

New *Febreze* FADE DEFY PLUG

NEW Febreze Fade Defy PLUG Air Freshener is the first mass plug-in with built-in microchip technology that digitally controls how much scent is released, so it stays *First Day Fresh* for a full 50 days! (on low). Plus, it has an LED light that lights up when it's time for a refill. Now, consumers can eliminate household odors with first day freshness that lasts without worrying about scent fade.



HOW IT WORKS

Plug in the Febreze **Fade Defy PLUG Air Freshener** and the low-level indicator light will light up after 50 days when it's time for a refill.



AVAILABILITY

Febreze **Fade Defy PLUG Air Freshener** will be available at Walmart, Target, CVS, Meijer, Kroger, Dollar General and Family Dollar **January 2021**.



SIZE/MSRP*

1 ct. = 26 mL (.87 Fl oz) / \$5.49
2 ct. = 52 mL (1.75 Fl oz) / \$9.79

All scents available in 1ct or 2ct
**Pricing is at the sole discretion of the retailer*



Linen & Sky



Gain Original



Bamboo

The Febreze **Fade Defy PLUG Air Freshener** is available across various collections and hero scents including **Linen & Sky, Gain Original, Bamboo**, and more.

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