Schick® Hydro® Announces Exclusive Movie Partnership With Transformers: The Last Knight, Directed By Michael Bay, Featuring The Ultimate Alliance Of Technology That Transforms

06/15/17

Partnership features a dedicated TV commercial directed by Michael Bay and Limited-Edition collectible razors

SHELTON, Conn., June 15, 2017 /PRNewswire/ -- **Schick® Hydro®** announced today its partnership with Paramount Pictures' new movie, *Transformers: The Last Knight*, directed by Michael Bay, in theaters June 21, demonstrating how the brand continues to innovate the shaving category and brings to life the transformative powers of a great shave. The partnership highlights Hydrobot, the Schick Hydro iconic hero, a razor designed like no other, and leverages the platform, "Technology That Transforms" through a new TV commercial and Limited-Edition, collectible razors.

Experience the interactive Multimedia News Release here:
https://www.multivu.com/players/English/8098451-schick-hydro-transformers-razor/



The collaboration debuts with a new TV commercial, directed by Bay, the renowned filmmaker and director of all five of the *Transformers* feature films inspired by the iconic brand from Hasbro. The exclusive spot features the Schick Hydro 5 razor converting into Hydrobot, with a fist bump from Optimus Prime for protecting mankind one face at a time.

"We are committed to bringing movie fans the tools and experiences they crave to truly express who they are. We are thrilled to be partnering with *Transformers: The Last Knight*, and working with Michael Bay, a legendary filmmaker who has brought his incredible talent in directing and producing these blockbuster action films to our new TV campaign," said Anastasia Tobias, Schick Hydro Senior Brand Manager, Edgewell Personal Care.

Fans can experience a great shave using the new limited edition, collectible Schick Hydro handles featuring Transformers fan-favorite Autobot characters, including Optimus Prime, Bumblebee and Hound and Decepticon characters, including Megatron, Barricade and Onslaught.

"This Schick campaign provides a global platform to reach Transformers movie fans everywhere and ramp up excitement for the film," commented LeeAnne Stables, President of Worldwide Marketing Partnerships at Paramount Pictures. "Both brands have fully leveraged the partnerships through these creative spots from film director Michael Bay."

Schick Hydro 5 offers many benefits to free your skin from irritation, helping you look and feel like your own hero including:

- Hydrating Gel Reservoir – provides hydration for up to one hour after your shave; offers 40 percent less friction than a lube strip[1] and delivers instant lubrication and hydration throughout each shave.
- Wide Guard Bar – to help stretch the skin and provide a smooth shave.
- Close Blades – the close blades minimize skin bulge between each blade to help protect from irritation.
- Handle Color – Sleek and bold, ergonomic and comfortable with a balanced feel.

[1]*Average vs. Quattro Titanium lube strip.*

Fans and shoppers alike can also get in on the action at participating Walgreens stores, where they can 'Shazam' different in-store displays for a chance to win $5,000 in May, view movie content and get a free movie ticket in June with a $15 purchase of Schick Men's Razors or Edge Shave Gel.

In *Transformers: The Last Knight*, humans are at war with the Transformers, and Optimus Prime is gone. The key to saving the future lies buried in the secrets of the past and the hidden history of Transformers on Earth. Now, it's up to the unlikely alliance of Cade Yeager (Mark Wahlberg), Bumblebee, an English lord (Anthony Hopkins) and an Oxford professor (Laura Haddock) to save the world. Be sure to see it in theaters June 21.

For more information, please visit **http://www.schick.com/hydro/limited-edition**.

About Edgewell ™ Personal Care, LLC

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; Bulldog® skin care; Playtex® infant care products and gloves; Diaper Genie® and Litter Genie® disposal systems; and Wet Ones® moist wipes. ©2017 Edgewell. The Playtex® trademark is used under license.

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Television, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences.* From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies® by *Ethisphere Institute* for the past six years. Learn more at **www.hasbro.com**, and follow us on Twitter (**@Hasbro** & **@HasbroNews**) and Instagram (**@Hasbro**).

Media Contact

Kayla Bibeau
Edelman, for Schick Hydro
212-738-6119
Kayla.Bibeau@edelman.com

Adobe Flash Player is no longer supported









To view the original version on PR Newswire, visit:http://www.prnewswire.com/news-releases/schick-hydro-announces-exclusive-movie-partnership-with-transformers-the-last-knight-directed-by-michael-bay-featuring-the-ultimate-alliance-of-technology-that-transforms-300474611.html

Powered by SITECORE