

Aquafresh keeps it fresh and celebrates freshness with Mafikizolo

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Iconic oral care brand Aquafresh has partnered up with one of South Africa's most loved, award-winning music duo, Mafikizolo, to celebrate the release of Aquafresh's Extreme Clean Lasting Fresh toothpaste in South Africa. This partnership celebrates this launch of the range by way of exclusively releasing the video to Mafikizolo's second single off their long-anticipated album due for release in September 2017. For the first three weeks of August, Aquafresh will be streaming the fresh new video to *Love Potion* to South Africa and beyond on www.aquafreshmafikizolo.co.za.



"This is an exciting venture which has not been done before in the oral care category in South Africa. We are taking toothpaste out of the confines of oral care into the wider territory of people's lifestyles because concerns like fresh breath are not confined to the few minutes we brush our teeth. We all worry at a number of points in the day about fresh breath or clean teeth. So it made sense to celebrate this new toothpaste that ebbs worry with its promise of up to eight times longer-lasting fresh breath and a deeper clean," said Refilwe Ralefeta, Marketing Campaign Manager at Aquafresh.

Aquafresh officially launched the Extreme Clean Lasting Fresh toothpaste on 20 July 2017, with the range already in shelves at leading retailers countrywide. The toothpaste centres on freshness because it guarantees fresh breath eight times longer than an

ordinary toothpaste, thanks to its formulation which includes zinc chloride coupled with special coolants. The zinc chloride deep cleans, destroys bacteria and neutralises bad breath, and with the special coolants, ensures that fresh breath lasts for longer.

"We looked around for personalities and brands that embody freshness, with a lasting legacy of excellence in their craft and Mafikizolo was perfect. It makes sense for us to celebrate fresh with them, they've kept it fresh for over two decades and are still going. From their first hits like *Majika* and *Lotto*, through their illustrious career which has given us the likes of *Ndihamba Nawe*, *Emlanjeni*, *Happiness*, and the recent *Kucheza*, they have that genius that evolves and reinvents to stay fresh and relevant. That, coupled with the legacy of the brand that does-it-all-in-one is the epitome of a seamless fit," concluded Ralefeta.

Mafikizolo's foray into collaborations with legendary artists from South Africa like Hugh Masekela, Uhuru, the late Busi Mhlongo, Zonke and Dorothy Masuku, and fresh talent from the rest of the continent like Jah Prayza from Zimbabwe, Vanessa Mdee from Tanzania, and Davido from Nigeria, speaks to that embodiment of freshness that aligns them with Aquafresh, and particularly, Aquafresh Extreme Clean Lasting Fresh toothpaste.

"As artists, we are most critical of our own work, always pushing boundaries to stay fresh and relevant. Off the back of our tours around the African continent, Europe and in North America, we are working on the final touches for our upcoming album. This video we are launching with Aquafresh is part of that body of work and we cannot wait for South Africa to jam to it," said Nhlanhla Nciza and Theo Kgonsinkwe of Mafikizolo.

"This year, we celebrate our two decades in the industry, and reinventing and evolving our sound and look has been key to keeping fresh. We have enjoyed and will continue to collaborate with fresh brands in fashion, music both locally and continent-wide, and with iconic brands like Aquafresh that have been around us for as long as we can remember," Nciza

and Kgosinkwe concluded.

Aquafresh has been around for decades and at every turn, the brand has not steered away from its heritage of strong teeth, fresh breath and healthy gums. Being the brand that is synonymous with the iconic 'does-it-all-in-one' mum jingle, Aquafresh will continue to lead with celebrating freshness in oral care and beyond.

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