

**AXE**

**EMMA | KAT | MARTIN | PEYTON | SHOSHANA**





**BUT WHAT IF YOUR HYPE MAN  
COULD BE WITH YOU ALL THE TIME?**

**CAN**  
**BUT WHAT IF YOUR HYPE MAN**  
**COULD BE WITH YOU ALL THE TIME?**

**CAN  
HYPE IN A MIN.**





**“DON’T SWEEP YOUR PROBLEMS  
UNDER THE RUG...  
SPRAY THEM WITH**

**AXE  
INSTEAD.” -**

**CAN  
HYPE MAN.**





**YOUR ISSUES AREN'T ALL IN YOUR  
HEAD, BUT AT LEAST THEY AREN'T IN  
OTHERS' NOSES EITHER.**

**IT'S OKAY TO SWEAT THE  
SMALL STUFF. WITH AXE,  
NOBODY WILL SMELL IT.**

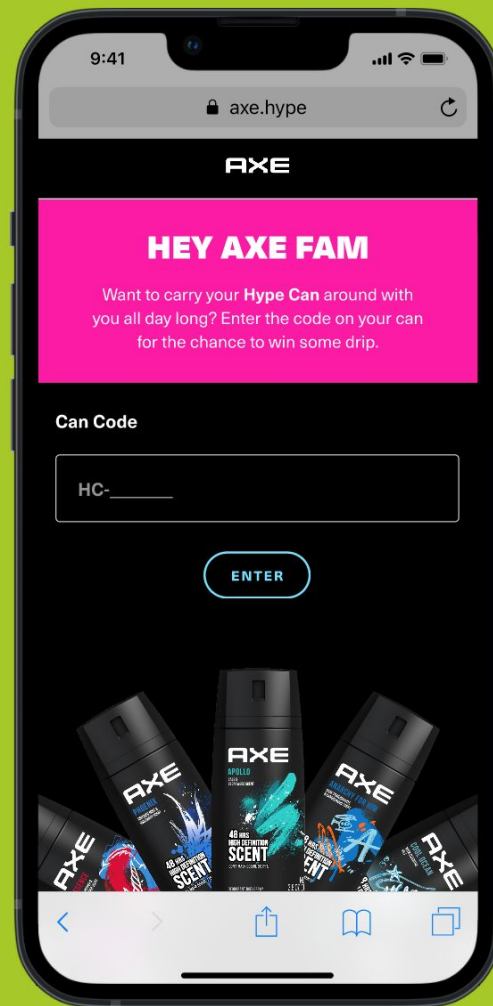
**SPRAY IT 'TIL YOU SLAY IT.**

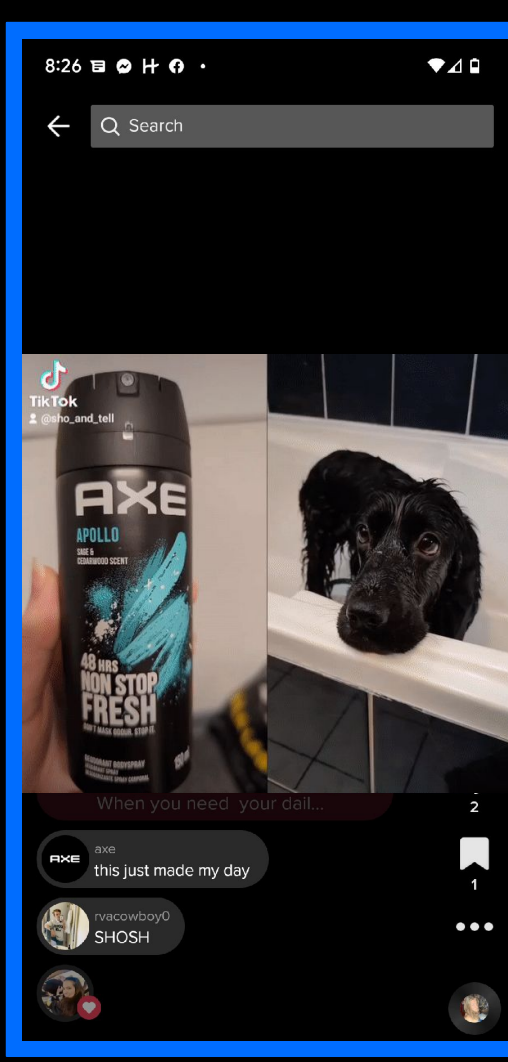
**SPRAY FOR VIBES  
SCAN FOR DRIP.**



**CODE: HC-D8K953E**

**SCAN THE QR CODE FOR  
A CHANCE TO WIN  
EXCLUSIVE MERCH.  
YOUR CONFIDENCE WILL  
HIT DIFFERENT WITH  
AXE SUPPORTING YOU.**







**AXE**

**HYPE**

**CAN**

**COLLECTION**

**THE NEW**  
**AXE**  
**EFFECT**



CAN  
HYPE IN A MIN.





# HYPE CAN COLLECTION





9:41



axe.hype



AXE

## HEY AXE FAM

Want to carry your **Hype Can** around with you all day long? Enter the code on your can for the chance to win some drip.

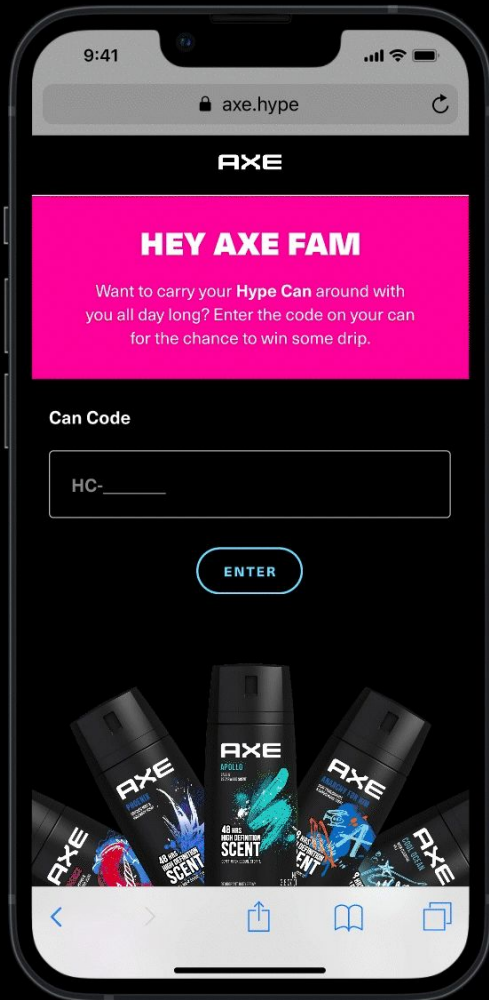
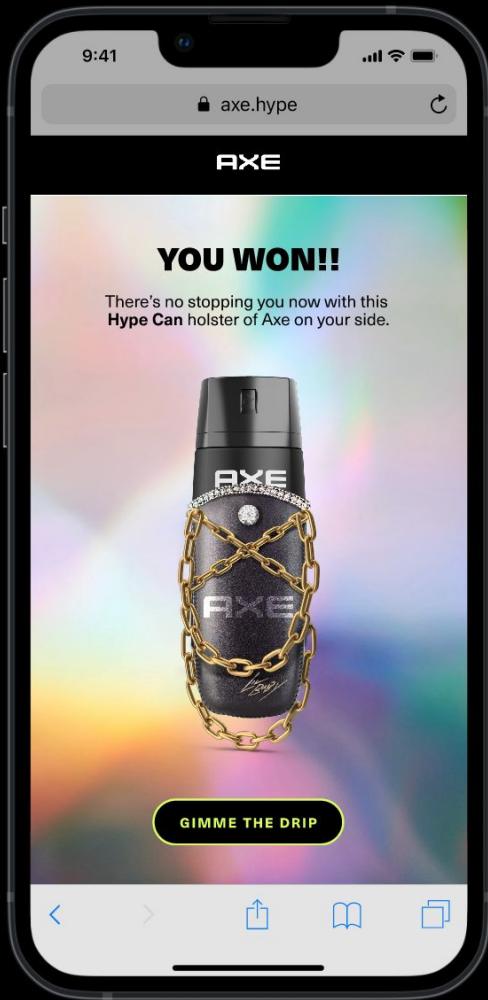
Can Code

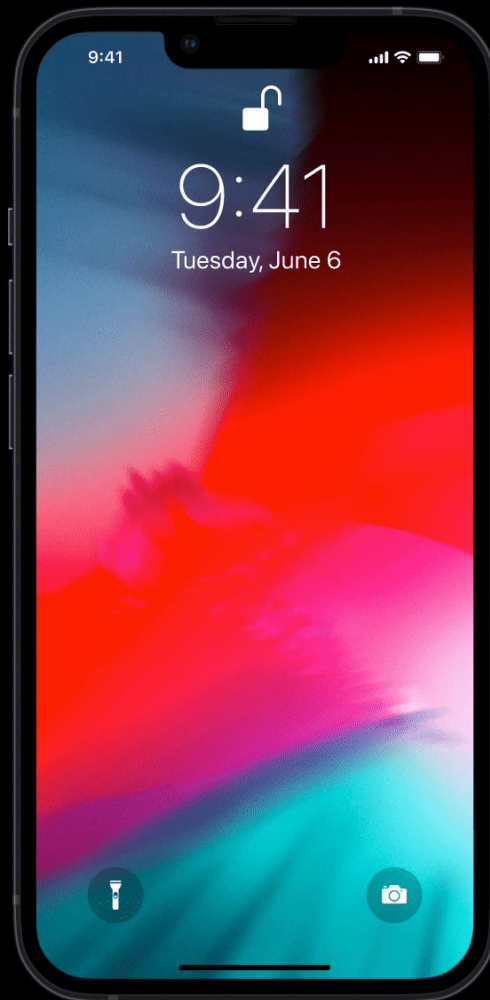
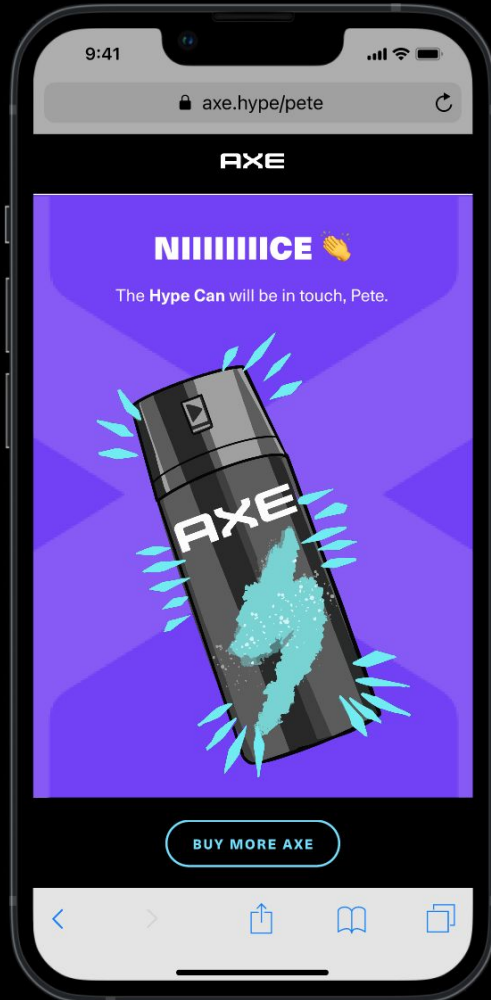
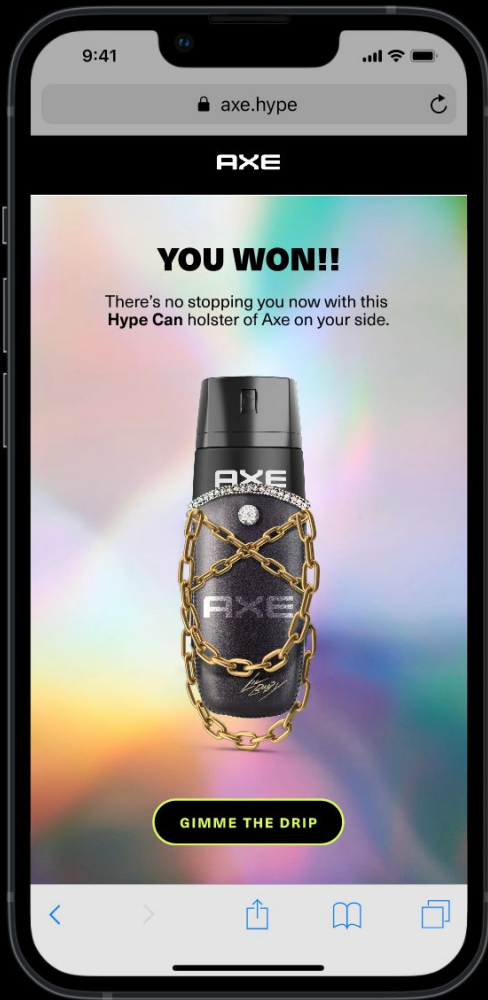
HC- \_\_\_\_\_



ENTER







**HOW WILL WE GET THE WORD OUT?**

**AXE** Axe  
@AXE

You are powerful, just like our scents.

For more Axefirmations like this, buy Axe today. Sign up when you peel back the sticker on your Axe can, and also see if you've won any of our limited edition merch. [#TheAxeEffect](#) [#Axe](#) [#SprayIt](#)

4:23 PM · Jan 12, 2023

9 Retweets 2 Quote Tweets 1.4K Likes

**AXE** Axe  
@AXE

Your voice matters. How you smell matters even more.


For more Axefirmations like this, buy Axe today. Sign up when you peel back the sticker on your Axe can, and also see if you've won any of our limited edition merch. [#TheAxeEffect](#) [#Axe](#) [#SprayIt](#)

4:23 PM · Jan 12, 2023

9 Retweets 2 Quote Tweets 1.4K Likes

Instagram

**AXE** AXE Sponsored



**AXE HYPE CAN COLLECTION**

[Shop Now](#)

1.9K Likes

**AXE** It's okay to sweat the small stuff. With Axe, nobody will smell it

**AXE** AXE Sponsored



**THE AXE EFFECT**

**AXE HYPE CAN**

[Shop Now](#)

1.9K Likes

**AXE** Your issues aren't all in your head, but at least they aren't in other's noses either

***HYPE CHECK***

**GETS GUYS EXCITED TO GO IN-STORE & PURCHASE**



**GETS GUYS EXCITED TO GO IN-STORE & PURCHASE**



GETS GUYS EXCITED TO GO IN-STORE & PURCHASE

AXE FOR REAL-TIME REACTION TO SELF-DOUBT

 GETS GUYS EXCITED TO GO IN-STORE & PURCHASE

 AXE FOR REAL-TIME REACTION TO SELF-DOUBT

GETS GUYS EXCITED TO GO IN-STORE & PURCHASE

AXE FOR REAL-TIME REACTION TO SELF-DOUBT

SIMPLE, EASILY ACTIVATED, MASS AWARENESS

 GETS GUYS EXCITED TO GO IN-STORE & PURCHASE

 AXE FOR REAL-TIME REACTION TO SELF-DOUBT





 SIMPLE, EASILY ACTIVATED, MASS AWARENESS

GETS GUYS EXCITED TO GO IN-STORE & PURCHASE

AXE FOR REAL-TIME REACTION TO SELF-DOUBT

SIMPLE, EASILY ACTIVATED, MASS AWARENESS

MAKES THE PRODUCT THE STAR

-  GETS GUYS EXCITED TO GO IN-STORE & PURCHASE
-  AXE FOR REAL-TIME REACTION TO SELF-DOUBT
-  SIMPLE, EASILY ACTIVATED, MASS AWARENESS
-  MAKES THE PRODUCT THE STAR



**CAN**

**HYPE MAN.**

**DON'T SWEEP  
YOUR PROBLEMS  
UNDER THE RUG,  
SPRAY THEM WITH  
AXE INSTEAD.**



**CAN**

**HYPE MAN.**

DON'T SWEEP YOUR PROBLEMS UNDER THE RUG,  
SPRAY THEM WITH AXE INSTEAD.

EVERYTHING WILL FALL INTO PLACE, ONCE YOU  
ADDRESS YOUR SMELL.

OTHER PEOPLE HAVE IT WORSE THAN YOU (THEY DON'T  
HAVE AXE).

BREATHE DEEPLY, AND TAKE IT ONE SPRAY AT A TIME.

SPRAY IT 'TIL YOU SLAY IT.

YOUR ISSUES AREN'T ALL IN YOUR HEAD, BUT AT LEAST  
THEY AREN'T IN OTHER'S NOSES EITHER.

IT'S OKAY TO SWEAT THE SMALL STUFF. WITH AXE,  
NOBODY WILL SMELL IT.

YOU ARE POWERFUL, JUST LIKE OUR SCENTS.

YOUR VOICE MATTERS. HOW YOU SMELL MATTERS  
MORE.

WHEN THEY SAY "SMELL YA LATER," IT'S A GOOD THING.



**Purchase of AXE → Unwrap and receive Hit of Hype → Scan QR Code to go to microsite → See if you win a piece of our Hype Collection → Sign up for Hits of Hype Bot → continue to be positively reinforced by your Hype Can**