



latest innovations

We are increasing the global footprint of **Naturella®**, making it available to more consumers all around the world. We are step-changing the product. The initiative that launches March 2010 will offer the best Naturella pad ever. It is the biggest innovation in the history of the brand significantly improving performance of the pads in the areas of protection, superior skin care and it also offers a better sensorial experience through a distinctive pad design.

**Naturella Feminine Care products were designed to offer women the standard benefits of 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 over-hydration, irritants present in menses and mechanical 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:

The Naturella brand was developed to satisfy the unmet needs of a significant segment of consumers. Research demonstrated that women were not satisfied with Feminine Protection products that were available in the market, and more specifically with their ability to protect skin from the negative effects of pad usage.

Naturella products therefore 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 will launch in Greater China in March continuing the global expansion of this brand.



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