Schick® Hydro® Debuts Larger-Than-Life 'Robot Razor' At Entertainment Weekly's Con-X During Comic-Con San Diego To Rescue Fans From Real-life Irritations

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Schick Hydro teams up with Entertainment Weekly and Zachary Quinto at the Con-X fan festival, where fans can receive the ultimate shave including facial hairstyles inspired by heroes and villains

SHELTON, Conn., July 7, 2016 /PRNewswire/ -- At Entertainment Weekly's Con-X fan festival at Comic-Con, July 21-24, Schick Hydro is introducing larger-than-life Robot Razor, the superhero razor ready to dive into the fanfare and smooth out the many irritations that often damper fan experiences.

Experience the interactive Multimedia News Release here:
http://www.multivu.com/players/English/7867651-schick-hydro-robot-razor-con-x/

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"Up until now, we've only seen Robot Razor in digital form in an epic battle against a regular lube strip in a showdown for skin supremacy," said Anastasia Tobias, Schick Hydro Senior Brand Manager, Edgewell Personal Care. "Now, we're excited to bring his powers to real-life situations for fans at EW's Con-X -- making Schick Hydro the brand that doesn't just mean a smoother shave, but a smoother experience."

In anticipation of the arrival of Robot Razor in San Diego, Schick Hydro is launching their #HydroRescue social campaign a few weeks prior. On July 7, from 9am – 9pm EST, guys are encouraged to tweet some of life's funniest irritations with #HydroRescue and #Contest for a chance to win an all-expense-paid trip to San Diego with a friend, meet actor **Zachary Quinto**, and enjoy VIP treatment at the Schick Hydro Super Shave Shop and Hydration Station at EW's Con-X.

Some submissions will be replied to from @SchickHydro with images of Robot Razor fixing entrants' irritations in the form of real-time sketches by professional comic artists, showcasing the character's powers as he protects guys against their most annoying irritations. Along with the grand prize winner, two runners-up will also be selected to have sketches of their submissions turned into dynamic illustrations, creating limited-edition posters that will be displayed and distributed at the Schick Hydro Super Shave Shop. Famed artists creating the fan-submitted Robot Razor scenarios are **Livio Ramondelli** and **Ryan Odagawa**.

The Super Shave Shop and Hydration Station is part of a fully integrated partnership with Entertainment Weekly including experiential, print and digital elements, with a focus on its first-ever EW Con-X fan festival, located near the San Diego Convention Center in Embarcadero Park North in the downtown marina. At the Schick Hydro station, guys will receive a free custom shave from professional barbers – including hero and villain facial hairstyles – and have the chance to meet Robot Razor, as they're encouraged to share their clean-shaven selfies with #HydroRescue. Attendees can also receive autographed posters from Ramondelli and Odagawa. In and around EW's Con-X, Robot Razor will set out to prove undefeated against on-the-ground irritations as he saves people from long lines with water, sunscreen, and treats to make their time under the hot San Diego sun smoother.

Robot Razor is inspired by the brand's patented technology and smart innovation in its newest razor, the Schick Hydro 5, designed like no other to protect guys from shave irritation. Robot Razor first appeared in a 30-second TV spot that aired during this year's Big Game, during which he defeated a regular lube strip in battle.

For more information, visit **www.schickhydro.com** or facebook.com/SchickHydro. Visit @SchickHydro on **Twitter** on July 7 to enter for a chance to win the #HydroRescue contest.

About Edgewell Personal Care™

Edgewell Personal Care (NYSE:EPC) manufactures and markets a diverse range of personal care products in the wet shave, skin care, feminine care and infant care categories with well-established brand name products such as Schick® and Wilkinson Sword® men's and women's shaving systems and disposable razors; Edge® and Skintimate® shave preparations; Playtex®, Stayfree®, Carefree® and o.b.® feminine care products; Banana Boat® and Hawaiian Tropic® sun care products; Playtex® infant care products and gloves; Diaper Genie® and Litter Genie® disposal systems; and Wet Ones® moist wipes. ©2016 Edgewell. The Playtex® trademark is used under license.

About Entertainment Weekly

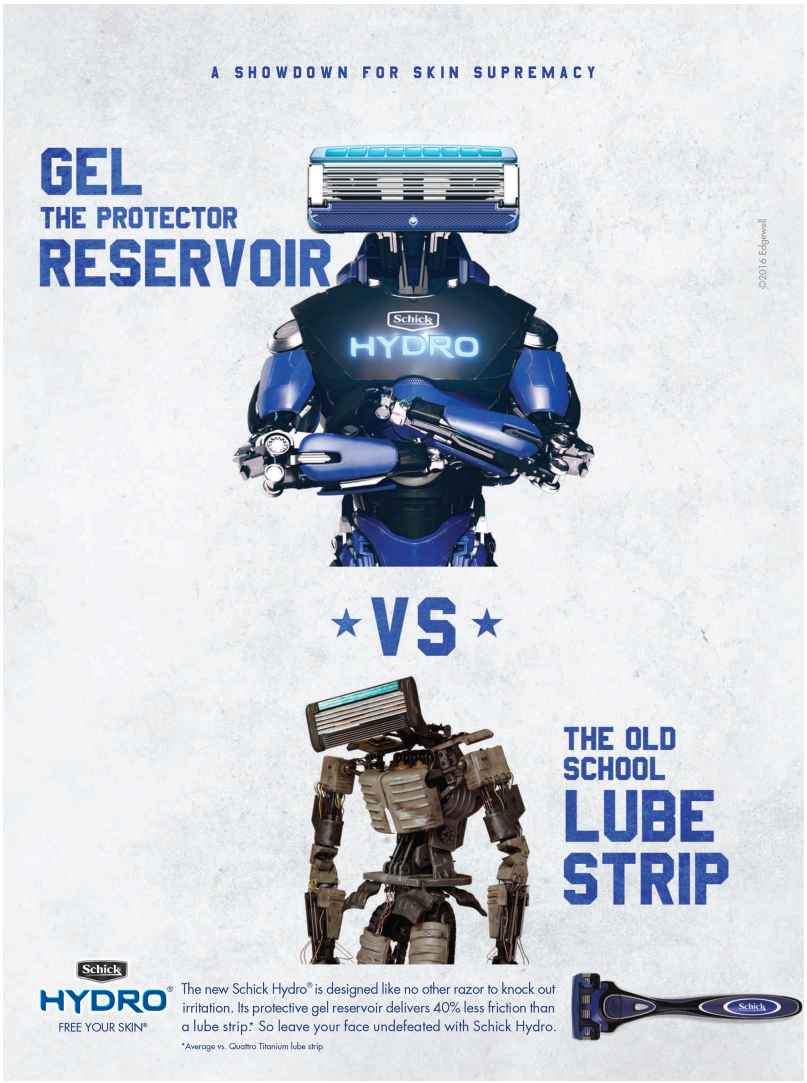
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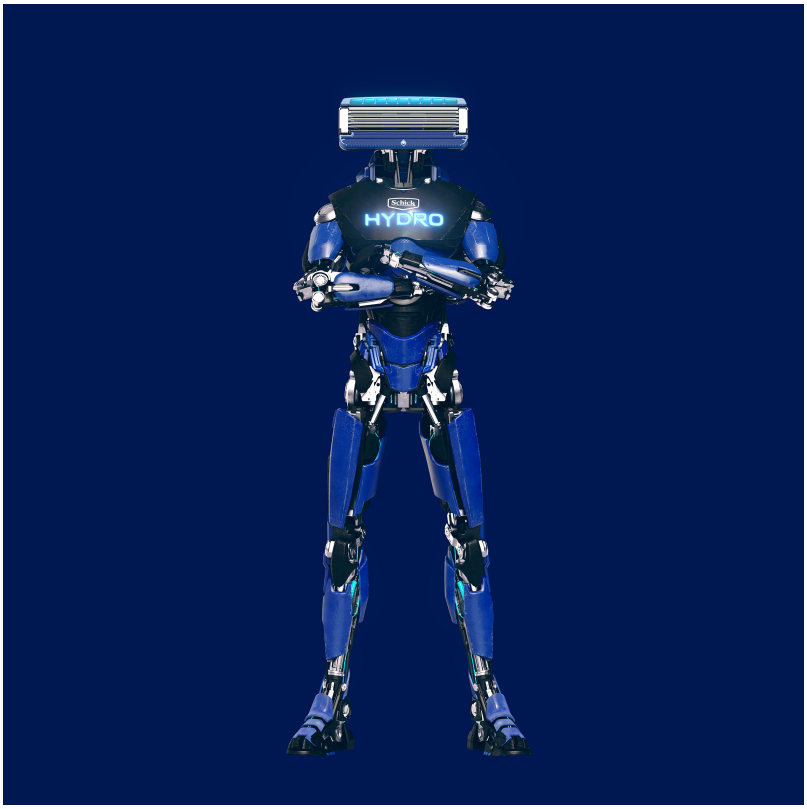
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