

billion-dollar brand



Pampers became Procter & Gamble’s **first \$10 billion brand** in June 2012, continuing to build on its success as the #1 diaper brand worldwide. P&G’s biggest brand and one of its fastest-growing, Pampers serves over 25 million babies in more than 100 countries.

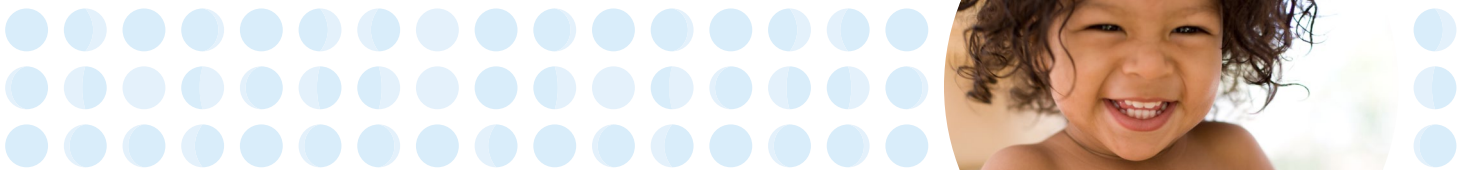
Ten billion dollars in annual sales represents a landmark achievement for Pampers, which has been caring for the happy, healthy development of the world’s babies for over 50 years:

- In 1956, P&G researcher Vic Mills was inspired to create a better diaper for his newborn grandson. His work, and the work of his fellow researchers, led to the creation of the brand.
- Pampers has been improving everyday life for generations of parents and babies with over five decades of diaper innovation:
 - In the 1960’s, Pampers introduced Z-pleats for stretch and stay-dry lining.
 - In the 1970’s, fastening tapes replaced pins, providing baby a better fit and less leaks.
 - In the 1980’s super absorbers replaced bulk pulp for better comfort and improved dryness.
 - In the 2000’s Pampers introduced Baby Stages of Development, a complete line of diapers, training pants and wipes designed for every stage of baby’s development.
 - Most recently, improvements to Swaddlers and Cruisers created Pampers’ softest and thinnest diapers ever using 40% less material than 20 years ago, with 80% less bulk than our 1970 diapers, providing both baby comfort and environmental benefits.
- Since 2006 Pampers has partnered with UNICEF to help eliminate maternal and neonatal tetanus (MNT), a deadly disease that still claims the life of a newborn every 9 minutes. To date, Pampers has raised funds for 300 million vaccines protecting 100 million moms and their babies. The “1 pack = 1 vaccine” program has helped eliminate MNT in Uganda and Myanmar.

P&G has 25 brands with over \$1 billion in annual sales: Ace, Always, Ariel, Bounty, Braun, Charmin, Crest, Dawn, Downy/Lenor, Duracell, Febreze, Fusion, Gain, Gillette, Head & Shoulders, Iams, Mach3, Olay, Oral-B, Pampers, Pantene, SK-II, Tide, Vicks and Wella.

Availability:

Pampers is available at retailers and e-tailers in more than 100 countries around the world and has manufacturing plants in 25 countries.



Contacts

Lauren Thaman
Associate Director
P&G Communications
+1 513.945.4754
thaman.la@pg.com

Follow Pampers on:

Follow P&G on: