

"Lifebuoy really stops B.O."

While there weren't mob scenes at grocery and department stores trying to buy a cake of *Lifebuoy*, it became the top selling bath soap. As for **B.O.**, it was a part of our everyday language. The people automatically know what it meant, and **B.O.** will be forever associated with one of the greatest advertising promotions ever.



**Author's note: This article is dedicated to the
memory of Kathryn B. Goodwin**