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**BELOW
THE
BELT**
GROOMING™
FOR MEN

**BRAND PLAN
2023**





OUR STORY.

Amongst the thousands of men's grooming, barber shop & multinational shave / deo brands, no one was focussed on the hygiene & health of the men's groin area.

Indeed for some reason nothing below a man's armpit was deemed worthy of attention

The groin area is breeding ground for bacteria, moisture & odour. Stuck in underpants, no air, hot & sweaty, men's balls have had to put up with a lot.

Left unchecked bad hygiene has the potential to lead to chafing, fungal, bacterial & yeast infections.

We decided things needed to change & created Fresh & Dry Balls, the worlds first product designed to effectively bring good hygiene to men's groins, treating the discomfort of perspiration & chafing, providing freshness & protection all day long.

We recognise that men's bodies are about more than just the groin area and we offer a range of products providing men with effective head to toe comfort & confidence

Our mission is to encourage men to take care of their body & balls, without embarrassment or awkwardness.



MEN'S HEALTH.

We're more than just a grooming brand

We're committed to helping men better understand their mind & bodies

We work closely with Men's Health & Wellness organisations on a variety of topics from testicular cancer to mental wellbeing.

A proportion of our profits are donated to relevant charities annually





**WE SWEAT THE
SMALL STUFF.
SO YOUR BALLS
DON'T HAVE
TO.**



All Below The Belt products are Vegan friendly, cruelty free, don't contain talc, aluminium, parabens or heavy fragrance, all of which can irritate sensitive skin.

We test rigorously (starting with ourselves) to make sure our products are not only safe, but also effective, comfortable and enjoyable to wear. No messy powders, no greasy ointments, no leftover residue.
So you can take your day in your stride.....

We're about getting the job done, helping Men feel their best, all over, every day





**OUR
HERO...**





FRESH & DRY BALLS. A WHOLE NEW BALL GAME.

It's where we started our journey & is an iconic product in it's own right

Brilliantly multifunctional Fresh & Dry balls is our most popular product – designed to tackle perspiration, odour, chafing and itchiness

Think of it as an anti-perspirant for your balls

It helps to ease and prevent chafed or cracked skin, stop you sweating & itching

Literally a miracle worker

OUR CUSTOMERS.

THE GAMER

Who doesn't get sweaty all day on an X-box? No need to stop gaming when you're fresh & dry down below

THE GIFTER

We all love to give a great gift, something useable that won't go straight in the rubbish bin, our ballers love giving and receiving our gift sets

THE GROOMER

Looking good ALL OVER is a full time job, if you're going to shave, you need to stay clean & fresh all over, all day, every day

THE REGULAR GUY

Van driver, site worker - Whatever you're doing you really don't want sweaty balls! It's essential to use Fresh & Dry balls daily - or Instant Clean Balls when there's no way of showering

THE ACTIVE MAN

No-one wants to smell of the gym once they've finished. Our products fit perfectly in the gym bag for that all important after workout shower





OUR RANGE.

We love this shot

We believe it typifies entrenched attitudes to Men's grooming

Worry about the face and hair and forget about the rest

If you can only buy Shave Gel, hair gel & beard wax what else do you do?

Be in no doubt, these Dudes would have used fresh & dry balls if it had existed back in the day

FRESH



A sparkly clean, oceanic scent
Think sea breeze, fresh

FRAGRANCE

Our products come in 2 iconic fragrances, mix and match or change according to your mood

Both are long lasting mood boosters, giving you body confidence all day long

COOL



A tantalising blast of icy mint with a citrus hint for an extra tingle down there

GIFTING.



Gifting is super important to Below The Belt

Gifts are a great introduction to the brand, either for yourself or someone else and they introduces the concept of 'Fresh and Dry Balls' to the more conservative customer (we know there are some) allowing them to try the product alongside our great Deo's & Shower Gels – an all over experience

Birthdays, Fathers Day, special occasions or Festive, there's always an occasion for a Below The Belt Gift Set

2023 GIFTING

NEW

FRESH BALLS DUO RRP £13.95

Includes Fresh & Dry Balls Fresh & Cool
Fragrances to keep your tackle super clean &
shiny



FRESH GROOMING KIT RRP £13.95

Includes Fresh & Dry Balls & our Anti-Perspirant
Deodorant
All over freshness for pits & plums



SOCIAL & DIGITAL ASSETS.



Our focus is on making Below The Belt 'sing' with our retail partners, supported by targeted social & digital activity.

We have great assets to maximise our profile and reach, making Below The Belt the standout brand in the Male Grooming category

HOW DOES FRESH & DRY BALLS WORK?



A blue microscope is shown in profile, with a yellow circular inset showing three tubes of Below the Belt Fresh & Dry Balls (Fresh, Sport, and Cool) being examined. The background is a light blue with faint scientific terms like 'quantum', 'science', 'math', and 'physics'.

5 WAYS YOUR BALLS ARE MIRACLES OF ENGINEERING



Three tubes of Below the Belt Fresh & Dry Balls are shown: Fresh (green), Sport (yellow), and Cool (blue). The background is a teal color with various gear icons and faint mathematical formulas like $E=mc^2$ and 22.514 .

HOW DO YOU USE FRESH AND DRY BALLS?



Two tubes of Below the Belt Fresh & Dry Balls (Fresh and Cool) are shown on a dark grey surface. Two glowing lightbulbs are positioned behind them. The background is dark with faint technical drawings.

2022!

DOES FRESH & DRY BALLS REALLY WORK?



Three tubes of Below the Belt Fresh & Dry Balls (Fresh, Sport, and Cool) are shown on a green, curved platform. The background is a teal color with various scientific and mathematical symbols like $\Delta E=mc^2$, π , ∞ , and 3.14159 .

BENEFITS

ASSETS.

A MORE ACTIVE YOU IN 2022?

FRESH BALLS PLEASE.

IT'S KNOCKOUT STUFF

SPORTING EVENTS



A collage of images related to sports: a tennis racket and ball, a row of kettlebells, a person running, and a pair of red boxing gloves. Below the gloves is a tube of Below the Belt Fresh & Dry Balls (Fresh). The background is a mix of blue and teal.

MAKE THE NEW YEAR, THE YOU YEAR

SLIP, SLAP, SLOP.

MALE GROOMING? SLEIGHING IT.

SEASONAL



A collage of images related to seasonal grooming: a spray bottle of Below the Belt Fresh & Dry Balls (Cool) with a red scarf, a tube of Below the Belt Fresh & Dry Balls (Fresh) with a cucumber slice, a tube of Below the Belt Fresh & Dry Balls (Sport) with a white towel, and a sled loaded with boxes of Below the Belt Fresh & Dry Balls. The background is a mix of teal and blue.

COMMERCIAL STORY.

amazon.com®

LOOKFANTASTIC

MANKIND

fragrance
DIRECT

Our success is built on working with great partners

We know the in-store Men's Grooming fixture is usually tiny & stuffed full of shave gel & deo

We go where the guys are – Online – we can directly reach our customers and ensure all products are available and well displayed.

Take it from this future baller – he knows where our customers shop





THANK YOU.



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