

# NielsenIQ Brandbank

## Lynx Aerosol Bodyspray Africa the G.O.A.T. of fragrance 150 ml



### EAN

8717644012208

### Target market(s)

GB, IE

## Components

### Ingredients

Alcohol Denat., Butane, Isobutane, Propane, Parfum, Zinc Neodecanoate, Isopropyl Myristate, Citronellol, Coumarin, Geraniol, Hexyl Cinnamal, Linalool

## Product Description

### Brand

Lynx

### Features

LYNX Africa is the UK's #1 male fragrance\* – when you pick up this bodyspray, you are holding true greatness

This LYNX Africa Bodyspray with dual-action odour-busting zinc technology gives you 48 hours of protection and high-definition fragrance

No matter what comes your way, LYNX Africa Bodyspray has got you covered with the warm fragrance of squeezed mandarin and sandalwood

Embrace the G.O.A.T. sensation of this LYNX bodyspray deodorant with its uniquely warm fragrance

This bodyspray has the iconic LYNX Africa deodorant fragrance with a fresh new look. The G.O.A.T.

G.O.A.T. LYNX bodyspray 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 our Africa Bodyspray, you get 48 hours of Lynx's high-definition, G.O.A.T. squeezed mandarin and sandalwood fragrance combo. LYNX Africa Bodyspray gives you 48 hours of odour protection with our revolutionary dual-action odour-busting zinc technology, keeping you smelling awesome and feeling chill, all day. You never know when opportunity will strike, so you need a bodyspray that's going to keep you smelling iconic and feeling confident no matter the circumstances. How to use it? Shaking the can well and holding it 15 cm away from your body, spray across your chest in a well-ventilated area for G.O.A.T. level fragrance. Avoid contact with eyes and broken skin. G.O.A.T. LYNX bodyspray deodorant comes 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

150millilitre e

### Numeric Size

Numeric Size - 0.33

### Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
5.71	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  
RO: 1850 404 060 (Callsave)

### Web Address

www.lynxeffect.com

## Extended Data

### Safety Warning

Deo Aerosol non AP DIRECTIONS: Hold can 15cm from the body 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: Alcohol Denat., Butane, Isobutane, Propene, Parfum, Zinc Neodecanoate, Isopropyl Myristate, Citronellol, Coumarin, Geraniol, Hexyl Cinnamal, Limonol.



**MANDARIN & SANDALWOOD SCENT**

**GREATEST FRAGRANCE OF ALL TIME**

**UK'S NO. 1 MALE FRAGRANCE**  
\*KANTAR USAGE, Q11 MALE SHOWER % WESHEY OCCASIONS, JUNE 2018-2023

**100% RECYCLED BOTTLE**

**48-HOUR HIGH-DEFINITION FRAGRANCE**

**THE ALL NEW LYNX**