

*"Girls don't like bad breath, they don't like yellow teeth, so you gotta keep it in check."*



## Top 3 Plays

1. **BRAND OF DEODORANT USED MOST**
  - ➔ Old Spice
  - ➔ Degree
  - ➔ Axe
2. **WHERE DO YOU MOST OFTEN BUY YOUR PERSONAL GROOMING PRODUCTS?**
  - ➔ Superstores
  - ➔ Grocery Stores
  - ➔ Drug Stores
3. **PRODUCTS I CAN'T LIVE WITHOUT**
  - ➔ Toothpaste
  - ➔ Deodorant
  - ➔ Shampoo

## Personal Grooming Playbook

### OVERVIEW

Most teenage boys feel that maintaining their personal appearance is *VERY* important. Why do they spend time grooming? They do it for practical *and* psychological reasons. Teen boys report that they groom to **stay clean** (69%), **feel more confident** (56%), and demonstrate **personal pride** (53%).

The biggest worries for teen boys when it comes to personal grooming are **body odor** and **acne**. In fact, combatting odors

is a strong driving force overall when it comes to personal grooming among teen boys. Our interviews reveal that teen boys do not want to have bad breath or smell badly in any way--unless they are willing to face the social consequences!

Racial differences emerge within the personal grooming space. For African-American teen boys in particular, concerns exist for addressing chapped lips and dry, ashy skin. In contrast, Caucasian and Asian teen boys do not

express as significant concerns in these personal grooming areas.

Although mothers appear to be the primary purchasers of the personal grooming products for the household, the teen boys still have significant decision-making power when it comes to choosing their own personal grooming products. Typically, teen boys decide what they want to use and let their mothers know.

### ABOUT THE SURVEY

These findings are based on a nationally representative survey of 651 teenage males (14-21yrs) conducted by Sprout Insight. Surveys were completed by high school athletes attending a football training camp. The margin of error for the full sample is  $\pm 4.5$  percentage points. This report also includes quotes gathered through a series of exploratory in-person interviews about personal grooming habits and practices, with a focus on preferred products and brands. The research team conducted on-the-spot brief interviews with roughly 24 high school teen boys.