

- Bounce has a new longer lasting fresh smell, makes clothes smell fresh longer than any other leading fabric softener,
- A longer lasting fresh smell?
- I dried this shirt a week ago, put it on today. It still smells fresh.
- I dried Jill's blouse with new Bounce Tuesday.
- It still smells fresh.
- And Bounce makes clothes soft.
- And synthetics don't cling.
- See.
- Simply toss the sheet in the dryer. The fresh smell of new Bounce stays on clothes longer.
- But new Bounce doesn't stay in the store long.
- Right.