

# **Are You Prepared for Your Next Close Encounter?**

## **Eclipse Mints Survey Reveals Fresh Breath is the Key to Confidence and Success**

Let's face it – everybody wants to make a great impression on others! And when it comes to having the confidence to make the most of every close encounter, fresh breath is the key, according to research<sup>1</sup> recently released by Wrigley's for their new Eclipse Mints.

The Eclipse Mints Fresh Breath study undertaken by Galaxy Research surveyed Australians aged between 18 and 34 years, and revealed that more than 9 in 10 people agree that fresh breath gives them greater confidence when meeting or socialising with others.

“You can never underestimate the power of fresh breath – our research has proven that fresh breath gives you greater social confidence, and when you're feeling confident, you are much more likely to interact positively with others and make a great impression,” Eclipse Brand Manager, Melinda Beattie said.

“Fresh breath also says a lot about the type of person you are – it communicates that you are considerate, healthy and in control,” Beattie said.

Packaged in a sleek blue tin, Eclipse Mints is the newest, 'coolest' mint on the market, providing powerful fresh breath in an instant and empowering people to get closer in encounters that count.

Those surveyed cited a number of encounters where fresh breath could be the crucial factor in making a great or a dismal impression:

- 92% of people agree that fresh breath is vital when you're about to kiss someone
- 91% of people agree that fresh breath can make the difference when going for a job interview
- 90% of people confirm that fresh breath is essential when going on a date
- 88% of people believe that fresh breath is a must for business meetings

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When asked to choose the **most** important time to be prepared with fresh breath, 'when you're about to kiss someone' was the most cited response with 38% of people selecting this encounter over any others.

The research also revealed fresh breath is more of a concern for Australian women than men, with 75% of women **strongly** agreeing that fresh breath gives them greater confidence when interacting with others, compared to only 58% of men.

“No matter what the situation, a great way to ensure you're prepared for every close encounter with your colleagues, friends, family and even attractive strangers is to carry Eclipse Mints with you. Offer them around, and you'll find the groovy blue tin is sure to become a talking point!” Beattie said.

The trendy new Eclipse Mints are sugarfree and come in sweetly powerful Peppermint and refreshingly minty Spearmint flavours. Eclipse Mints will be available nationwide from 15 August at leading grocery and convenience stores, and have a recommended retail price of \$1.99 per tin (50 mints).

For further information, contact:

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### **About Wrigley's**

The Wrigley Company is the world's favourite manufacturer of chewing gum and home to some of the best known brands in the world. Founded by William Wrigley Jr in 1891, Wrigley's products are now available in more than 150 countries across the globe. Wrigley's commitment to Australia & New Zealand began in 1915. Today, more than 80% of Wrigley's products sold in the region are manufactured locally. Core brands include Extra, Eclipse, Juicy Fruit, Hubba Bubba and Airwaves. For more information about Wrigley's, visit [www.wrigley.com.au](http://www.wrigley.com.au) or [www.wrigley.co.nz](http://www.wrigley.co.nz).

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<sup>1</sup> 'Eclipse Fresh Breath Study' conducted by Galaxy Research May 2005. Sample size was 300 respondents aged between 18-34 years. Data was weighted by age, gender and area to reflect the latest ABS population estimates.