

## Women Say Being “Genuine” Is Most Desired Character Trait

### National Survey Gauges Feelings On Fragrance And Attitude

(NAPSA)—Being genuine tops the list when it comes to characteristics that women prefer in themselves, according to a national online poll designed to gain insights into women’s relationship with fragrance and explore the link between scent and self-perception. Secret Anti-Perspirant commissioned the survey on behalf of its three new attitude-driven scents: **AMBITION, OPTIMISM** and **GENUINE**.

When asked to cite the characteristic to which they most aspired, 43 percent of women surveyed named Genuine, followed by Optimism (25 percent) and Ambition (20 percent).

Here’s what else the more than 2,200 American women aged 12-34 who responded to the survey said:

#### Scent Counts

- When it comes to choosing an anti-perspirant, 83 percent of women say that scent or fragrance is very/somewhat important. “This is not surprising,” says Dr. Susan Schiffman, Professor of Medical Psychology at Duke University Medical Center. “The refreshing aromas of florals and fruits, used in such anti-perspirants as Secret’s three new scents, can improve a woman’s mood and help set the stage for a positive and constructive day.”

#### It Smells Good...But Does it Work?

- Scent is a signal of effectiveness for one-third of respondents (33 percent), who determine if an anti-perspirant is working based on “whether you can still smell the fragrance.”

- Further, 41 percent feel that an anti-perspirant with a more “enduring” scent is actually more effective.

#### Mood News

- An overwhelming majority of women (93 percent) say that specific aromas and fragrances can affect their mood, while 91 per-



cent identify with certain fragrances more than others.

#### And the Winner is...

When asked to name famous women who exemplify Ambition, Genuine and Optimism, women voted for:

- **Blonde Ambition: Hillary Rodham Clinton** may say the U.S. Presidency is not one of her goals, but 43 percent view her as the woman who most exemplifies “ambition,” followed by **Madonna** (29 percent), **Oprah Winfrey** (27 percent) and **Britney Spears** (13 percent).

- **Pretty Genuine:** 28 percent feel **Julia Roberts’** public persona is the real McCoy, while 25 percent name **Oprah**, 23 percent point to **Drew Barrymore** and 19 percent cite **Susan Sarandon**.

- **“O” is for Optimism:** Respondents gave **Oprah** the nod in all three categories, with 29 percent saying she embodies optimism to a greater degree than any other celebrity. **Drew Barrymore** garnered 24 percent, **Jennifer Love Hewitt** 15 percent and **Julia Roberts** 14 percent.

Survey sampling error is +/- three percent at a 95 percent confidence level. **AMBITION, GENUINE** and **OPTIMISM** will be available in March, 2001, in Secret Platinum Protection and Secret Sheer Dry forms at food, drug and mass merchandisers nationwide.