

Ego Axed

Unilever's Ego deodorant has changed its name to Axe to fall in line with the brand as it is known in 62 other countries worldwide. Says brand spokesperson Ethne Whitley: "The name change of Ego to the global name of Axe will allow the brand to innovate faster. Consumers will be let in on lots of activities that are happening globally, and Axe is expected to bring them more than what Ego currently offers. Although the name has changed, the effect is still the same, with Axe promising to help you get the girl."

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