Playtex® Sport® Partners with Inspiring Athletes For "Ready, Set, Play On!" Video Series

06/15/16

Brand Encourages Girls to Share How They Prepare to Play On®

SHELTON, Conn., June 15, 2016 /PRNewswire/ -- Whether it's your favorite adrenaline pumping playlist or a chant that roars as you walk on the field, we all have pre-game traditions that allow us to feel confident and perform our best. Playtex® Sport® partnered with one-of-a-kind female athletes to create a "Ready, Set, Play On!" video series, including: dancer and actress, Chloe Lukasiak, Pilates expert, Cassey Ho, surfer, Malia Manuel and snowboarder, Jamie Anderson. Together, these women who embody the Play On spirit, will share their unique preparation rituals that motivate them to Play On, even during their period.

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"Before I hit the stage, I shake out my entire body to pump myself up. This helps me get mentally and physically ready for show time," said award-winning dancer Chloe Lukasiak. "But, my real secret weapon is Playtex® Sport® because I never let my period get in my way. I can just focus on what I need to do with comfort and confidence, and do it well."

Starting today, Playtex® Sport® is calling girls 13 and over to share how they prepare to Play On by sharing a photo or video on Instagram or Twitter using #ReadySetPlayOn and #Sweepstakes. Participants will be selected at random to win weekly Summer Prep prize packs until July 31, 2016, and four lucky winners will be selected at the end to win a First Place prize pack of their choice containing premium sports gear inspired by the "Ready, Set, Play On!" athletes.

Sweepstakes information on how to enter, campaign hashtag, prizing, and Official Rules is available at **PlaytexSportOffers.com**, along with a gallery of all submissions from both Instagram and Twitter. NO PURCH NEC. Legal residents of the 50 US/DC 13+. Ends 7/31/16. See Official Rules for details/eligibility: **http://bit.ly/1sNUUKh** Void where prohibited.

About the Playtex® Feminine Care Brand

The Playtex® Feminine Care brand believes that nothing should hold women back, including their periods. That is why Playtex® Sport® and Playtex® Gentle Glide® tampons are the only tampons that feature a 360° Protection® tampon design to fit the life women want to live. Developed for women who lead busy and active lives, Playtex® tampons offer multiple levels of absorbencies to give women confidence and freedom in everything they do.

Playtex® Sport® Ultra-Thin Pads with Wings and Body Shape Panty Liners are made with Sport Level Protection® and include a FlexFit® design that twists and turns with the body. Innovative Qwik-Dry™ technology quickly pulls in fluid and wicks moisture away and OdorShield® technology neutralizes odors before they start, allowing women to feel dry, fresh and confident.

Playtex® Sport® Combo Packs are available for dual-form users to provide two kinds of protection together in one convenient package.

Playtex® Sport® Ultra-Thin Pads with Wings, Body Shape Panty Liners and Combo Packs are available at mass, grocery and drug retailers nationwide for a suggested retail price ranging from $1.49 - $6.99. Playtex® Sport® Tampons and Playtex® Sport® Fresh Balance Tampons are available for a suggested retail price ranging from $3.99-$6.99.

About the Athletes

Chloe Lukasiak is an internationally-recognized dancer, television personality, actress, model, and fashion designer. When she's not working, she is an honor roll student who loves to read fiction and relax with friends at home in Pittsburg, PA.

Cassey Ho is an award-winning fitness instructor, entrepreneur and online personality. She is the creator of Blogilates, the #1 female fitness channel on YouTube with over 300 million video views and 3 million subscribers. In a revolutionary partnership, Cassey's unique format, POP Pilates© which launched on YouTube in 2009, has become a live class. She's the author of the best-selling book, Hot Body Year Round and is the designer of her own activewear line.

Malia Manuel is the true spirit of island aloha and grace. It's rare to see her without a smile on her face or doing something other than creating beauty through her passions for surfing, health, and well-being. Growing up in Hawaii, she has been highly influenced by the many Kaua'i boys, making her style progressive and fluid, yet incredibly graceful and poised. Malia is filled with passion, striking good looks, and all the natural talent to be best surfer in the world.

Jamie Anderson is an award-winning snowboarder. Jamie started snowboarding at the age of 9 and is known for her style and strength. She inspires us to dream big & never slowdown.

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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Video - **https://www.youtube.com/watch?v=CjqqqkpquZ4**
Logo - **http://photos.prnewswire.com/prnh/20160615/379533LOGO**

To view the original version on PR Newswire, visit:**http://www.prnewswire.com/news-releases/playtex-sport-partners-with-inspiring-athletes-for-ready-set-play-on-video-series-300285060.html**

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