



latest innovations

New **Secret Clinical Strength Stress Response** is uniquely formulated to fight the three main causes of sweat – exercise, heat and stress. It is 4x more effective at protecting against stress-induced sweat, the worst-smelling kind, while providing prescription-strength wetness protection.

**Secret’s studies have shown that women can sweat on average 30 times more than normal when stressed, so Secret Clinical Strength was formulated with the maximum level of anti-perspirant active without a prescription:**

- Secret Clinical Strength is proven 4x more effective at protecting against stress-induced underarm wetness than the wetness protection required of an ordinary antiperspirant.
- Patented technology traps and locks away odor, then replaces it with a fresh scent. This is especially important since stress sweat odor is stronger, and attempting to simply cover it up with fragrance can make it smell worse.
- In the Secret stress sweat study, users achieved a reduction in wetness of more than 85%, and an odor reduction of more than 50%. Less wetness means less nutrients for bacteria which can result in less odor-causing bacteria.
- Secret Clinical Strength is doctor endorsed and clinically proven to provide prescription-strength wetness protection.
- Secret has partnered with Oprah’s Lifeclass to offer stress management tools and tips to support women in managing their stress and stress sweat. More information at [oprah.com/secret](http://oprah.com/secret).

## About Secret Clinical Strength Stress Response Technology:

- Stress sweat smells worse than other kinds of sweat because the gland it comes from (the Apocrine gland) produces more nutrients for bacteria, which could mean more bacteria and more odor.
- Triple-action technology provides three layers of protection: prescription-strength wetness protection, odor-fighting microcapsules, and skin-soothing conditioners such as dimethicone and petrolatum.
- Secret's patented BCD technology uses odor-neutralizing molecules to trap odor, lock it away and then replace the odor with a fresh scent to keep women smelling clean and fresh.
- The specially designed two-click applicator ensures the right amount of product is delivered to the underarm with each use.

## Availability:

Launched in January 2013, Secret Clinical Strength Stress Response in Serene Citrus is available in the deodorant aisle at food, drug and mass retailers throughout the U.S.

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