



BABY WIPES

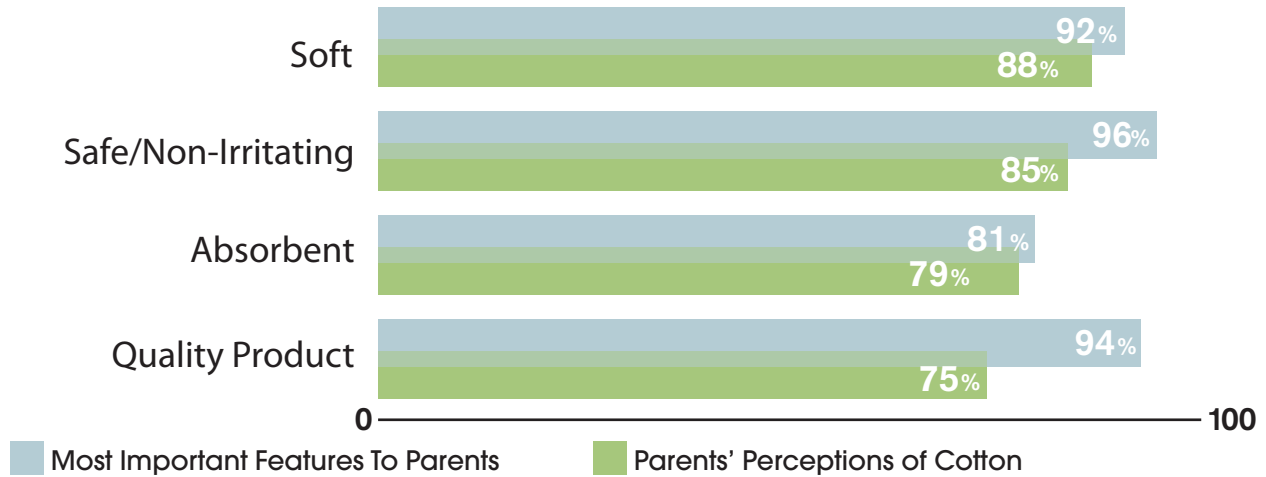
**CONSUMERS
PREFER COTTON.
COTTON DELIVERS.**



WHAT'S IMPORTANT TO PARENTS?

COTTON DELIVERS

Parents believe these product features are highly important when purchasing baby wipes.



COTTON DELIVERS

Build a stronger business with cotton in baby wipes.

Why? They believe cotton has these positive attributes:

- Soft
- Natural
- Safe & Healthy for Skin
- Absorbent
- Good Quality
- Environmentally Friendly

77%
OF CONSUMERS
say cotton is their
preferred fiber for
wipes.

COTTON DELIVERS

Impact consumer purchase decisions by telling them what they want to know.

65% of consumers would like to see fiber content on the package.

62% reported that fiber content information would influence their purchase decision.

COTTON DELIVERS

Environmental impact counts too.

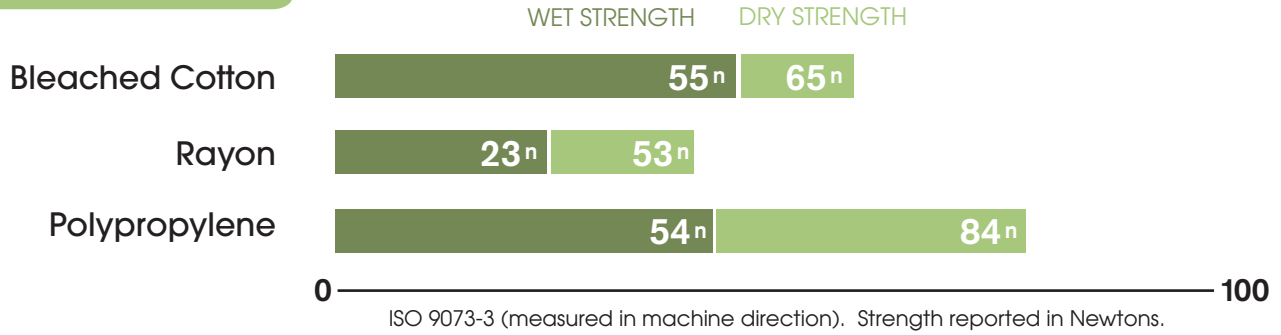
Consumers believe natural fibers to be extremely safe for the environment. In fact, 90% of consumers surveyed rated cotton as SAFE for the environment, surpassing perceptions of rayon and other petroleum-based synthetics.



WHAT'S IMPORTANT TO PRODUCT PERFORMANCE?

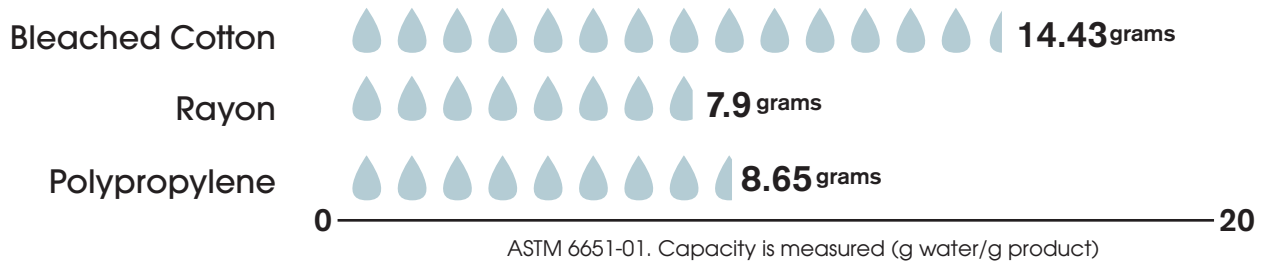
COTTON DELIVERS

Wipes need to be STRONG.



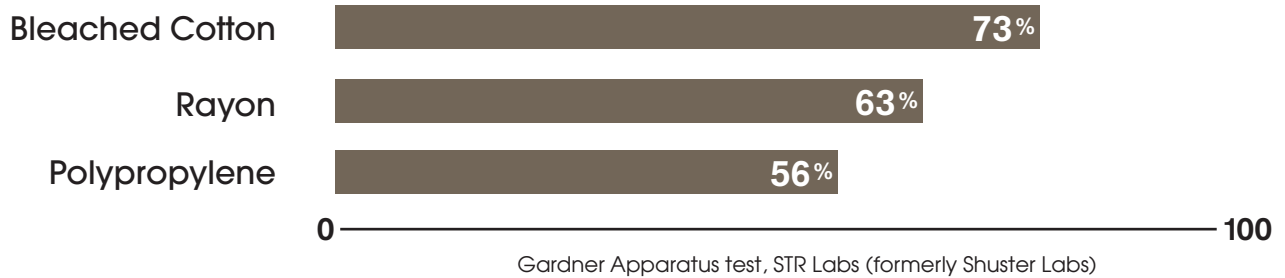
COTTON DELIVERS

Wipes need to be ABSORBENT.



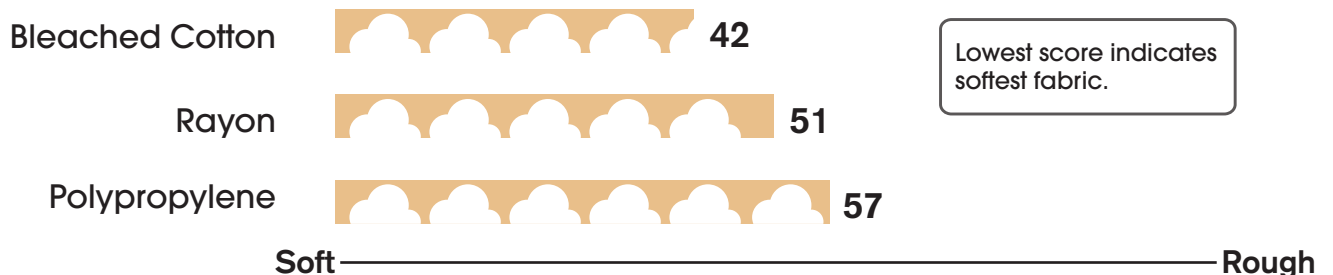
COTTON DELIVERS

Wipes need to trap DIRT.



COTTON DELIVERS

Wipes need to be SOFT.



Focus group: Mother of Multiples, blind sample, qualitative evaluation.

WHAT'S IMPORTANT TO RETAILERS?



Consumers recognize the Seal of Cotton trademark and overwhelmingly know what it represents.

95%

Are familiar with the Seal of Cotton trademark.

91%

Report the Seal of Cotton trademark on a package means there is cotton inside.

90%

Perceive products with the Seal of Cotton trademark as soft, comfortable, natural, and of good quality.



COTTON DELIVERS

When asked to describe products with the Seal of Cotton trademark, consumers are most likely to say **HIGH QUALITY** and **HIGH VALUE**.



Consumers believe that baby wipes labeled with the Seal of Cotton trademark will be:

- **SOFTER**
- **MORE COMFORTABLE**
- **STRONGER**
- **NON-IRRITATING**

Sources: Study conducted by Bellomy Research: 2000 respondents, men and women aged 18-54, internet based survey. Cotton Incorporated's Cotton Seal Awareness & Brand Equity Study (2012): conducted by A.C. Nielsen, 500 mothers with children aged 5 or under, who had purchased baby wipes within the last 3 months. Study conducted by W5 and Cotton Incorporated: 2410 respondents total, 800 men and 1610 women, targeted for representation consistent with US Census statistics, online survey. Issues & Answers Baby Wipes Consumer Study (2012).



Cotton
Incorporated

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