



Procter & Gamble continued its long history of leadership innovation, launching three of the top 10 most successful new products of 2011. Pampers Swaddlers and Cruisers with Dry Max, Gillette Fusion ProGlide, and Tide plus Febreze Freshness were the #1, #2 and #8 non-food products, respectively, on the **2011 New Product Pacesetters™** list.

This latest achievement continues a series of successes that builds on P&G’s Purpose to improve people’s lives in small but meaningful ways through innovative products:

- P&G earned eight of the top 25 spots on the list, including Tide plus Febreze Freshness (#8), Charmin Sensitive (#11), Gain Dishwashing Liquid (#15), COVERGIRL NatureLuxe (#17), Febreze Set & Refresh (#20), and COVERGIRL LashBlast Fusion Mascara (#21).
- P&G has 3 of the top 10 US CPG product introductions and captured 59% of the total sales of the top 10.
- In recognizing P&G’s new product successes list publisher SymphonyIRI noted, “Your product launches join the ‘best of the best.’....Your launches beat the odds and are truly remarkable.”
- Overall, P&G led all manufacturers in 2011, with 23 pacesetters, compared to the next leading company receiving 12 pacesetters.
- In the past 17 years, P&G has had both the #1 and #2 product in the same year six times.
- In the 17 years the Pacesetters list has been published, P&G has had 140 products make the top 25 Pacesetters list—more than our six largest competitors combined.
- The Tide brand has had a Pacesetter product in the top 11 every year since 2005.



About the New Product Pacesetters:

The New Product Pacesetters list is published by the independent analytics firm SymphonyIRI Group, Inc. Acknowledged as the industry benchmark for new product launches, the list recognizes consumer packaged goods that achieve at least \$7.5 million dollars of sales in their first year of distribution.

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