



Tampax® and Always® Introduce the All-New Radiant Collection Designed Exclusively for Standout Girls

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[P&G Corporate Announcements](#)

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CINCINNATI

- Introducing the Latest Spring Collection Set To Shine In Stores Now -

CINCINNATI--(BUSINESS WIRE)--There's a new, stylish collection out in stores this season, designed to help girls stand out and keep their periods invisible. For the first time ever, Procter & Gamble's (P&G) leading feminine protection brands Tampax® and Always® have come together to premiere the all-new Radiant Collection, a complete offering of premium tampons, pads, liners and wipes that meets all of a woman's feminine care needs. The new Collection stands out on shelves and features designer packaging and wrappers that compliment any girl's unique style, making these products must-have accessories any time of the month.

"The Radiant Collection was designed with girls' unique style and feminine care needs in mind," said Gaby Tartaret, Tampax Marketing, "Combining a stylish new look with a full line-up of premium products women have grown to trust from Tampax and Always, the Radiant Collection stands out among competitive, feminine care brands."

This is P&G Fem Care's first cross-category product initiative and its biggest ever. The Radiant Collection includes Tampax tampons, Always Infinity pads, Always Incredibly Thin Liners™ and Always Radiant Wipes-to-Go™ that are packaged with a stylish new look. Its launch marks the first time that P&G Fem Care is using real girls in their advertising, showcasing the uniquely awesome women who inspired the Radiant Collection. The campaign will feature stylish and talented girls like a street artist, yarn bomber and a self-proclaimed "balloonatic."

This season's style trends are attention grabbing, but no girl wants to get noticed for her period. That's why the Radiant Collection offers everything a woman needs to help make her period invisible, allowing her to choose what makes her stand out. To help find the ultimate collection of standout girls, Radiant is partnering with PopSugar – the leading pulse on everything entertainment, style and living-related. PopSugar is featuring Radiant in its contest encouraging girls to share what makes them stand out – their style, talents, smarts and interests.

"Like Tampax, we celebrate the unique qualities of women by providing premium experiences through a collection of tailored assets and offerings," said Jodi Lipe, Executive Vice President of Marketing, Sugar Inc. "Together, we're thrilled to celebrate standout girls by giving those who have style and substance the chance to shine."

Radiant girls can upload photos and describe their passion for the chance to star in a PopSugar video and receive \$5,000 to help them stand out. To enter for a chance to win and for more information on the Radiant Collection, visit www.facebook.com/tampax.

About The Radiant Collection

The new Radiant Collection from Tampax® and Always® provides women with one premium brand experience to meet all their feminine care needs. The full product line-up offers everything women need to help keep their period invisible, including:

- **Tampax Radiant tampons** feature a revolutionary re-sealable wrapper for discreet, worry-free disposal and the new CleanGrip™ applicator for comfortable insertion
- **Always Radiant Infinity pads** feature a unique technology that conforms to each individual shape, delivering premium protection
- **Always Radiant Incredibly Thin Liners**, the thinnest and most flexible protection from Always, have flexible edges that fit any panty style
- **Always Radiant Wipes-to-Go** deliver an enhanced everyday freshness

For more information on the Radiant Collection visit [Tampax](#) on Facebook.

About the Stand Out & Win Contest

PopSugar editors are searching for girls to tell them how they are pursuing their dreams via the "Stand Out & Win Contest." The winner of the contest will receive her own profile on PopSugar TV and \$5,000 to fuel her passion, courtesy of Tampax Radiant. The contest is open to entrants in the U.S. and Canada. To enter for a chance to win and for official rules, visit www.facebook.com/tampax.

About Procter & Gamble

P&G serves approximately 4.4 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in about 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

About Sugar Inc.

With over 28 million monthly unique visitors worldwide, Sugar's mission is to entertain and delight its audience with insanely addictive content and unmatched shopping experiences. Through an online global network, Sugar brings to life what is personally relevant to modern women everywhere – whether it's a red carpet moment, an inspiring fitness tip, or an exclusive shopping event. The company was founded in 2006 by Lisa and Brian Sugar and began with PopSugar, a popular entertainment news blog. Sugar is a privately held company and is backed by leading investors Sequoia Capital and Institutional Venture Partners (IVP). Learn more at: www.sugarinc.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50258376&lang=en>

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