

NielsenIQ Brandbank

Lynx Antiperspirant Deodorant Spray XXL Africa the G.O.A.T. of fragrance 250 ml



EAN

8717163640982

Target market(s)

GB, IE

Components

Ingredients

Butane, Isobutane, Propane, PPG-14 Butyl Ether, Aluminum Sesquichlorohydrate, Cyclopentasiloxane, Parfum, Glycine, Helianthus Annuus Seed Oil, C12-15 Alkyl Benzoate, Distearidimonium Hectorite, Calcium Chloride, Octyldodecanol, BHT, Propylene Carbonate, Dimethiconol, Benzyl Alcohol, Benzyl Salicylate, Citronellol, Coumarin, Geraniol, Linalool

Product Description

Brand

Lynx

Features

LYNX Africa is the UK's #1 male fragrance* – when you pick up this antiperspirant, you are holding true greatness
LYNX Africa Antiperspirant Deodorant spray gives you 72-hour protection against sweat thanks to its pro-scent technology and high-definition fragrance
No matter what comes your way, this XXL can of LYNX Africa Antiperspirant has got you covered with the warm fragrance of squeezed mandarin and sandalwood
Embrace the G.O.A.T. sensation of this LYNX antiperspirant spray with its uniquely warm fragrance
This Antiperspirant has the iconic LYNX Africa fragrance with a fresh new look. The G.O.A.T.
G.O.A.T. LYNX antiperspirant in an infinitely recyclable aerosol can – fresher you, cleaner planet

Standardised Brand

Brand - Lynx

Marketing

Company Name

Unilever UK Ltd. / Unilever Ireland Ltd.

Company Address

Unilever Dept ER,
Wirral CH63 3JW UK

Product Marketing

You are holding true greatness. Lynx's Africa is the UK's #1 fragrance* – you don't want to be the one missing out! We've sold +400 million Lynx Africa Bad Boys and then some. That is one for every person in the UK & Ireland five times over. With this XXL can of LYNX Africa antiperspirant, you get 72 hours of protection and high-definition fragrance. Lynx Africa Antiperspirant is the true G.O.A.T. of fragrance, with a squeezed mandarin and sandalwood scent. Formulated to protect against excessive sweating for 72 hours, our deodorant helps you to stay fresh, confident, and ready for anything that comes your way. LYNX Africa Antiperspirant Deodorant Spray complements your style and helps you stay fresh and in control. We aim to give you the edge in the mating game. How to use it? Shaking the can well and holding it 15 cm away from your underarm, spray in a well-ventilated area for great protection. Avoid contact with eyes and broken skin. G.O.A.T. LYNX antiperspirant in an infinitely recyclable aerosol can – fresher you, cleaner planet. By 2025, LYNX aims for all our packaging to be recyclable or to include recycled materials. Welcome to the future. It smells amazing. LYNX.

*Kantar Usage, GB Male Deodorant % Weekly Occasions. June 2018–2022.

Storage & Usage

Storage Type

Type

Ambient

Brandbank Captured Pack Data

Pack Size

250millilitre e

Numeric Size

Numeric Size - 0.55

Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
8.23	1.97	1.97

(GS1 package measurement rules)

Country

Country of Origin - United Kingdom

Origin

Origin Free Text - United Kingdom

Customer Services

Manufacturers Address

Unilever Dept ER,
Wirral CH63 3JW UK

Telephone Helpline

UK: 0800 585 204
ROI: 1850 404 060 (Callsave)

Web Address

www.lynxeffect.com

Extended Data

Safety Warning

Deo Aerosol AP DIRECTIONS: Shake well, hold can 15cm from the underarm and spray. CAUTION: Do not use on broken skin. Stop use if rash or irritation occurs. Avoid direct inhalation. Use in short bursts in well-ventilated places, avoid prolonged spraying. Do not spray near eyes. Use only as directed. DANGER: Extremely Flammable Aerosol. Pressurised container: May burst if heated. Keep away from heat, hot surfaces, sparks, open flames and other ignition sources. No smoking. Do not spray on an open flame or other ignition source. Do not pierce or burn, even after use. Protect from sunlight. Do not expose to temperatures exceeding 50°C. Keep out of reach of children.. Deo Aerosol AP DIRECTIONS: Shake well, hold can 15cm from the underarm and spray. CAUTION: Do not use on broken skin. Stop use if rash or irritation occurs. Avoid direct inhalation. Use in short bursts in well-ventilated places, avoid prolonged spraying. Do not spray near eyes. Use only as directed. DANGER: Extremely Flammable Aerosol. Pressurised container: May burst if heated. Keep away from heat, hot surfaces, sparks, open flames and other ignition sources. No smoking. Do not spray on an open flame or other ignition source. Do not pierce or burn, even after use. Protect from sunlight. Do not expose to temperatures exceeding 50°C. Keep out of reach of children..

Description Breakdown

Functional Name - Deo Aero



INGREDIENTS: Butane, Isobutane, Propane, PPG-14 Butyl Ether, Aluminum Sesquichlorohydrate, Cyclopentasiloxane, Parfum, Glycine, Helianthus Annuus Seed Oil, C12-15 Alkyl Benzoate, Distearidimonium Hectorite, Calcium Chloride, Octyldodecanol, BHT, Propylene Carbonate, Dimethiconol, Benzyl Alcohol, Benzyl Salicylate, Citronellol, Coumarin, Geraniol, Linalool.



250 ml

MANDARIN & SANDALWOOD SCENT

GREATEST FRAGRANCE OF ALL TIME

100% RECYCLED BOTTLE

UK'S NO. 1 MALE FRAGRANCE*

+72HR ANTI SWEAT PROTECTION

THE ALL NEW LYNX

*KANTAR USAGE, GB MALES SHOWER 7% WEEKLY OCCASIONS, DATA 2022-2023