



Discover What **COTTON** Can DoSM

The Natural Benefits of Unbleached Cotton.





The Uniqueness of Natural Unbleached Cotton.

Mechanically cleaned
No water, chemicals or heat.

Oliophilic
Natural pectins and waxes absorb oil.

Highly Absorbent
With low amounts of surfactant present.

Environmental
Annually renewable, biodegradable,
compostable and recyclable.

Preferred by consumers
Soft, comfortable, natural and hypoallergenic.

Clean
Available sterilized to meet pharmacopeia
standards.

Consumers Agree.

(Research results on feminine products and diapers.)

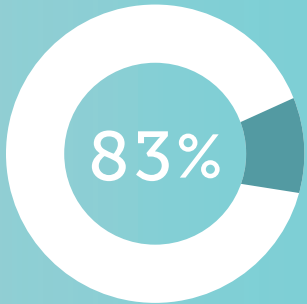
Consumers agree that products should be soft, comfortable, absorbent and prevent skin irritation.

Consumers prefer cotton and trust it for the properties they value.

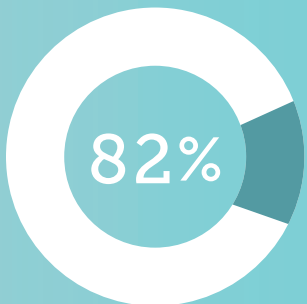
8 of 10



Consumers reported they would be very or somewhat likely to purchase off-white, unbleached cotton diapers, pads and liners.



Consumers reported they would be very or somewhat likely to purchase off-white, unbleached diapers by their preferred brand and at price parity.



Consumers reported they would be very or somewhat likely to purchase off-white, unbleached feminine hygiene pads and liners by their preferred brand and at price parity.

Get Specific.

(Research results on baby wipes.)

Natural unbleached cotton fiber offers an affordable option for a wide variety of wipes.

83%

of consumers said they would be very or somewhat likely to purchase off-white, unbleached cotton baby wipes by their preferred brand and at price parity.

75%

of consumers reported the off-white shade would NOT be a barrier to trial and useage.

72%

of consumers felt that unbleached cotton wipes would be safer for the environment.



Wipes Research Technical Development:

"Adsorption of alkyl-dimethyl-benzyl-ammonium chloride on differently pretreated nonwoven cotton substrates" Textile Research Journal 81(15):1617-1624. 2011.
<http://trj.sagepub.com/content/81/15/1617.abstract>

Technical Development:

Topsheet application research substantiates superior performance of natural cotton spunlace materials.

"Electrokinetic properties of functional layers in absorbent incontinence nonwoven products"

Textile Research Journal 21 April 2012. <http://trj.sagepub.com/content/82/10/1001>

"Electrokinetic analysis of hydroentangled greige cotton-synthetic fiber blends for absorbent technologies"

Textile Research Journal 26 November 2013. <http://trj.sagepub.com/content/83/18/1949>

Medical & Skin Wellness:

Properties imparted by natural oils and waxes on unbleached cotton include low level hydrogen peroxide production, hemostatic properties and reduction of chronic wound inflammation.

"Modified cotton gauze dressings that selectively absorb neutrophil elastase activity in solution"

Wound Repair and Regeneration 9(1):50-58 2001. <http://www.ncbi.nlm.nih.gov/pubmed/11350640>

"In vitro hemostatic, hydrogen peroxide production and elastase sequestration properties of nonwoven ultra clean greige cotton dressing"

Southern Research Center, Agricultural Research Service, USDA, New Orleans, LA 70124.

http://afsrweb.usda.gov/research/publications/publications.htm?seq_no_115=291535&pf=1

"Emerging Concepts in Nonwovens Dressings" Nonwovens Report International Issue 4 2013.

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As Close To The Plant As You Can Get.



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