Playtex Encourages Women to Live Life By Their Own Rules With Newly Redesigned Gentle Glide® 360 Degree™ Tampons

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Product features innovations for protection and comfort

SHELTON, Conn., Nov. 15, 2012 /PRNewswire/ -- Play On™ Now women can play the lead in all their life stories thanks to redesigned Playtex® Gentle Glide® 360°™ tampons. This upgraded line of tampons is defined by the latest Playtex innovation, Triple Layer Protection, which is a three layer design to provide a powerful barrier against leaks. The new Gentle Glide® 360°™ tampons will also continue to feature its 360° Protection™ design that custom fits a woman's unique body and adjusts to her flow.

According to a recent survey conducted by the Playtex® Gentle Glide® brand, 66% of women have altered their plans because of their period and fear of leakage. "Our product was redesigned to better address this common concern," explains Chit Itchon, Senior Brand Manager at Playtex. "We want to give women confidence and peace of mind so that they won't be held back by their periods."

Beyond the new Triple Layer Protection, there's also a new and improved fragrance for the scented line.

Availability/Price: The new line comes in multiple absorbencies to address all flow needs, including Light, Regular, Super, Super Plus, Ultra and multi-absorbency packs and is available at most retail* and online outlets nationwide.

MSRP: $4.99-$5.99 for 18-20ct; $7.99-$8.99 for 36-40ct.

*Drug, Grocery, Mass Merchant, Club, Convenience Stores

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.

About Energizer Personal Care

A leading manufacturer of health and beauty products around the world, Energizer Personal Care is a division of Energizer Holdings Inc. (NYSE: ENR), headquartered in St. Louis, Missouri. Energizer Personal Care markets products in more than 100 countries worldwide under the Playtex®, Playtex Sport®, Playtex Gentle Glide® brands. Playtex and all other trademarks are licensed or owned by Energizer or its affiliates.

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