# Lynx Africa fragrance confirmed to remain available after confusion



Men's grooming brand Lynx has announced that its iconic fragrance, Lynx Africa, will no longer be available for purchase, leaving many fans disheartened by the news. The announcement was made on the brand's official social media platform, X, on Thursday, March 20, 2023. Lynx Africa, which first launched in 1995, has become a staple product for many, often regarded as a quirky gift choice during the Christmas season.

In a statement that accompanied the announcement, Lynx expressed regret, stating, "You may have heard that our iconic Lynx Africa scent is getting discontinued. We know - it hurts (sorry if we've ruined your go-to fragrance) but don't worry, the rest of your faves are still here to keep you smelling fine. And who knows? Maybe one day, Lynx Africa will make a legendary comeback. We appreciate your understanding during this period of adjustment and apologise for any inconvenience caused."

Following the news, responses from fans flooded in, with many voicing their dismay. One user lamented, "What will I get for Christmas now ffs?" prompting a cheeky response from Lynx, "Maybe something you actually asked for." Another fan remarked, "Rip Lynx. A bold move to discontinue your most popular product. I think you will regret this." Additional comments reflected a sense of nostalgia and frustration, with one person recalling how the fragrance had been their staple since childhood, stating, "Gutted."

However, an intriguing twist emerged as some fans noted the similarity between Lynx's announcement and a recent post from Lipton Ice Tea. Just a day prior, Lipton had declared the discontinuation of its peach-flavoured iced tea, with a post that also featured an image of the drink adorned with angel wings. Following a backlash, Lipton swiftly confirmed that the peach flavour was "here to stay," playfully attributing the confusion to an early April Fool's joke.

In yet another unexpected update, Lynx later clarified that the discontinuation was not as it seemed. A follow-up post reaffirmed that Lynx Africa would remain available, stating, "CHRISTMAS IS SAVED. No it wasn't an April Fools joke... Sorry to all the panicked nans who nearly had a meltdown after yesterday's announcement. Don't worry your go-to Christmas gift is safe." The social media team explained that while the fragrance would continue, the design of the can was set for a change.

This turn of events elicited various reactions among fans, with many sharing their relief. Some took the opportunity to suggest that Lynx should consider reviving other discontinued scents, reflecting on the strong connection consumers have with the brand's entire fragrance lineup.

The interplay between Lynx's announcement and Lipton's earlier post has sparked discussions among consumers about marketing strategies and the impact of social media on brand messaging during a time when consumer loyalty plays a critical role in business success.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* [https://www.lynxformen.com/uk/p/body-spray-leather-&-cookies-xxl.html/08710847921797](https://www.lynxformen.com/uk/p/body-spray-leather-%26-cookies-xxl.html/08710847921797) - This URL provides information about Lynx products, which can be used to discuss the brand's offerings and consumer engagement. However, it does not directly address the discontinuation or continuation of Lynx Africa.
* <https://basenotes.com/fragrances/axe-africa-lynx-africa-by-axe-lynx.26121021> - This page discusses Lynx Africa, including its fragrance notes and user reviews, which can support claims about its popularity and consumer reactions.
* <https://www.unilever.com/news/news-search/2023/behind-the-brand-axe-the-worlds-no1-mens-fragrance-brand/> - This article highlights Lynx (Axe) as a leading men's fragrance brand, which supports the significance of Lynx Africa in the market. It also mentions the brand's global presence and consumer loyalty.
* <https://www.noahwire.com> - This is the source of the original article, but it does not provide additional corroboration beyond the text itself.
* <https://www.unilever.com/en/news/press-releases/2023/unilever-announces-new-sustainability-goals.html> - While this URL does not directly address Lynx Africa, it provides context on Unilever's sustainability efforts, which could relate to packaging changes mentioned in the article.
* <https://www.unilever.com/en/news/press-releases/2023/unilever-announces-new-sustainability-goals.html> - This URL does not directly support the claims about Lynx Africa but offers insight into Unilever's broader strategies, which might influence product lines.
* <https://www.bristolpost.co.uk/news/real-life/brits-mourning-lynx-discontinues-iconic-10042934> - Please view link - unable to able to access data
* <https://www.manchestereveningnews.co.uk/whats-on/shopping/lynx-says-its-axing-iconic-31253030> - Please view link - unable to able to access data