



latest innovations

Ariel with Micro Boosters utilizes innovative **3D technology** to help consumers in developing markets enjoy a deeper level of clean in their laundry. Ariel scientists used patented 3D technology to see and understand fabrics, fibers and stains, creating a new formula that provides the best stain removal through all the layers. Ariel is already a trusted name across the globe for cleaning and stain removal, and this innovation brings world-class technology to underserved consumers.

Through extensive research and outreach, we found that women in developing markets all across the globe shared a common need: Stains are part of their everyday life and they're looking for a detergent that can tackle the deepest stains to help get clothes clean like new with every wash. Ariel with Micro Boosters answers that need.

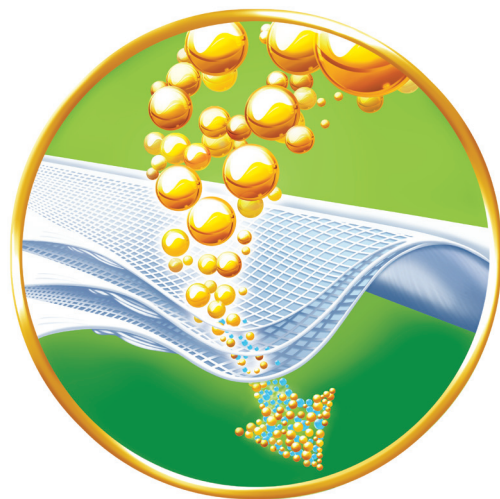
- By using 3D tools, Ariel scientists were able to see and understand fabrics, fibers and stains. The combination of insight from these new tools, along with the Ariel team's extensive scientific and consumer knowledge, enabled them to develop a breakthrough deep-cleaning Ariel formula.
- This new formula preps the fabric surface by polishing the fibers and allowing the cleaning agents to penetrate the fibers more deeply and more quickly. Ariel with Micro Boosters gets uniquely deeper into the fibers than ever before thanks to patented tools and proprietary ingredients.
- By extracting stains from the inside out, Ariel's deep cleaning action with Micro Boosters provides superior results through all layers.

About Ariel with Micro Boosters 3D Technology:

- While consumers are familiar with 3D innovations in entertainment and electronics, many are unaware that 3D is redefining many other industries, from architecture to medicine.
- Advanced 3D tools, like Micro Computerized Tomography (MCT), mean that we can see all angles of fabric fibers. MRI technology helps us understand how stains penetrate fibers, and the Scanning Electron Microscope (SEM) helps us carefully examine the fabric's surface and better learn how stains get trapped deep inside the fibers.
- New Ariel with Micro Boosters brings real 3D innovation to Fabric Care, performing three deep-cleaning actions:
 - Preps the surface with a polishing action that gets the cleaning agents closer faster.
 - Reduces the negative charge of the cleaning agents, enabling them to get deeper within the fibers.
 - Extracts stains from the inside out.

Availability:

Ariel with Micro Boosters will be available in the Middle East and North Africa in July 2011. From July 2011 to December 2011, it will be rolled out in phases to Asia, Central and Eastern Europe, and Central and South America.



Contact

Kash Shaikh
Global Fabirc Care
513.886.2947
shaikh.k@pg.com