



Announcing 2 new arrivals for the Pampers® Kandoo™ family

Pampers is delighted to announce the launch of 2 new *Kandoo* products to encourage toddlers to achieve independence and feel they "can do it too"!

Kandoo Instant Foam Handwash and *Kandoo Foaming Wash Mittens* are being launched at the end of January 2005 and will be available in the baby/toddler aisle in supermarkets and pharmacies. Both products are designed to encourage the correct attitude in toddlers towards daily hygiene habits

Kandoo Instant Foam Handwash turns washing hands into an easy and playful activity, and has been designed to encourage the child to achieve the task without reliance on the parent. Messy play leading to dirty hands is normal for toddlers as part of their ongoing development. However, learning the habit of washing hands is seen as an interruption to play time by toddlers and therefore tough for parents to incorporate within their daily hygiene routines. *Kandoo Instant Foam Handwash* dispenses easily - one pump from the dispenser is enough to clean a toddler's hands - and the coloured foam actually stays in the child's hands, not always the case with bar soaps or liquid soap, before being rinsed away.

Kandoo Foaming Wash Mittens are disposable mittens designed to overcome the battle in the bath-tub when play ends and the cleaning chore starts! The child-hand sized mittens produce a gentle cleansing foam when they come into contact with water, introducing some fun into the cleaning routine and helping to develop good personal hygiene habits in the child.

Jenny Ashmore, *Pampers* Associate Marketing Director, comments " The launch of *Kandoo Toilet Wipes* in July 2001 created a new category worth an incremental £15 million for retailers, and has helped thousands of children across the UK learn how to correctly use the toilet by themselves, one small but significant step along the route of independence. We are equally excited about the launches of *Kandoo Instant Foam Handwash* and *Kandoo Foaming Wash Mittens* which will be supported across the launch by a £3.5 million marketing package to include TV advertising, Direct Mail, Print and PR".

- ENDS -

For more information, contact the P&G Press Office on 0191 297 6262 or via email: pgpress.im@pg.com

Notes to editors

Kandoo Instant Foam Handwash is priced around £2.69 for a 250ml bottle, with each bottle providing more than 300+ washes. The foam will be available in 2 scents: melon and jungle fruits. A limited edition, innovative pump with a frog head (where the foam is dispensed through the mouth) and frog feet will also be available for the first few months, priced at around £3.59.

Kandoo Foaming Wash Mittens are priced around £3.59 for 20 wash mittens and is packaged within a specially designed water resistant bag - a must for the bathroom! A refill pack, priced around £2.69 will also be available.