to spark positive male conversations this year than Kevin Love,” said Carolyn Turoczi, Schick® Hydro® senior brand manager at Edgewell Personal Care. “Through ‘The Man I Am™’ work, we’ve created a purpose-first campaign that celebrates what it means to be a man today while establishing partnerships that will push healthy masculinity conversations to new heights.”

For the Movember Foundation, this partnership represents an opportunity to heighten their message that men’s mental and physical health is in crisis worldwide, and there’s something we all can do about it.

“We are so excited to welcome Schick® to Team Movember for this year’s Movember campaign. What better way to begin Movember than with a shave down using the Schick® Hydro®. Movember and Schick® share the value of promoting positive, healthy masculinity,” noted Terry Norton-Wright, U.S. president at the Movember Foundation. “We both believe in the value of taking action in support of men’s health, whether it’s through having important conversations or fundraising to support vital research.”

For more information about the campaign, please visit [www.schickhydro.com](http://www.schickhydro.com) and to learn more about the Movember Foundation and how you can change the face of men’s health and donate, please visit [www.movember.com](http://www.movember.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; Bulldog® and Jack Black® personal care products; Playtex® infant care products; Diaper Genie® and Litter Genie® disposal systems; and Wet Ones® moist wipes. ©2018 Edgewell. The Playtex® trademark is used under license.

#### **About the Movember Foundation**

The Movember Foundation has one goal: to stop men dying too young. As the only global charity tackling men’s health issues year-round, the foundation supports the following causes: prostate cancer, testicular cancer, mental health, and suicide prevention. Since 2003, the support of more than 5 million men and women has funded over 1,200 innovative projects across more than 20 countries. To donate or learn more, please visit [movember.com](http://movember.com). Movember is a registered 501(c)(3) charity.

#### **About Kevin Love**

Kevin Love is not only a leader on the Cleveland Cavaliers but an undeniable force and influence across the entire league. In ten seasons, Love can lay claim to five All-Star selections, an NBA Championship (2016), and a gold medal from both the Olympics and the FIBA World Championship. Love was selected fifth overall in the 2008 NBA Draft following his college career at UCLA, which included numerous accolades and a Final Four appearance with the Bruins. Off the court, Love has established himself as a fashion icon and philanthropist as he utilizes his platform as a professional athlete to create positive change in the lives of others.

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