Edgewell Personal Care Introduces Six New Amazon Dash Buttons to Offer Better Convenience and Value at the Touch of a Button

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Schick Hydro®, Schick® Hydro Silk®, Playtex® Sport®, Carefree®, Stayfree® and Litter Genie® brands will now offer consumers the convenience of purchasing refills when they need it

SHELTON, Conn.--(BUSINESS WIRE)-- Please replace the release with the following corrected version due to multiple revisions.

This Smart News Release features multimedia. View the full release here:
http://www.businesswire.com/news/home/20160331005313/en/

The corrected release reads:

EDGEWELL PERSONAL CARE INTRODUCES SIX NEW AMAZON DASH BUTTONS TO OFFER BETTER CONVENIENCE AND VALUE AT THE TOUCH OF A BUTTON

Schick Hydro®, Schick® Hydro Silk®, Playtex® Sport®, Carefree®, Stayfree® and Litter Genie® brands will now offer consumers the convenience of purchasing refills when they need it

Edgewell Personal Care (NYSE:EPC) today is announcing the availability of six new Amazon Dash Buttons for individual brands, including Schick Hydro®, Schick® Hydro Silk®, Playtex® Sport®, Carefree®, Stayfree® and Litter Genie®. These new Amazon Dash Buttons make it easy for Amazon Prime members to automatically restock their favorite Edgewell Personal Care products at home with just one press.



Edgewell Personal Care today announced the availability of an Amazon Dash Button for Schick Hydro.

"We're thrilled to be working with Amazon to offer our customers a more convenient way to order their favorite Edgewell Personal Care Products," said Chris Greene, Director of E-Commerce, Edgewell Personal Care. "The Amazon Dash Button will help our brands like Schick Hydro stay competitive and top-of-mind with consumers who already have a lot of online shopping options, especially in the men's grooming category. The Amazon Dash Button for Schick Hydro offers guys the convenience of refilling their razors exactly when they need it – with just a touch of a button."

Edgewell Personal Care selected participating brands based on their specific refill models. Consumers will be given the opportunity to customize their product fulfillment needs based on quantity and price by selecting one product to link directly to their Amazon Dash Button. Individual Amazon Dash Button offerings will include:

Amazon Dash Button for Schick Hydro offers a variety of different cartridge refills and Hydro™ Sensitive Shave Gel to fit everyday shaving and skincare needs, including the new Schick Hydro 5 in regular and sensitive SKUs, Schick Hydro 3, Schick Quattro® for Men, and a variety of disposable razors to choose from, including Xtreme3® disposable razors. Visit **amazon.com/dp/B013CWZWLE** to learn more or purchase an Amazon Dash Button for Schick Hydro.

Amazon Dash Button for Schick Hydro Silk offers a variety of different razors and cartridge refills to fit everyday leg care needs, including Schick Hydro Silk for Women in regular and sensitive SKUs, a variety of Schick Intuition® razors and a variety of disposable razors to choose from, including Xtreme3 disposable razors for women. Visit **amazon.com/dp/B013CXL5KK** to learn more or purchase an Amazon Dash Button for Schick Hydro Silk.

Amazon Dash Button for Litter Genie: offers a variety of Litter Genie products, including the complete Pail System, refill cartridges and wipes. Visit **amazon.com/dp/B01BH9ENBE** to learn more or purchase an Amazon Dash Button for Litter Genie.

Amazon Dash Button for Playtex Sport offersdifferent absorbency packs ofPlaytex Sport Unscented tampons, as well as travel packs of Playtex Sport Body Wipes. Visit **amazon.com/dp/B01BH9F79Q** to learn more or purchase an Amazon Dash Button for Playtex Sport.

Amazon Dash Button for Carefree offers differentCarefree Acti-Fresh® Pantiliner offerings. Visit **amazon.com/dp/B013CWSZRM** to learn more or purchase an Amazon Dash Button for Carefree.

Amazon Dash Button for Stayfree: offers Stayfree pads in ultra-thin, regular and super absorbency. Visit **amazon.com/dp/B013CWURY6** to learn more or purchase an Amazon Dash Button for Stayfree.

About Edgewell™ Personal Care

Edgewell Personal Care 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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