

# ChapStick® Announces Olympic Gold Medalist Alex Morgan As New Face Of The Brand

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Campaign Marks New Brand Direction Focused on Lip Health and Product Innovation

Pfizer® Consumer Healthcare, the makers of ChapStick®, America's favorite lip balm, today announced Alex Morgan, Olympic gold medalist and member of the U.S. Women's National Soccer Team, as the brand's newest spokesperson. Morgan, a long-time ChapStick loyalist, will serve as the first brand spokesperson in more than a decade and will appear in national television and print advertising, set to debut November 4th, elevating the importance of lip health and fostering continued innovation for the iconic and beloved brand.

The product focus for the start of Morgan's two-year partnership is ChapStick® Hydration Lock. The brand's latest innovation provides eight hours of moisture and contains advanced ingredients, including CoQ10 and Hyaluronic Spheres, to support soft, supple lips and give lips a fuller appearance. Morgan will play an integral role in spreading the word about the importance of caring for your lips and the many offerings ChapStick provides for a variety of lip care needs.

"I always have ChapStick with me, whether I'm training or hanging out with my friends, so partnering with ChapStick was a natural fit for me," said Morgan. "What's most interesting to me is the thought and science behind each product. Lips are an area of the body often overlooked and, when it comes down to it, they should be among the most thought about because of their sensitive nature. No one understands lip health like ChapStick and that's why I trust my lips to them."

As a star forward in international women's soccer, Morgan has had a breakout career. Her astounding list of accomplishments includes number one overall draft in 2011 by the Western New York Flash and youngest player on the USA's roster at the 2011 FIFA Women's World Cup. Most notably, Morgan played a pivotal role in the 2012 London Olympic Games, scoring the winning goal during the semi-final match against Canada in extra time, and leading Team USA to their gold medal win against Japan. Currently, she serves as forward on the National Women's Soccer League Champion, Portland Thorns, and is a member of the U.S. Women's Soccer Team.

"The goal of our campaign is to open consumers' eyes to overall lip health in fun and interesting ways, like sharing lip tidbits on TV and social media to our 3.8 million Facebook fans," said Farrell Simon, Senior Brand Manager, ChapStick. "As an avid ChapStick user, Alex Morgan embodies the voice of our consumer and the balance of health, beauty and fun, making her the perfect fit to help evolve the way we view and care for our lips."

The campaign will give consumers the opportunity to view ChapStick®, America's favorite lip balm, in a whole new way, considering important information they may not know about the brand or the skin on their lips. The campaign will kick off with a new TV ad featuring Morgan and a series of print ads and digital videos developed

by The Burns Group, New York.

For more information on ChapStick®, please visit [www.chapstick.com](http://www.chapstick.com).

### **About ChapStick®**

ChapStick®, the lip expert, makes it a priority to help people care for their lips all year round. Originally created in the early 1880s, ChapStick® is known today as America's favorite lip balm and there's a variety for every consumer need. Marketed by Pfizer through its Consumer Healthcare business unit, ChapStick® offers a variety of products and fun flavors that promote happier and healthier lips. For more information on ChapStick®, please visit [www.chapstick.com](http://www.chapstick.com) and check out [www.facebook/ChapStick](http://www.facebook/ChapStick).

### **Pfizer Inc.: Working together for a healthier world®**

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of health care products. Our global portfolio includes medicines and vaccines as well as many of the world's best-known consumer health care products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more, please visit us at [www.pfizer.com](http://www.pfizer.com).

This press release has an accompanying Smart Marketing Page providing further details about the organization, products and services introduced above. You can access the Smart Marketing Page via the following link: <http://smp.newshq.businesswire.com/pages/chapstick-announces-olympic-gold-medalist-alex-morgan-new-face-brand>.

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