




POWER OF THE SEAL

CONSUMER DRIVEN APPEAL

COTTON SEAL BRAND EQUITY

TRUST THE BRAND

Consumers overwhelmingly trust cotton for softness, comfort, natural qualities, and sustainability.



More than 8 out of 10 consumers are aware of the Seal and 94% of consumers say the Seal of Cotton helps them identify cotton products.

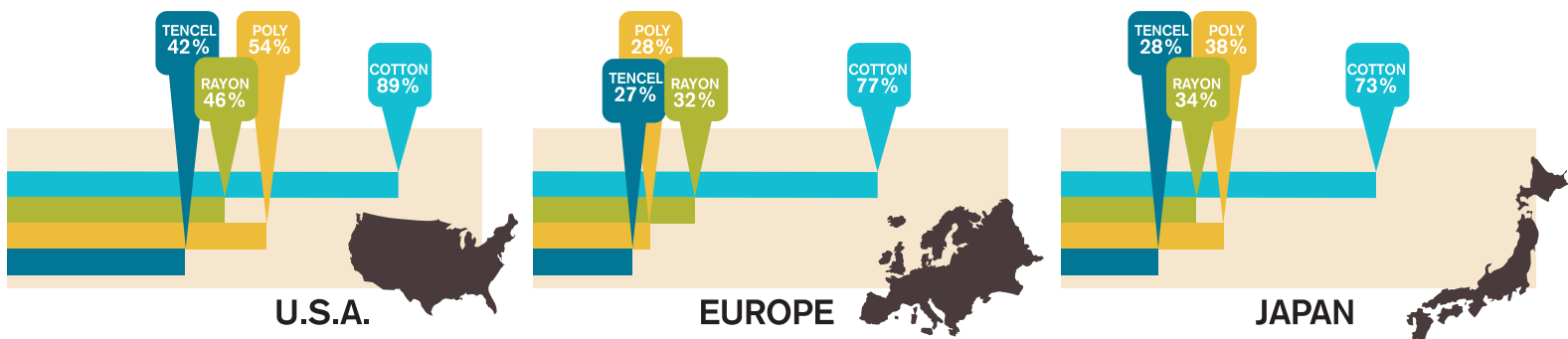
BRAND IMPACT

More than 3 in 4 consumers say brands using the Seal of Cotton help them make an informed purchase decision, make the shopping experience easier, care more about the quality of their products, are more trustworthy and more authentic.



RIGHT FOR THE ENVIRONMENT

The world's view of products that are good or safe for the environment is a global concern. Below are percentages of consumer's trust level of environmental safety of four fabrics: cotton, Tencel, rayon, and polyester in the U.S.A., Europe and Japan.



FEMININE HYGIENE

AWARENESS

More than 9 in 10 U.S. feminine hygiene users say they recognize the Seal of Cotton, followed by feminine hygiene users in Mexico (75%), Europe (30%), and China (14%).

“ Recognition of the Seal is strong in the Americas, building fast in Europe and gaining in Asia. ”

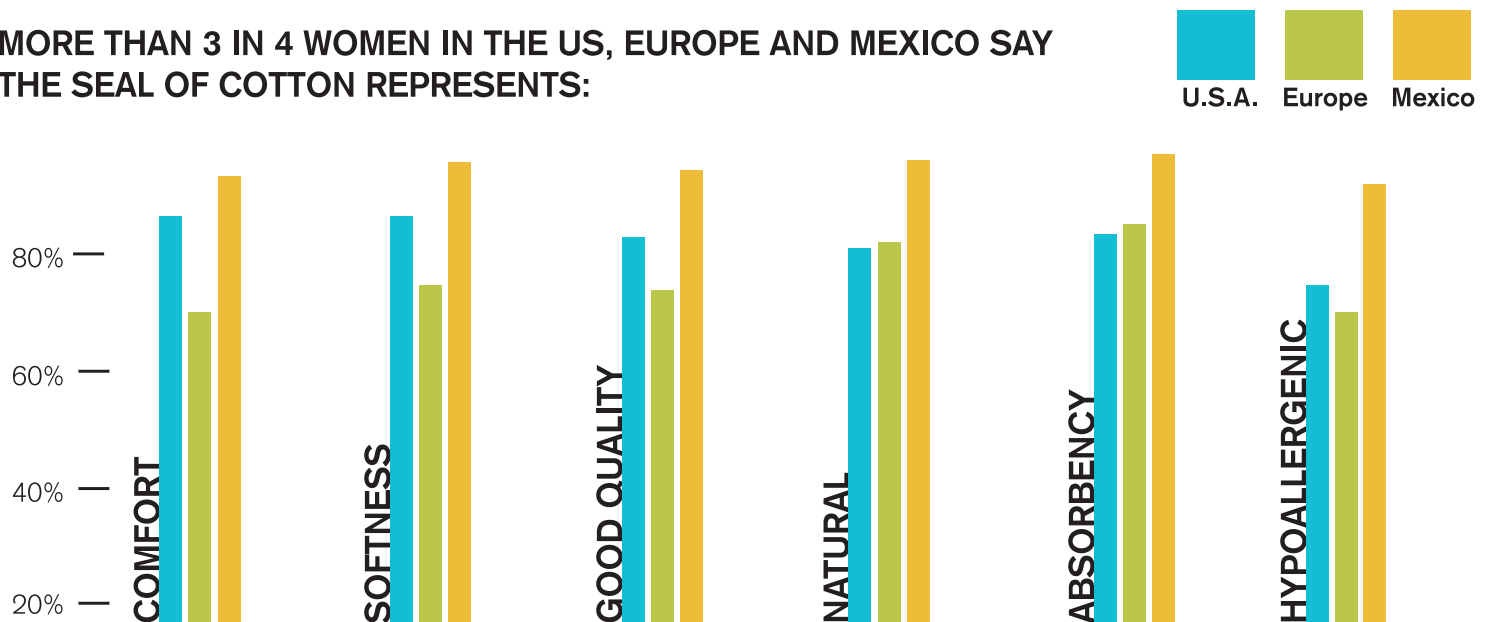
PAYING A PREMIUM

About 6 in 10 women in Mexico (76%), the U.S. (57%), and Europe (56%) say they are willing to pay a premium for feminine hygiene products that display the Seal of Cotton.

PURCHASE IMPACT

The majority of women in Mexico (91%), the U.S. (71%), Europe (63%), and China (52%) say the Seal of Cotton would influence their feminine hygiene purchase decisions.

MORE THAN 3 IN 4 WOMEN IN THE US, EUROPE AND MEXICO SAY THE SEAL OF COTTON REPRESENTS:



POWER OF THE SEAL

“The Seal of Cotton means that it’s cotton and also trustworthy.”

”I’d say quality products, usually popular, natural, soft.”

“...reputable, trustworthy, and it has been around for along time so I know it’s safe.”



**Cotton
Incorporated**

Cary, New York, Hong Kong, Shanghai, Osaka, Mexico City

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