

## Sure Men Anti-Perspirant Aerosol Invisible Ice Fresh 200ml



### EAN

8720181334955

### Target market(s)

GB, IE

## Components

### Ingredients

Butane, Isobutane, Propane, Cyclopentasiloxane, PPG-14 Butyl Ether, Aluminum Chlorohydrate, Parfum, Disteartrimonium Hectorite, Octyldodecanol, BHT, Propylene Carbonate, Helianthus Annuus Seed Oil, Dimethiconol, Caprylic/Capric Triglyceride, Sodium Starch Octenylsuccinate, Tocopheryl Acetate, Alpha-Isomethyl Ionone, Benzyl Alcohol, Benzyl Salicylate, Coumarin, Hexyl Cinnamal, Isoeugenol, Limonene, Linalool

## Product Description

### Brand

Sure

### Features

Sure Men Invisible Ice Fresh Anti-Perspirant Deodorant Aerosol 200ml provides 48h dry protection against sweat and odour while protecting your clothes against white marks and yellow stains

This anti-perspirant deodorant spray features our unique MotionSense technology, giving you an all-day fresh fragrance that activates as you move

To keep sweat and odour at bay, shake the anti-perspirant can, then hold it 15cm away from your underarm and spray evenly in a well-ventilated area

Get all-day freshness and protection from sweat, odour and marks with this alcohol-free\*, dermatologically tested anti-perspirant deodorant for men

Thanks to Sure's compressed technology, this 200ml anti-perspirant can lasts just as long as our previous 250ml can but with less packaging

Sure Men Invisible Ice Fresh Anti-Perspirant Deodorant Aerosol allows you to always be protected and feel confident whatever happens. Sure, it won't let you down

### Standardised Brand

Brand - Sure

## Marketing

### Company Name

Unilever UK Ltd. / Unilever Ireland Ltd.

### Company Address

Unilever Dept ER,  
Wirral CH63 3JW UK

### Product Marketing

Sure Men Invisible Ice Fresh Anti-Perspirant Deodorant Aerosol is formulated to provide 48-hour protection against sweat, odour and marks on your clothes, keeping black clothes black and white clothes white for longer. Its anti-white mark and yellow stain formula is dermatologically tested and alcohol free\* so you can feel fresh, dry and protected all day long without worrying about irritation. This anti-perspirant deodorant for men contains Sure's innovative MotionSense technology which releases bursts of fresh and clean fragrance with a citrus kick when you need it most. It works like this: unique microcapsules sit on the surface of your skin. When you move, friction breaks those microcapsules releasing more fragrance. So, the more you move, the more it protects. That energising scent stays with you no matter how hard you push yourself. Because when you work hard, Sure works harder. Wear what you like. Move when you want. You know you're protected. Sure. It won't let you down. Have the confidence to move beyond your limits with Sure Invisible Ice Fresh anti-perspirant deodorant spray. Firstly, shake the can. Then hold it 15 centimetres away from your underarm and spray evenly in a well-ventilated area. Avoid contact with eyes and broken skin. This anti-perspirant deodorant is assembled in a factory using 100% renewable grid electricity. Made with infinitely recyclable aluminium, the compressed 200ml can is smaller but lasts just as long as its 250ml equivalent. Please recycle. Let's move together for a sustainable future. \*ethyl alcohol

## Storage & Usage

### Storage Type

#### Type

Ambient

## Brandbank Captured Pack Data

### Pack Size

200millilitre e

### Numeric Size

Numeric Size - 0.44

### Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
6.73	1.77	1.77

### (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 085 2639  
ROI: 1850 404 060 (Callsave)

### Web Address

[www.suredeodorant.co.uk](http://www.suredeodorant.co.uk)

## 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..

### Description Breakdown

Functional Name - Deo Aero



#### APPLICATION



1. SHAKE



2. SPRAY



3. MOVE

GOES ON  
INSTANTLY  
DRY

**INGREDIENTS:** Butane, Isobutane, Propane, Cyclopentasiloxane, PPG-14 Butyl Ether, Aluminum Chlorohydrate, Parfum, Disteardimonium Hectorite, Octyldodecanol, BHT, Propylene Carbonate, Helianthus Annuus Seed Oil, Dimethiconol, Caprylic/Capric Triglyceride, Sodium Starch Octenylsuccinate, Tocopheryl Acetate, Alpha-Isomethyl Ionone, Benzyl Alcohol, Benzyl Salicylate, Coumarin, Hexyl Cinnamal, Isoeugenol, Limonene, Linalool.



200  
ml

BURSTING  
WITH CLEAN  
AND  
REFRESHING  
SCENT



48H  
SWEAT  
& ODOUR  
PROTECTION



LESS PACKAGING THANKS TO OUR  
COMPRESSED TECHNOLOGY

250ML



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200ML