



# #SHOWERTASKING

We don't have to tell you twice—the average American is busy! With longer to-do lists, packed calendars and constant emails, it's no wonder that people want to save time in the morning. Now, NIVEA is helping women relieve the morning time crunch without sacrificing their beauty routines, with a secret called Showertasking!

## THE MORNING RUSH

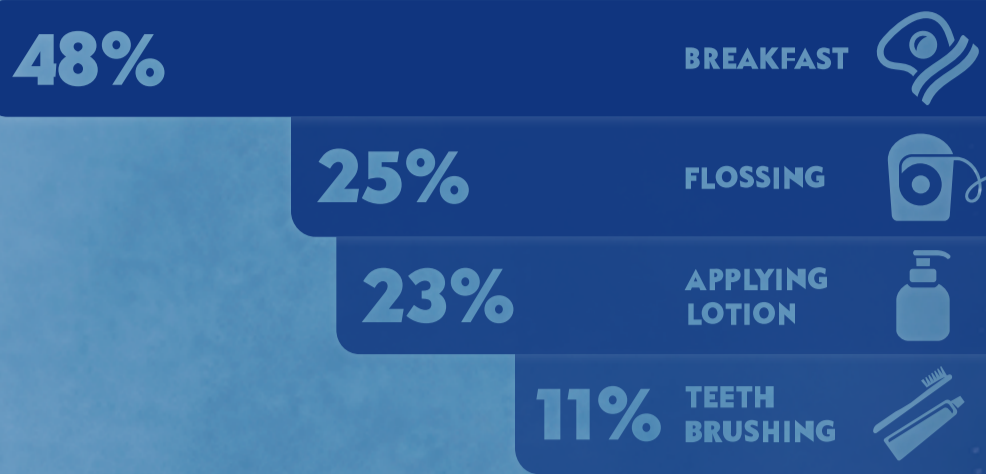
### GETTING READY TAKES TIME



More than half (57%) of consumers take 30+ minutes to get ready in the morning.

### MAYBE TOO MUCH TIME FOR SOME

Things consumers skip in the morning:



## AND IT DOESN'T STOP ONCE WE LEAVE THE HOUSE

**36%** say that they've brushed their teeth, done their hair, shaved, put on makeup, gotten dressed or washed up en route to, or at, the office.



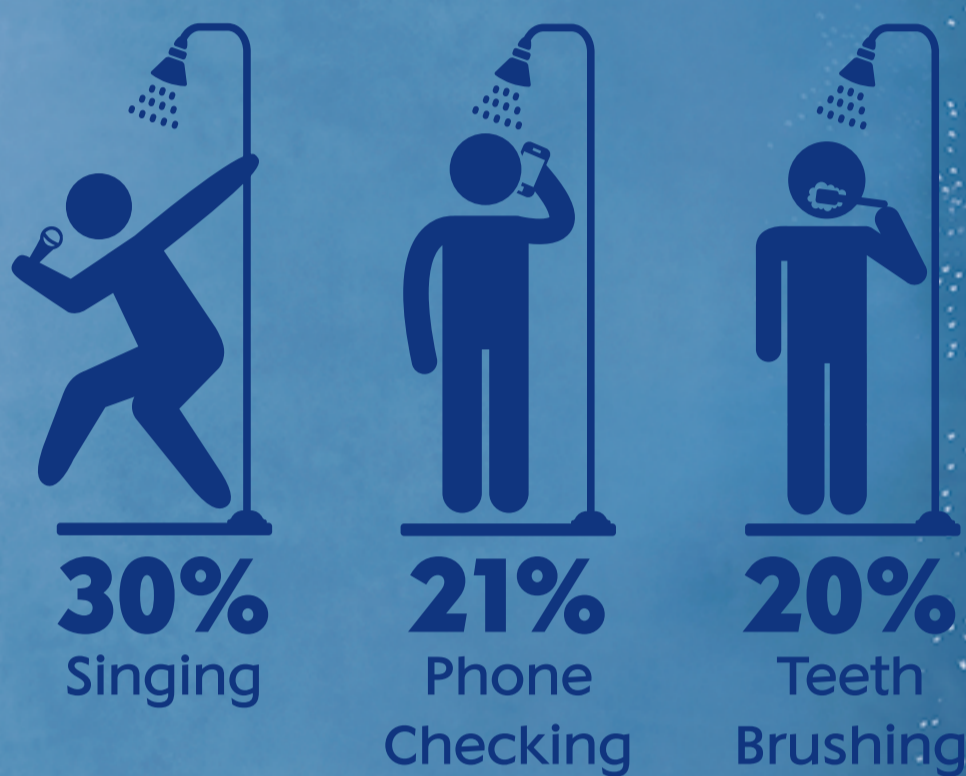
## A NATION OF SHOWERTASKERS

But there's one place that's the unspoken key to multitasking in the morning... the shower!

**63%**

of consumers say that they do between two and five things at once while in the shower.

### THE MOST POPULAR ACTIVITIES ARE



## CONSUMERS HAVE BEEN KEEPING BUSY IN THE SHOWER BOTH MENTALLY...



**44%**

Make a mental to-do list



**40%**

Run through their schedule for the day



**26%**

Plan their outfit

### ... AND PHYSICALLY



**42%**

Clean the shower



**17%**

Wash an item of clothing



**12%**

Wash their dog or another pet

More than half of consumers say they do their best thinking in the shower.



**54%**

## NEW NIVEA IN-SHOWER BODY LOTION HELPS YOU SHOWERTASK

**23%**

of consumers don't moisturize every morning because they just don't have the time.

NEW NIVEA In-Shower Body Lotion saves you precious minutes in the morning, by allowing you to apply lotion directly in the shower. Just wash your body, apply NIVEA In-Shower Body Lotion, quickly rinse it off and you're ready to go!



1. WASH



2. APPLY



3. RINSE



4. GO

See back label for full usage instructions

With instant moisture and no sticky feel on your skin, you'll towel off to reveal soft, smooth skin. And the best thing? Your skin stays moisturized for a full 24 hours!

Join the

**#Showertasking**

conversation with

**@NIVEAUSA!**

Get yours in the Body Lotion aisle and visit NIVEA's Facebook page for a free sample