



The new **Febreze Set & Refresh** is the latest air freshener innovation by Febreze, designed to provide continuous long-lasting freshness and odor elimination. Its innovative technology slowly and consistently releases scented oils without the use of plugs or batteries to provide odor elimination and noticeably long-lasting freshness. This system offers budget-savvy consumers a long-lasting freshness alternative, with a contemporary design.

Why is Febreze Set & Refresh Different?

- Febreze Set & Refresh is the only product of its kind with a unique membrane designed to slowly release scented oils, freshen, and eliminate odors. Set & Refresh was designed with a contemporary and slim design to compliment any home décor.
- The unique almond shaped design enables consumers to either leave the Set & Refresh visible or slip it behind other objects, such as furniture, with ease.

About Febreze Set & Refresh Technology:

- New Febreze Set & Refresh is designed to slowly release scented oils over time to provide long lasting freshness. The Set & Refresh oils are scientifically designed to last by using P&G's perfume expertise combined with the microporous membrane material, which allows the perfume to continuously release into the air over time. Set & Refresh scents are based on the high quality Febreze perfumes with odor eliminating technology.
- Set & Refresh is best for small to medium-sized rooms and uses the natural air flow in the rooms to freshen. No plugs or batteries are needed.

How it works:

- Simply place the scented oil refill cartridge in the Set and Refresh to activate the freshness of Febreze. The Set & Refresh is designed to activate the cartridge without the need to peel or open anything.
- Scented oils wick the entire membrane, which allows the oils to continually release from the cartridge to freshen the air.
- For a full freshness experience, just click the Set and Refresh open, or close it for smaller spaces.
- Unlike gel air fresheners, Set & Refresh is 100 % perfume oils, with no filler materials.

Availability:

Febreze Set & Refresh will be available in August 2010 at mass market retailers in North America.

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