BABY WIPES

CONSUMERS PREFER COTTON. COTTON DELIVERS.
Parents believe these product features are highly important when purchasing baby wipes.

- **Soft**: 92%
- **Safe/Non-Irritating**: 85%
- **Absorbent**: 81%
- **Quality Product**: 75%

77% of consumers say cotton is their preferred fiber for wipes.

Build a stronger business with cotton in baby wipes.

**Why?** They believe cotton has these positive attributes:
- Soft
- Natural
- Safe & Healthy for Skin
- Absorbent
- Good Quality
- Environmentally Friendly

65% of consumers would like to see fiber content on the package.

62% reported that fiber content information would influence their purchase decision.

Impact consumer purchase decisions by telling them what they want to know.

Environmental impact counts too.

Consumers believe natural fibers to be extremely safe for the environment. In fact, 90% of consumers surveyed rated cotton as SAFE for the environment, surpassing perceptions of rayon and other petroleum-based synthetics.
WHAT'S IMPORTANT TO PRODUCT PERFORMANCE?

COTTON DELIVERS

Wipes need to be STRONG.

<table>
<thead>
<tr>
<th>Material</th>
<th>Wet Strength</th>
<th>Dry Strength</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleached Cotton</td>
<td>55</td>
<td>65</td>
</tr>
<tr>
<td>Rayon</td>
<td>23</td>
<td>53</td>
</tr>
<tr>
<td>Polypropylene</td>
<td>54</td>
<td>84</td>
</tr>
</tbody>
</table>

ISO 9073-3 (measured in machine direction). Strength reported in Newtons.

COTTON DELIVERS

Wipes need to be ABSORBENT.

<table>
<thead>
<tr>
<th>Material</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleached Cotton</td>
<td>14.43g</td>
</tr>
<tr>
<td>Rayon</td>
<td>7.9g</td>
</tr>
<tr>
<td>Polypropylene</td>
<td>8.65g</td>
</tr>
</tbody>
</table>

ASTM 6651-01. Capacity is measured (g water/g product)

COTTON DELIVERS

Wipes need to trap DIRT.

<table>
<thead>
<tr>
<th>Material</th>
<th>Gardner Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleached Cotton</td>
<td>73%</td>
</tr>
<tr>
<td>Rayon</td>
<td>63%</td>
</tr>
<tr>
<td>Polypropylene</td>
<td>56%</td>
</tr>
</tbody>
</table>

Gardner Apparatus test, STR Labs (formerly Shuster Labs)

COTTON DELIVERS

Wipes need to be SOFT.

<table>
<thead>
<tr>
<th>Material</th>
<th>Soft</th>
<th>Rough</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleached Cotton</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>Rayon</td>
<td>51</td>
<td></td>
</tr>
<tr>
<td>Polypropylene</td>
<td>57</td>
<td></td>
</tr>
</tbody>
</table>

Focus group: Mother of Multiples, blind sample, qualitative evaluation.

Lowest score indicates softest fabric.
WHAT’S IMPORTANT TO RETAILERS?

Consumers recognize the Seal of Cotton trademark and overwhelmingly know what it represents.

95% Are familiar with the Seal of Cotton trademark.

91% Report the Seal of Cotton trademark on a package means there is cotton inside.

90% Perceive products with the Seal of Cotton trademark as soft, comfortable, natural, and of good quality.

COTTON DELIVERS

When asked to describe products with the Seal of Cotton trademark, consumers are most likely to say HIGH QUALITY and HIGH VALUE.

Consumers believe that baby wipes labeled with the Seal of Cotton trademark will be:

- SOFTER
- MORE COMFORTABLE
- STRONGER
- NON-IRRITATING