



INCONTINENCE PROTECTION

**CONSUMERS' CHOICE
FOR SECURITY AND
SKIN HEALTH**



ALL CONSUMERS



Consumers agree on what's highly important in bladder and bowel protection products, but they are less satisfied with the performance of current products.

SKIN HEALTH AND COMFORT:

- Comfort
- Preventing skin irritation
- Staying dry next to the skin

SECURITY AND DISCRETION:

- Leakage
- Absorbency
- Odor control
- Fit

Because cotton is natural, consumers trust it as safer and healthier for their skin. They also believe products made with cotton will be softer, comfortable, more absorbent and less irritating.

BUILD A BETTER PRODUCT WITH COTTON!



COTTON FANS

Two-thirds of consumers are interested or very interested in bladder and bowel protection products made with cotton.

Compared to their current product, the majority of consumers agree cotton will improve key product benefits:

100
0

80%
Softer

76%
Hypoallergenic/
Healthier for Skin

71%
More
Environmentally
Friendly

70%
More
Comfortable

75% say including fiber content on the package would influence their purchase decision.

59% are willing to pay more for cotton protection products than they pay for their current brand!



CAPTURE A TARGET MARKET WITH COTTON!

THE SEAL OF COTTON



The trademark signifies key product attributes to consumers:

94% Soft

94% Natural

91% Comfortable

86% Environmentally-Friendly

85% Good Quality

0 ————— 100

90% of consumers recognize and respect the Seal of Cotton trademark.

ENVIRONMENT

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.

LEVERAGE THE POWER OF THE SEAL OF COTTON!

Sources: Adult Incontinence Consumer Attitudinal and Behavioral Study, conducted by Issues & Answers Network, Inc. included telefocus groups and internet based survey of 1019 consumers, in November 2011. Cotton Incorporated Environmental Study, conducted by Bellomy Research in 2012, consisted of 2000 consumers, and was an internet based survey.



**Cotton
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