Wet Ones Clarifies Their Usage with New "Just For Hands" Campaign

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The Brand Takes Over New York City with Playful Reminder: No Ifs, Ands, or Butts

SHELTON, Conn., Oct. 5, 2026 /PRNewswire/ -- Edgewell Personal Care Company (NYSE: EPC) -- Wet Ones has always been made for one thing: hands. So when a recent OnePulse consumer study revealed that more than half of Americans have admitted to using a hand wipe on an intimate area, the brand saw an opportunity to turn an unexpected insight into an unforgettable reminder. Enter "Just For Hands", a bold new campaign using humor and visual double takes to reinforce one simple message: Wet Ones are made just for hands. No ifs, ands or butts.

For more than 50 years, Wet Ones has helped refresh and clean hands, making hand hygiene easy and convenient wherever life takes you. Designed for effective cleansing without compromising skin care, these antibacterial hand wipes kill 99.99% of common bacteria, provide up to 8 hours of moisturization, and feature a gentle formula made with a touch of aloe.

"As Wet Ones' first major campaign in years, we wanted to come back in a way that felt bold, unexpected and unmistakably us," says Veronique Mura, General Manager/Sr. Vice President, Body & Skin at Edgewell Personal Care. "We saw an opportunity to have some fun, push the creative and get people talking - all while reinforcing a simple message rooted in what Wet Ones has always been about: hands."

Wet Ones set the campaign in motion with a celebrity "scandal" designed to get the internet talking. Late last week, a seemingly revealing photo of television personality and entrepreneur **Kyle Cooke** surfaced on celebrity gossip account **DeuxMoi**, sending fans into speculation over what appeared to be his bare backside. The catch? It wasn't his butt. It was his hand. The playful bait-and-switch set the stage for "Just For Hands", bringing the campaign's optical illusion to life before Wet Ones officially revealed what was really behind the buzz.

To develop the creative campaign, Wet Ones partnered with BBH USA and photographer Ale Burset, winner of more than 60 Cannes Lions. The result is an optical double take: posed fingers, palms, and knuckles composed to read as a rear view. Brought to life at scale across New York City, the provocative creative plays with perception, transforming an everyday hand into something unexpected and nearly impossible to ignore.

"We wanted to create a double take – that split second when you think you're seeing one thing, and then realize you're looking at something completely different," said Yohan Daver, Executive Creative Director, BBH USA. "That moment of confusion is where the fun begins. Every image is designed to pull you in, make you look twice, and then land on one very simple truth: Wet Ones are for hands only. The craft had to make the illusion feel completely real, and by taking the idea across New York City at scale, we're turning one clever visual device into a much bigger cultural moment."

After New York City transit declined to run the campaign underground for its seemingly risqué creative, Wet Ones took the campaign above ground, turning the city itself into a canvas. "Just For Hands" will appear across 100 LinkNYC kiosks, 60 transit shelters, 20 digital newsstands, a five-screen spectacular in Times Square, wild postings across 40 locations citywide and two fully wrapped commuter buses running custom eight-hour routes. Interactive "Take a Wet Ones" walls will bring the campaign directly into consumers' hands, dispensing travel packs and individual wipes to pedestrians.

Beyond the streets of New York, the campaign will continue across social media, bringing the double take to consumers nationwide. Fans can enter a social-first challenge by creating and sharing their own "hand butt" interpretations on Instagram and TikTok, tagging @wetones and using #WetOnesHandButtContest for the chance to see their creation featured in Times Square. Fans can visit **https://www.wetones.com/pages/hand-butt-contest** for details on how to enter and official rules.

About Wet Ones

WET ONES and associated logos are trademarks of Edgewell Personal Care Brands, LLC. Wet Ones® Antibacterial Hand Wipes are tough on dirt, but gentle on skin*, kills 99.99% of common bacteria** and are dermatologist approved and pediatrician tested. Made with a touch of aloe, Wet Ones moisturizes skin for 8 hours with no sticky residue and are available in travel packs, canisters and single packs for the car, carry-on, handbag, or wherever you are on-the-go. Antibacterial Hand Wipes in Fresh, Lavender and Tropical Scents and non-antibacterial unscented Sensitive Skin Hand Wipes are available in all major retailers.

Clinically tested to be gentle on skin when used as directed. **Kills 99.99% of the strains listed in the FDA Consumer Antiseptic Rub rule. * Circana Custom Model, Total US MULO+ 52 weeks ending 4-27-25*

About Edgewell Personal Care

Edgewell is a leading pure-play consumer products company with an attractive, diversified portfolio of established brand names such as Schick® and Wilkinson Sword® men's shaving products; Schick® and Billie® women's shaving products; Edge® and Skintimate® shave preparations; Banana Boat®, Hawaiian Tropic®, Bulldog®, Jack Black®, and Cremo® sun and skin care products; and Wet Ones® moist wipes. The Company has a broad global footprint and operates in more than 50 markets, including the U.S., Canada, Mexico, Germany, Japan, the U.K., and Australia, with approximately 6,800 employees worldwide.

About One Pulse, Publicis

Within strategic development, our team conducted primary research, surveying 250 Americans from age 16-99. We asked respondents, "Have you ever used a hand wipe on an intimate area?" And over half ofrespondents indicated "Yes."

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