

The new **Febreze CAR Vent Clip** doesn't just mask the odors, it eliminates them. Febreze CAR Vent Clip delivers on the long-unfulfilled promise of car air fresheners by leveraging Febreze's proven experience in scent technology. Unlike some car air fresheners that start overwhelmingly strong and fade fast, this innovative car air freshener was designed to provide a continuous, non-energized scent that keeps cars smelling fresh and odor free.

**Developed specifically for the car environment, the Febreze CAR Vent Clip provides effective consistency, advanced technology, discreet design, high-quality scents and proven odor elimination:**

- The Febreze CAR Vent Clip easily clips onto the air vent of the vehicle to eliminate common car odors and freshen the air for up to 30 days\*.
  - Activate It: The uniquely designed product begins to release scent when the consumer activates the device for use.
  - Clip It: This air freshener clips directly on car vents.
  - Control It: Formulated with high-quality scents that have proven odor-eliminating power, Febreze CAR Vent Clips slowly release scent day after day without becoming too overpowering. With the touch of a finger, the desired level of freshness can be controlled by adjusting the scent intensity dial.

## About Febreze CAR Vent Clip Technology:

- The Febreze CAR Vent Clip is activated only when the consumer starts using it by lifting the clip. This ruptures the foil, releasing fragrance to the membrane.
- The breathable, microporous membrane delivers a more consistent freshness and scent for up to 30 days\*.
- Safe to use in any car, the product's self-contained perfume is virtually mess free.
- The scent intensity dial allows users to adjust the air flow openings to control the level of scent delivery.

\*On low and under ambient conditions.

## Availability:

Febreze CAR Vent Clip will be available in the Air Care and select Auto aisles at major retailers in North America beginning in early January 2012.



## Contacts

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