



Naturella® Feminine Care is increasing its global footprint with a launch into Brazil. Naturella was developed to satisfy the needs of a significant segment of women who are seeking skin care benefits in addition to protection. Pre-market testing indicated Naturella would help grow market share by attracting primarily women who use competitive brands.

This best-ever Naturella pad significantly improves performance in the areas of protection and skin care and offers a better sensorial experience through a distinctive pad design. The introduction of a low-cost converter line makes local production possible, and has been a key to the successful launch of Naturella in new markets.

Naturella Feminine Care products were designed to offer women the protection and absorbency they expect while also providing gentleness and protection for their skin:

- Each version of Naturella is specially designed to absorb menses, in addition to protecting the skin from irritation caused by overhydration, irritants present in menses and irritation caused by friction.
- Using Naturella will help prevent the symptoms of irritation that some women experience during menstruation.
- Naturella products and the materials they contain have undergone extensive technical and clinical testing to ensure their safety and effectiveness.

About Naturella Technology:

- Naturella products combine the technical benefits of a petrolatum and zinc oxide formula with the addition of a chamomile extract to deliver significant protection against irritation and menstrual malodor.
- Naturella pads incorporate breakthrough technology that enables the product to deliver the unique benefits of a skin protectant lotion designed to reduce irritation and discomfort during pad wear. The key to this innovation lies with Naturella's petrolatum/zinc oxide/chamomile lotion which is applied to the topsheet. As the lotion transfers to the skin over time, its clinically proven ingredients help protect against the overhydration, irritants and friction that can cause discomfort associated with pad use.

Availability:

Naturella launched in Brazil in September 2010, continuing the global expansion of this brand.



Contacts

David Bernens
P&G FemCare
513.634.7474
bernens.dc@pg.com