



Dreft purtouch

Introducing Dreft® purtouch™ - a 65% plant-based baby detergent that is hypoallergenic and made with naturally-derived ingredients to be gentle on baby's skin. Created by the #1 pediatrician-recommended baby detergent brand, Dreft purtouch has a formula

From the #1 Pediatrician recommended baby detergent:

- ☑ Plant-Based Gentle Cleansing (65% Bio-based, certified through USDA BioPreferred program)
- ☑ Hypoallergenic
- ☑ Formula free of dyes, chlorine, phosphates, ethanolamine and optical brighteners
- ☑ Helps remove up to 99% of baby stains.
- ☑ Features a light touch of the iconic Dreft baby fresh scent
- ☑ 100% recyclable bottle

How it's made matters, too! The Dreft purtouch formula is made with 100% renewable wind power electricity at a zero manufacturing waste to landfill site.

that is free of dyes, chlorine, phosphates, ethanolamine and optical brighteners - specially formulated to help make the world gentle for baby.

Today's new and expectant parents are making more careful choices when it comes to their little ones – including the products they bring into their homes for them.

Whether in their nurseries, their bathrooms or even their laundry room, moms and dads are looking for gentle alternatives with natural-based ingredients for their bundles of joy – and that

includes products that are gentle on babies' skin. From their sweet little nose to the bottoms of their teeny tiny toes, and everything in between, a baby's skin is something that should be nurtured and protected– and that starts with the precious little threads in baby's clothing.

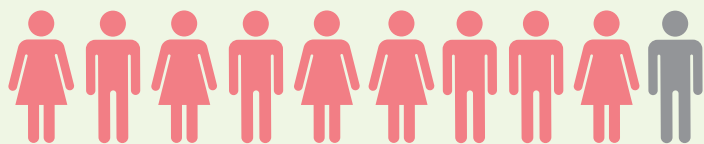


Continued





With this in mind, parents can turn to Dreft purtouch to pre-wash their baby's clothes before first use and to help remove any dirt, excess fabric dyes and processing chemicals that can linger on fabrics before they touch baby's



9 out of 10

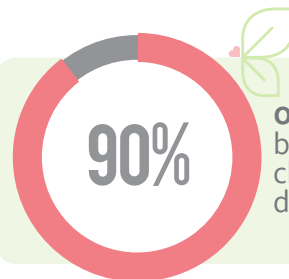
dermatologists say that it's important to wash new baby clothes before first wear.

skin. In fact, a recent Dreft survey revealed that 9 out of 10 dermatologists say that it's important to wash new baby clothes before first wear – with 90% agreeing that baby clothes should be cleaned with a gentle detergent*. As little ones grow and develop, Dreft purtouch also cleans gently, yet effectively – removing up to 99% of baby stains. Ultimately,

Dreft purtouch is gentle and effective for baby clothes and fabrics for the first wash and every wash after.

As a trusted brand for more than 80 years, Dreft added Dreft purtouch to its line-up to provide another gentle baby detergent option to parents who are seeking products with naturally-derived ingredients. It's the next step in Dreft's mission of designing the best possible detergent for baby while thinking of their future world.

Dreft purtouch features a light touch of the brand's iconic baby fresh scent and is available in 40 ounce and 75 ounce bottles in the laundry or baby care sections of most one-stop retailers, online retailers, as well as many baby specialty stores. Pricing is at the sole discretion of the retailer.



90% of dermatologists agree baby clothes should be cleaned with a gentle detergent before first wear.

For more information, visit www.dreft.com or the brand's social media channels:



Facebook.com/Dreft



Twitter - @Dreft



Instagram.com/Dreft



Youtube.com/Dreft

dreft



*P&G data on file.