



TRADIE[®]

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Iconic Solo's sweet smell of deodorant success

Australia's iconic Solo Thirst Crusher soft drink has been reinvented as the Sweat Crusher.

Almost 50 years after the classic drink was launched, Solo Deodorant Body Spray has been created with fresh citrus and cedarwood aroma.

Asahi Lifestyle Beverages and underwear maker Tradie have joined forces to launch the innovative new body spray, with expected sales of more than 100,000 units nationally.

Bianca Merrington, from Asahi Lifestyle Beverages, said Aussie tradies work exceptionally hard and deserve to smell good before, during and after being on the tools.

"At Solo we know a thirst-worthy effort often means breaking a sweat," she said. "We also know tradies across the country love rewarding themselves with a Solo after a long shift."

"That's why we've partnered with Tradie to give Australia's workers a limited-edition Solo Sweat Crusher deodorant.

"It's a citrus and cedarwood combo that's as refreshing as an ice-cold Solo."

Tradie's Founder and SOJO Chief Executive Officer Ben Goodfellow said Solo Deodorant was the company's first collaboration in this beauty sector.

"Two iconic Aussie brands, what a perfect fit," said Mr Goodfellow.

Solo Deodorant Body Spray is on sale at over 900 Woolworths nationally.

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