



PERSONAL CARE PRODUCTS

**COTTON DELIVERS
QUALITY & COMFORT**



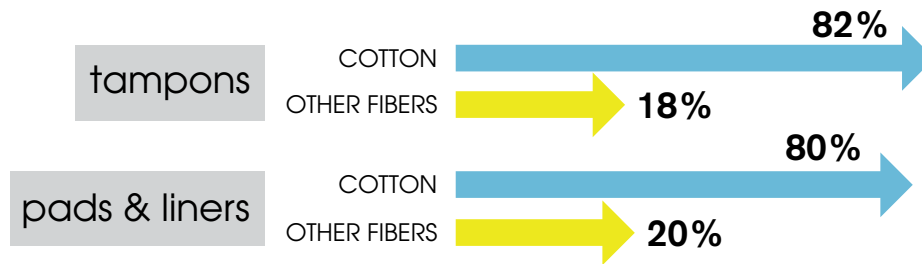
POWER OF COTTON IN FEMININE HYGIENE



Women agree what's important when purchasing feminine hygiene products... and cotton delivers.

- 96%** Comfort
- 94%** Preventing Skin Irritation
- 89%** Softness
- 97%** Absorbency

Cotton is preferred over other fibers for feminine hygiene products:



Consumers think **cotton** feminine hygiene products are comfortable, better for skin, non-irritating, natural, and soft. Women value cotton's quality and comfort.

POWER OF THE SEAL OF COTTON IN FEMININE HYGIENE

Consumers believe in Personal Care products labeled with the **Seal of Cotton** trademark.

- 92%** identify cotton in the product
- 66%** believe it to be better quality
- 59%** expect to pay more
- 57%** are willing to pay more



ENVIRONMENT

Consumers believe natural fibers to be extremely safe for the environment. In fact, more than **90%** of consumers surveyed rated cotton as the safest fiber for the environment, surpassing perceptions of rayon and oil based synthetics.

Sources:
Study conducted by W5 and Cotton Incorporated. 2,410 respondents total, 800 men and 1,610 women, targeted for representation consistent with US Census statistics, were interviewed via an online survey.
Study conducted by Mills Consulting Group, 1,000 females between 18-49 years of age were interviewed.
Study conducted by Bellomy Research (2013), 2,000 respondents, men and women aged 18-54, were interviewed via an internet based survey.



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