

## BRUT – ‘BE YOUR OWN MAN’ – SITE COPY V2

[Top fold AV copy]

### **What does it mean to be a Brut man?**

It means you work hard.

It means you play hard.

It means being yourself

**Be your own man.**

[Brand/campaign overview copy]

### **Work hard. Play hard.**

Being a Brut man means you work hard, no matter what you’re working on, and play hard whatever it is you’re playing at. Most of all it means being yourself - doing your own thing on your own terms, calling the shots when it matters. So instead of us telling you what it means to be a Brut man, how about we just help you be your *own* man...

[Product range copy – homepage]

### **We’ve got you covered.**

Whatever you do, however you do it, there’s a Brut product to keep you looking and feeling your best. Our line of grooming and fragrance products continues to grow, from classic Brut Original to new fragrances in roll-on, spray, after shave and shower gel. Whatever you need, we’ve got you covered.

[Product page copy]

### **Brut. We’ve got you covered.**

#### **[Brut Original Body Spray]**

Nothing beats the distinctive, classic fragrance of Brut Original Body Spray, providing all-over freshness that lasts through the day.

#### **[Brut Original Splash-On]**

Refresh your skin with the unique fragrance of Brut Original cologne, specially formulated for all-over body confidence.

#### **[Brut Original Stick Deodorant]**

Tried and tested to keep unwanted odour at bay without a trace of residue. Apply once and you’re set for the day.

#### **[Brut Original Ultra Dry Anti-Perspirant Deodorant]**

Stay fresh and dry for longer. Brut Ultra Dry technology provides an extended, 24-hour defence against sweat and odour.

**Brut Original Roll-On Anti-Perspirant Deodorant]**

All the power of Brut Ultra Dry technology in a convenient roll-on, delivering 24-hour, high-performance protection.

**[Brut Max Defence Military Grade Deodorant]**

Specially developed for the active man. A double dose of drying agents and fragrance keeps you fresh, no matter what the day throws at you.

**[Brut Military Grade Enduro Ice Anti-Perspirant Deodorant]**

An endurance deodorant for demanding conditions. Delivers an instant response and a cooling, 48-hour dryness.

**[Brut Shower Gel]**

Look and feel your best with our 3-in-1 performance gel. Combines skin-toner, cleansing shampoo and an all-over odour-block in one shower bottle.

**[Brut Original Shave Foam]**

A rich, creamy lather for a close and comfortable shave. Improves razor-glide and helps prevent nicks, cuts and burn.

**[Brut Original After Shave Lotion]**

Take confidence in one of the world's most popular fragrances in a toning lotion that invigorates after every shave.