



2009 CRYSTAL DEODORANT BODY ORDER REPORT

CRYSTAL[®]

How far would you go to avoid bad body odor?

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How far would you go to avoid bad body odor?

The sense of smell is without question one of our most important senses. We use our sense of smell to remember past experiences, and also to categorize new ones. Some of the most memorable smells though, are not so savory.

Arguably, one of the worst smells is bad body odor. Everyone remembers meeting someone who smelled particularly “off.” Crystal Deodorant explored how individuals react to this condition - untreatable, bad body odor. In a recent national study, 1,000 men and women were asked a series of questions focusing on the lengths to which people will go to avoid chronic body odor. The results proved informative and in many cases, surprising, illustrating just how conscious Americans are of their own personal body odor and the body odor of others.

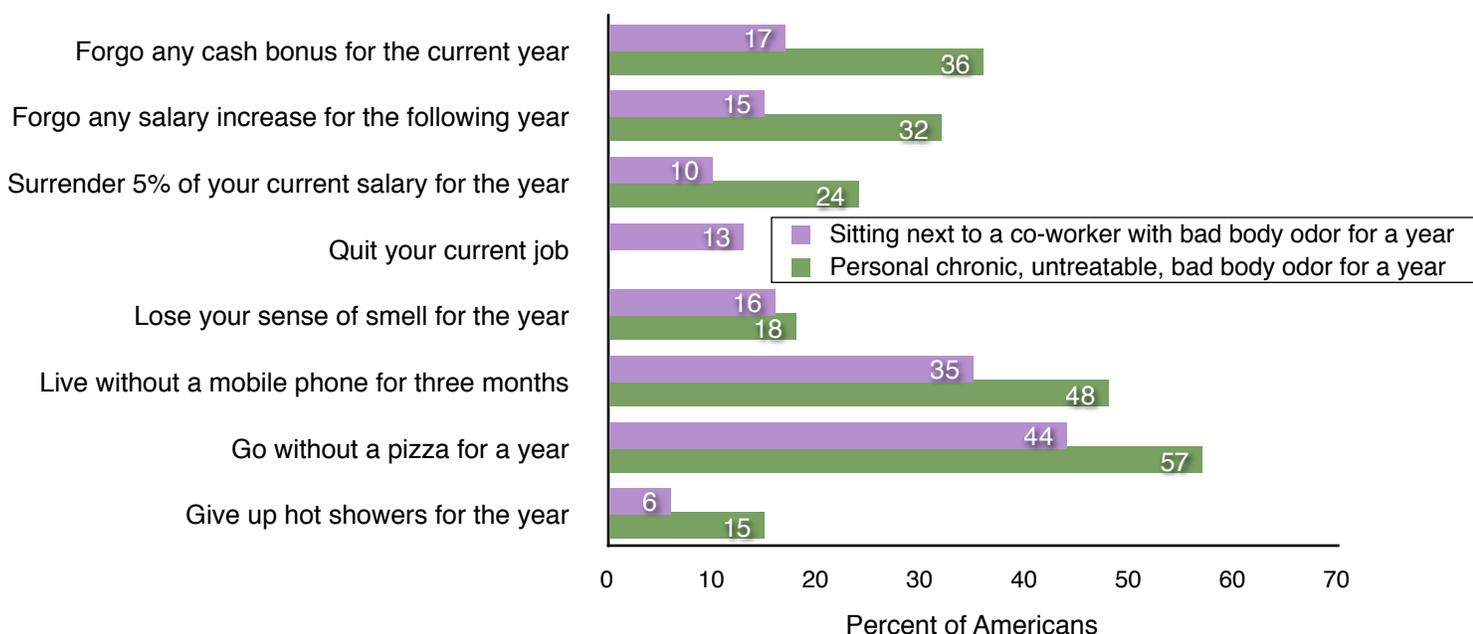
Americans indicate that they would be more willing to change aspects of their daily life if they themselves had chronic, untreatable, bad body odor for a year than if they had to sit next to a co-worker with the same condition for a year. The

results of this survey illustrate our striking feelings of self-consciousness.

Bad body odor is such a plight that people are willing to go to astonishing lengths to avoid this condition. Perhaps the most surprising revelation of this study was the extent to which Americans would be willing to make major sacrifices in order to avoid personal chronic body odor. This study revealed, in fact, that Americans are willing to sacrifice years of their life to avoid a life-long condition of chronic body odor. Remarkably, just under one-half of Americans (46%) are willing to shave an average of 10 years off their life to avoid being viewed as “the person that smells.”

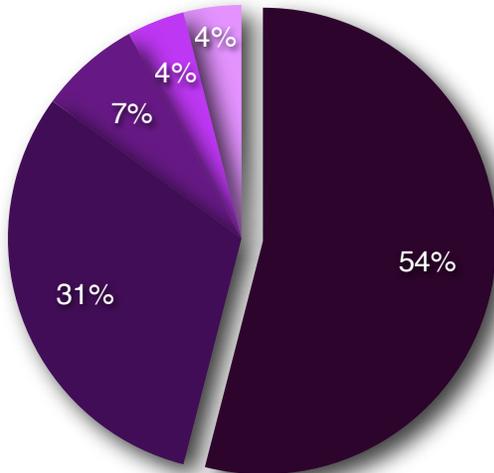
Americans are also willing to gain a significant amount of weight to avoid a lifetime of chronic bad body odor. The results indicate that, on average, Americans are willing to gain 17 pounds to avoid this condition. Twenty-four percent are not willing to gain any weight, while 76 percent are willing to gain weight, with 17 percent willing to gain more than 20 pounds just to escape bad body odor.

Which of the following would you be prepared to do to avoid...



Interestingly, younger respondents, those under 45, are willing to gain an average of 23 pounds, while those 45 and older are only willing to gain 12 pounds.

How many years of your life would you be willing to sacrifice to avoid a life-long condition of chronic body odor?



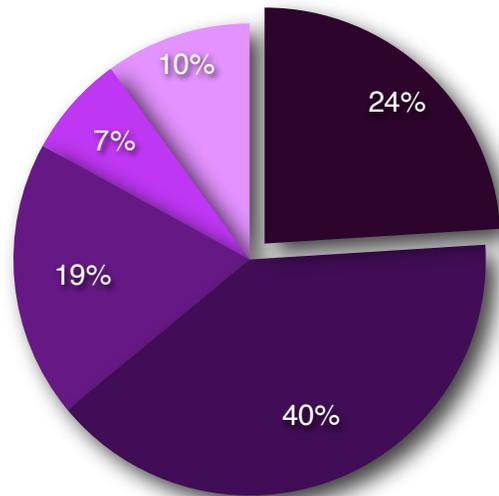
- None
- 1 - 5 years
- 6 - 10 years
- 11 - 20 years
- 20 + years

In addition to weight gain and life expectancy, approximately one-third of Americans (31%) would be willing to do at least one of the following to avoid sitting next to a co-worker with chronic body odor for a year: *forgo any cash bonus for the current year, forgo any salary increase for the following year, surrender 5% of their current salary for the year or quit their job*. Amazingly, despite the current unemployment rate, a notable minority of Americans (13%) are willing to *quit their job* to avoid sitting next to a co-worker that smells slightly “off” for a year. Our negative associations with chronic body odor are so strong that many people are willing to *give a up a job, decrease their income* and even *give up their sense of smell* to avoid being surrounded by this condition.

Personal body odor appeared to be an even greater concern, with 44 percent of Americans willing to

do at least one of the following to avoid a year of untreatable body odor: *forgo any cash bonus for the current year, forgo any salary increase for the following year or surrender 5% of their current salary for the year*. Again, given the uncertainty of the economy, it is astonishing the financial hardships Americans are willing to endure to avoid chronic body odor.

How much weight would be willing to gain to avoid a life-long condition of chronic body odor?



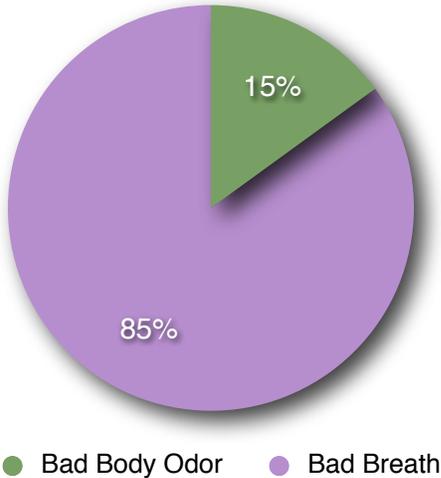
- None
- 1 - 10 lbs
- 11 - 20 lbs
- 21 - 30 lbs
- 30 + lbs

Additionally, over one-half of Americans (57%) would be willing to *give up pizza for a year*, 48 percent would be willing to *live without a mobile phone for three months* and 15 percent would be willing to *give up hot showers for the year* to avoid a year of chronic body odor.

This study also explored dating behaviors in relation to bad body odor. When asked about a comparison between bad breath and bad body odor on a first date, an overwhelming proportion of Americans (85%) said they would be more likely to tolerate bad breath, while only 15 percent would tolerate bad body odor. This illustrates the severity of body odor compared to other hygienic issues. While 18 percent of men are willing to tolerate bad

body odor, only 14 percent of women are willing to accept this condition.

Which would you tolerate more on a first date: bad breath or bad body odor?

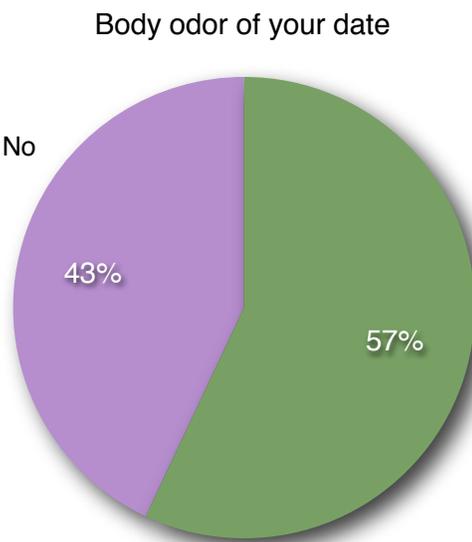
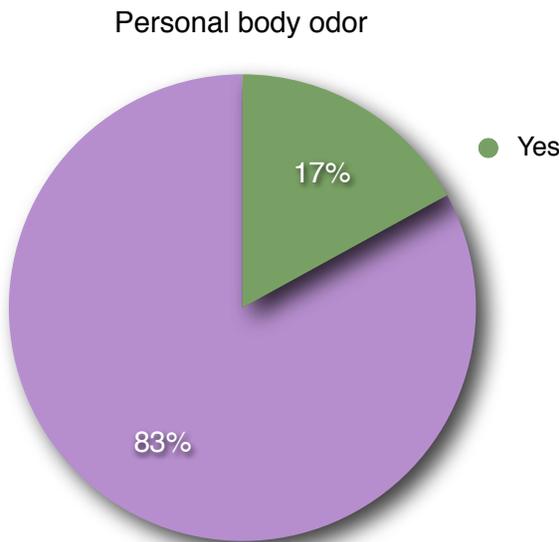


In continuing to examine bad body odor, it was determined that 57 percent of Americans would be more likely to go on a date with a celebrity whom they found sexually attractive, even if that celebrity has bad body odor. Only 17 percent of respondents

though, would be willing to go on that same date with a celebrity if they *themselves* had bad body odor. The results also indicate that men are slightly more willing to tolerate bad body odor, as 21 percent would be willing to go on a date if they had chronic body odor, and 62 percent would go on a date if the celebrity smelled. These results reinforce the findings that people are more willing to go to extremes to avoid personal bad body odor than they would to avoid being around other individuals with bad body odor. The fact that people are over three times more likely to go on a date if their date has bad body odor than if they themselves have bad body odor highlights the fact that Americans are much more conscious of their own body odor than the body odor of others.

It is evident from this survey that the majority of Americans are extremely sensitive to smells, specifically body odor. Americans are willing to sacrifice their financial stability and personal appearance simply to avoid being subjected to bad body odor. Possibly more astonishing is that people are willing to shorten their life to avoid having bad body odor. This all begs the question, of course, how far would you go to avoid B.O.?

What would you be willing to tolerate on a date with your favorite celebrity?



Methodology

This study was commissioned by Crystal Deodorant and conducted by Sentient Decision Science, an independent market research and consulting firm. The research is based on a survey of approximately 1,000 U.S. men and women 18 and older. The margin of error for this survey is +/- 3.1% percentage points with a 95 percent level of confidence. For more information about this research please contact Crystal Deodorant or Sentient Decision Science.

About Sentient Decision Science, LLC

Sentient Decision Science is a full service market research firm with special in understanding the non-conscious motivations of consumer behavior. Sentient specializes in advanced research design and statistical analysis of behavioral and attitudinal data.

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