



With new **Downy Unstopables** in-wash scent booster, consumers can now satisfy their cravings for an amped-up scent experience. The distinctive bead form, added directly to the wash, contains four times more scent enhancing ingredients than Downy liquid fabric softeners and provides a sensational level of freshness.

### Downy Unstopables help consumers shift their laundry into sensorial overdrive with astounding freshness:

- The scent keeps clothes fresh in your closet until you wear them – up to an astounding twelve weeks.
- The convenient bead form is easy to use and allows consumers to control the amount of scent added to each laundry load by shaking in a little or a lot, or by combining it with Downy liquid fabric softener.
- Now consumers can take laundry to freshness levels never thought possible from a fabric enhancer and transform the laundry room into a “scent sanctuary.”

## About Downy Unstopables Technology:

- Downy developed the Downy Unstopables distinctive bead form to help consumers reach the level of freshness they desire.
- The scent-boosting formula contains four times more scent enhancing ingredients than liquid Downy.
- Unstopables simply dissolves during the wash cycle and is safe to use in any washing machine, including high efficiency washing machines, at any temperature.

## Availability:

Downy Unstopables will be available starting September 2011 at most retailers.

### Contacts

Sarah Pasquinucci  
P&G North America Fabric Care  
513.983.2324  
pasquinucci.sm@pg.com

Jillian Kwolek  
DeVries Public Relations  
646.253.0235  
jkwolek@devries-pr.com