Study Finds That 63% of Women Still Consider Some Feminine Care Topics Off Limits!

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Carefree® partners with celebrity actress Tia Mowry to help women feel confident to speak freely about managing life's little surprises

SHELTON, Conn., Aug. 25, 2016 /PRNewswire/ -- In 2016, being a woman is all about speaking freely. From breaking down glass ceilings, to proclamations of feminism, women are speaking up about topics that affect their world. While 63% of women are comfortable discussing some feminine care issues with friends, there are still topics like sweating and bladder leaks that are off limits, according to a national survey by Carefree® completed by 1,000 women ages 25 to 54.

To inspire women to speak freely about all of their feminine care issues, Carefree® has partnered with actresses and moms Tia Mowry and Ana Ortiz, to deliver confidence to women, and ask them to share their stories – no matter the topic. Whether it's experiencing body changes as a new mom, or receiving an unexpected visitor during date night, Carefree® wants to help women feel like they can speak freely about handling whatever life brings, including feminine hygiene concerns.

"As an actress and mom, I've experienced plenty of unexpected moments," said Tia Mowry. "I'm excited to partner with Carefree® as part of their Speak Freely campaign, which encourages women to embrace life's little surprises."

Carefree®, Tia Mowry and Ana Ortiz are also encouraging women to share their own stories on handling life's unexpected moments by launching a Speak Freely video series and hosting a national contest on **www.speakfreelywithcarefree.com**.[1] Women across the country will have a chance to share their own stories and could be selected to win a trip for two to Los Angeles or New York City (winner's choice) for 4 nights and 5 days!

As the brand that helps women around the world feel confidently fresh and prepared to make the most of each day, Carefree® Liners offer discreet feminine protection so thin, soft and absorbent, you'll hardly notice it's there.

For more information about Carefree® Liners, please visit **www.carefreeliners.com**.

[1]NO PURCHASE NECESSARY TO ENTER OR WIN. A purchase will not increase your chances of winning. Open to legal residents of the 50 United States and D.C., 18 and older (19+ in AL & NE). Void where prohibited. Contest ends at 11:59:59 am ET on 10/3/16. Subject to Official Rules. Sponsored by: Edgewell Personal Care Brands, LLC, 6 Research Dr., Shelton, CT 06484.

About Carefree®

Carefree® is a feminine care brand with a collection of soft, thin and absorbent daily liners that deliver the freshness you need to feel confident and carefree every day. The Carefree® product line includes liners ideal for daily use offering odor control, comfortable absorbency and discreet protection, including Carefree® Acti-Fresh®, Carefree® Thong and Carefree® Original. Carefree® is an Edgewell Personal Care brand, with products available nationally and online at mass, grocery and drug retailers. For more information, please visit **www.carefreeliners.com**.

About Edgewell Personal Care

Edgewell Personal Care (NYSE: EPC) manufactures and markets a diverse range of personal care products in the wet shave, skin care, feminine care and infant care categories with well-established brand name products such as Schick® and Wilkinson Sword® men's and women's shaving systems and disposable razors; Edge® and Skintimate® shave preparations; Playtex®, Stayfree®, Carefree® and o.b.® feminine care products; Banana Boat® and Hawaiian Tropic® sun care products; Playtex® infant care products and gloves; Diaper Genie® and Litter Genie® disposal systems; and Wet Ones® moist wipes. ©2016 Edgewell. The Playtex® trademark is used under license.

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