



THE STRUGGLE  
IS REAL  
— A —  
WILD GUIDE  
TO GROWING-UP FOR MOMS & SONS  
*Old Spice*



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1938

OLD SPICE PUBLISHING  
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## AHOY, MOMS & SONS!

ACCORDING TO ANCIENT BOY-LAW,  
"If something is cool, moms can't like it.  
If moms like something, it can't be cool."

That is, until the invention of  
"The Struggle is Real: A Wild Guide to  
Growing-Up for Moms & Sons."

Designed for moms and sons ...  
and maybe even dads (because  
Old Spice loves them too), everything  
you need to know about being a cool  
teen or a good mom is hidden inside  
these incredibly informative pages.

# MOMS AND SONS SAY WHAT?

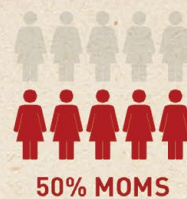
The path to manhood can be a wild one that sometimes needs taming. To dig deep into the most divisive mom/son questions and conversations, Old Spice conducted a nationwide study, revealing hilarious "he said/she said" results. Here's what Moms and Sons had to say.

## Don't Judge a Son by His Social Media Page, Because He Probably Has a "Finsta."

*TRUE!*

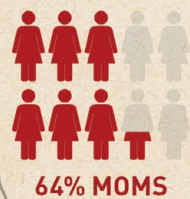
The "Finsta" (fake Instagram account) phenomenon is wild and real. **Moms** overwhelmingly believe their sons have secret social media accounts (99%), and most teenage boys admit it's likely too (97%). Could this be why nearly 1/3 of moms see limiting social media access as a top way to tame a teen boy's "wild"?

Why the Secret Accounts?



To hide connecting with friends that parents don't approve of or like

To hide connecting with crushes *XOXO*



To post content that might be considered too "wild"

To joke or prank others without getting in trouble

## PDA: No Way, Mom.

Mom misses showering her lil boy with kisses. But when he's a teen, there's a painful new truth. **2 in 5 (40%) moms and majority teen sons (59%) feel it's ONLY acceptable for mom to show affection at home, such as a kiss or hug.** Even more telling: nearly 1 in 5 teen boys say it's **NEVER** acceptable.



## Stop and Smell the Wild Side.

Moms and boys agree that teenage boys start to get a "funky new smell" at age 12, on average, making that a good time to talk odor.

## Road to Manhood.

For moms, the biggest signpost a boy is on his way to becoming a man is when he showers or bathes without being told (29%). Boys see it a bit differently, though. For them, it's a tie for when he gets his driver's license (23%) or shaves for the first time (23%).

## Smell Ya Later.



When it comes to leaving "the nest," moms believe sons should wait until age 18 ... but boys think they're ready at age 17.



[CLICK HERE](#) to check out the new Old Spice Wild campaign for our take on what both moms and sons can agree on (neon sunglasses optional!)

# OWN IT, MOMMA! SAY IT, SON!

Sure, Old Spice has been the authority on all things manly for nearly 80 years, but we'll leave it to the experts in the field when it comes to certain things. Like these Parenting/Teen Tips. For that, we've teamed up with respected parenting and youth development expert, author and speaker, Deborah Gilboa, M.D. Popularly known as Dr. G, her passion for raising kids with character makes her a favorite family physician and frequent media guest. Take it away, Dr. G (a mom of 4 growing boys herself)!

## MOM WANTS TO KNOW:

How do I talk to my son when something *Very* awkward or difficult pops up?

Dr. G Says: Tell him you know it's awkward, aaaannndd.... we're doing it anyway.

- **Ask before you tell (10-13 years old).** Tweens are sensitive to being treated like a little kid. Instead of assuming they are clueless about a topic, ask if they've heard about it before.
- **Respect their boundaries (14-17 years old).** If not you, ask him what adult he'd like to talk to (that you agree with). This may help him open up.

## MOM WANTS TO KNOW:

Puberty is especially a tough topic to tackle. Help!

Dr. G Says: Barter that talk for fun time. So, spend 10 minutes on a tough topic ... then twice as much time to do something HE picks.

- **But first, research is key.** Get comfortable with tough topics. Find great content, such as the **Old Spice School of Swagger**, to get the answers to YOUR questions so you can start this conversation like a pro.

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## MOM WANTS TO KNOW:

My boy is going through a pretty stinky stage. What can you recommend to keep that "funky new smell" under control?

Dr. G Says: It may sound strange, but CONGRATULATE him on his new smell and that he's on his way to manhood!

- **Then, tell it like it is.** Give guidance without apology, but also without snark or meanness. In this case, he needs some hygiene guidance. I like to use a whiteboard with my 4 sons. Simple, yet effective!

## MOM WANTS TO KNOW:

I keep hearing about "Finsta" accounts ... How do I address this not-so-secret secret and keep my son/s safe online?

Dr. G Says: Just because he thinks it's "secret," that illusion can be dangerous because he may wrongly assume who sees (and shares) what he puts on there.

- He's renting that device from you, so it's appropriate to set boundaries. Even if he pays the whole bill himself (and if he is, way to go!), he doesn't get full autonomy without guidance. If he's using his device in ways that are not OK with you, he needs to know he could lose the privilege

Privilege  
Not a Right

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# MOMS AND SONS AGREE TO DISAGREE WHY THEY LOVE OLD SPICE



Teen boys can be stinky creatures. According to our study, moms (49%) and sons (41%) agree most guys start getting that “funky new smell” at age 11 or 12, making it the perfect time to arm them with Old Spice’s Wild Collection to help tame that newfound odor. Mom will hardly even smell that she has a son, while son still gets to unleash his wild side in a responsible, great-smelling way.

The Old Spice Wild Collection – inspired by the wild kingdom’s personality traits – is available in anti-perspirants, deodorants, body washes, body sprays and shampoos, in the following scents:



click and watch more

## KRAKENGÄRD

Smells like citrus, fresh herbs, and the unspeakable power of the ancient ocean.



## WOLFTHORN

The sort of sophisticated wolf who wears a suit that has a suave, sweet orange scent.



click and watch more

## BEARGLOVE

Commands grizzly-bear-level respect with smells of apple, citrus, and spice.



## TAME THAT MANE

Shampoos, gels and styling products for the looks boys want.

# INTRODUCING THE OLD SPICE SCHOOL OF SWAGGER

CLASS IS IN SESSION!

They may not like the same music or video games, but moms and sons agree: puberty stinks. A majority of moms (73%) and boys (59%) believe puberty and physical body changes are more difficult for sons to talk about with their moms than dating and peer pressure.

To help, world-famous Old Spice Guy Isaiah Mustafa is back to say: "Hello, Puberty!" Introducing the Old Spice School of Swagger, an online curriculum that brings some fun to the subject through a series of animated videos. **COMING AUGUST 2017.**

HELLO  
PUBERTY!



## PUBERTY FIELD NOTES FOR MOMS

### DRIVING DIALOGUE

Puberty may be an uncomfortable subject, but the study confirms these conversations are needed because 81% of moms believe most boys ages 10-13 years old DON'T understand the different stages of puberty ... and more than 2/3 of teen boys feel the same. Moms and boys rank the car as the #1 place to "talk," followed by standing in his bedroom doorway (#2).

### ALL IN THE FAMILY

Despite the array of awkward conversations that arise during boys' teen years, they still trust their moms – even slightly more than their dads. Boys believe a teenage boy is more likely to open up about his life to his mom (51%) than his dad (49%).

# WANT MORE WILD?

For the latest on the Old Spice Wild Collection and variety of grooming products, visit OldSpice.com. Check us out on social media for your favorite MAN-mercials, jet-powered chainsaws, odor-fighting donuts and other Old Spice product innovations:



## WILD STUDY METHODOLOGY

The Old Spice "Wild" Survey (U.S.) was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) among 550 U.S. moms of sons ages 10-17 and 550 U.S. boys ages 10-17 between July 5 and July 12, 2017, using an email invitation and an online survey.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in the U.S. study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.2 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

PR Contact  
Jessica Johnston  
[jessica.johnston@citizenrelations.com](mailto:jessica.johnston@citizenrelations.com)

