Schick® Intuition® Brand Launches The Simplicity Project

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Making Women's Lives Easier in 2012

SHELTON, Conn., April 25, 2012 /PRNewswire via COMTEX/ --Schick® Intuition®, the only razor that lathers and shaves in one, easy step, announces today the launch of The Simplicity Project. Schick Intuition brand discovered from the "2012 Simplicity Survey," created by Schick® Intuition® and Wakefield Research, that women need to simplify their lives. Since then, the brand has set out to make women's lives easier with the launch of the program that will last now until the end of summer. Starting today, consumers can go online at **www.Facebook.com/schickintuition** to receive simplicity tips & tools, savings and more.

"Schick® Intuition® is all about making women's lives easier," explains Krista Kiisk, Brand Manager Schick Intuition. "Our Simplicity Survey revealed 71% of women have at least one girlfriend who needs to simplify her life. With the launch of the Simplicity Project, we created a complete program to help women on their daily journey to finding balance so they can enjoy what matters most."

To guide fans on their path to simplicity, the Schick® Intuition® brand will partner with Organizational Expert Jill Pollack. Jill's expertise ranges from organizing her celebrity clients in their home and office, to being featured as an expert in numerous broadcast segments across the country and in Canada.

"I'm so excited to partner with Schick® Intuition® to help women organize and simplify their lives," says Jill Pollack, Organizational Expert. "I see myself as a personal trainer for the home and office. With a few simple tips and a little dedication, we'll help women across the country lead smoother lives."

Starting today, consumers can visit the Schick® Intuition® brand Facebook page to take the Simplicity Quiz and discover their simplicity profile. Fans will learn if they are one of four "simplicity" personalities: Queen of Clutter, Last Minute Lady, Yes Ma'am or Miss Simplicity, and then receive customized tips from Jill for their specific personality type. In addition, consumers will receive tips all summer long from Jill to help fans on their journey to simplicity. As a special bonus, for a limited time consumers will be able to download coupons for up to four dollars off Schick® Intuition® razors and refills after taking the quiz.

The Simplicity Project will continue throughout the summer and include Blogger Diaries, weekly giveaways of Jill's favorite products to help you simplify, and the Simplicity Sweepstakes, where one lucky winner will receive a simplicity makeover from Jill! Fans can join the Simplicity Project by following Schick Intuition on Facebook at **www.Facebook.com/SchickIntuition** and @SchickIntuition on Twitter.

About Energizer Holdings, Inc.

Energizer Holdings, Inc. (ENR) is a consumer goods company operating globally in the broad categories of household and personal care products. We currently offer solutions in portable power, lighting, wet shave and personal grooming, skin care, feminine care and infant care. For more information, please visit: **www.energizer.com**.

About Schick Intuition:

Schick® Intuition® is a product of Energizer Personal Care. A leading manufacturer of razors and blades around the world, Energizer Personal Care is a subsidiary of Energizer Holdings Inc., headquartered in St. Louis, Missouri. It ranks as the world's second largest manufacturer and marketer of wet shave products for men and women. Energizer Personal Care markets products in over 100 countries worldwide under the Schick and Wilkinson Sword brands. For more information on shaving and the Schick® Intuition®, visit facebook.com/schickintuition and twitter.com/schickintuition. © 2012 Energizer. Schick and Intuition are trademarks of Energizer.

About Jill Pollack

Jill Pollack is busy organizing clients in their homes and offices and currently hosting *Consumed*, a one-hour decluttering/ mini doc TV show for HGTV Canada now shooting season two. She has worked with other clients on SMTs and promotions including Banana Boat and Wet Ones. She was recently featured on *The Dr. Oz Show* and *The Nate Berkus Show*. She will be airing a second appearance on *Nate* in early 2012 as well as an appearance on *Dr. Drew's Lifechangers*. Jill will also soon be featured in upcoming issues of *Men's Health* and *Family Circle* magazines, and was just recently featured in *Working Mother*, *WSJ.com*, *Ladies Home Journal*, *Prime Magazine* and continues to be a regular on *Martha Stewart SIRIUS XM Radio*. She is also featured in several Canadian outlets including *The Globe and Mail*, *The Toronto Sun* and *Vancouver Sun* and all the national morning shows. **www.JillPollack.net**

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