Wet Ones® Finds 91% of Parents Worry About Messy Moments*

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Brand teams up with TODAY show food contributor and Siriously Delicious blog creator Siri Daly to bring the fun back into making a mess in the kitchen!

SHELTON, Conn., July 28, 2016 /PRNewswire/-- Wet Ones®, America's #1 Hand Wipe**, knows that some of the messier moments in life create the best memories, especially when it comes to being in the kitchen with your kids. However, according to a study conducted by Wet Ones® Hand Wipes, 91% of moms say they have stopped their child from participating in an activity because it was too messy*. To help parents embrace the mess this back-to-school season, the brand has partnered with Siri Daly to bring the fun back into the kitchen because Wet Ones® hand wipes are there to help clean up hands before and after the mess!

"As a mother and food blogger, I love cooking with my children, but sometimes I feel like I miss out on great moments with them because I'm so concerned with cleaning as I go," says Siri Daly. "Even getting my kids to wash their hands after making a mess is a struggle! Wet Ones® Antibacterial Hand Wipes are a convenient 2-in-1 way to wipe away dirt and messes when soap and water aren't readily available."

"We know that while the majority of moms, like Siri, try to avoid messy moments, 84% of moms also admit that making a mess while cooking is one of the most fun activities they can do with their kids*," says Christina Saikus, Wet Ones® Brand Manager, Edgewell Personal Care. "We want to encourage parents to embrace family memories by letting their little ones help make messy PB&Js for their lunchbox and sloppy joes for family dinners - because with Wet Ones® hand wipes you're always covered!"

The Messiest Kid in America Contest

To celebrate messy moments this back-to-school season, Wet Ones® Hand Wipes is searching for the messiest kids in America! Wet Ones® Hand Wipes believes the messier the meal, the better, and now your little one's mealtime messes may result in a reward.

Here is how to participate:

1. **Snap** a pic of your child age 2 to 17 years old at their messiest. Post it to Twitter or Instagram using the hashtag #WishIHadaWetOnes & #contest.
2. Or **Upload** a picture of your messy kid at www.wishihadawetones.com and we'll do the rest.
3. You Could **Win:** One (1) Grand Prize winner will receive $5,000 plus a year's supply of Wet Ones® products. Five (5) First Prize winners each receive a $2,500 Visa® Prepaid Card.

See below for Contest details.

Wet Ones® Hand Wipes Keep Hands Clean So You Can Enjoy Messy Moments in and out of the Kitchen!

Wet Ones® Antibacterial Hand Wipes are the convenient 2-in-1 way to wipe out dirt and messes and kill 99.99% of germs when soap and water aren't readily available. Wet Ones® Hand Wipes are formulated to be tough on dirt and germs, but gentle on skin.

Wet Ones® Antibacterial Hand Wipes clean better than hand sanitizer gels, wiping away dirt and messes without drying out skin. They are hypoallergenic and contain aloe and lanolin, making them easy on skin for even the littlest of hands. Now available with NEW Wet Lock™ seal technology in the brand's 20-count travel packs, proven to help the wipes retain 15 percent more moisture, ensuring they remain fresh on-the-go so you're never left without a convenient way to wipe out dirt and messes!

Wet Ones® Hand Wipes are available at mass, drug and grocery stores nationwide and come in three convenient sizes so you can keep them at home, in the car, and in purses and backpacks. For more information, visit **www.WetOnes.com**.

About Wet Ones® Wipes Products

Wet Ones® is a registered trademark Edgewell Personal Care™. Wet Ones® Antibacterial Hand Wipes kill 99.99 percent of germs and clean better than hand sanitizers.

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.

*The Wet Ones Survey was conducted by Wakefield Research (**www.wakefieldresearch.com**) among 500 U.S. moms of children ages 7 and under between July 14th and 19th, 2016, using an email invitation and an online survey.
**#1 claim based on scan data for 52 weeks ending 1/23/16.

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., 21 and older. Photo must show your child/children (2-17 years) at their messiest. Entry contingent upon Sponsor approval of Photo. If entering via Twitter/Instagram, include #WishIHadAWetOnes and #Contest in the Photo caption. Void where prohibited. Contest begins at 12:00:01 pm ET on 8/1/16 and ends at 11:59:59 am ET on 9/30/16. Subject to Official Rules. Visit **www.WishIHadAWetOnes.com** for Official Rules, how winners will be selected and how to enter without photo upload to social media. Void where prohibited. Sponsored by: Edgewell Personal Care Brands, LLC, 6 Research Dr., Shelton, CT 06484. Not sponsored by Twitter or Instagram. Visa® trademark is used for prize identification purposes only; no sponsorship, endorsement or authorization is intended or implied by such use. Visa Prepaid Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc.

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