



Market

The Procter & Gamble Company has one of the largest and strongest portfolios of trusted brands, active in the fields of Personal & Beauty, House & Home, Health & Wellness, Baby & Family and Pet Nutrition & Care. Always is among the company's most popular brands, offering, through diligent research, the latest technology and an unsurpassed understanding of women, great protection and a wide range of products - from everyday comfort to extra protection, when it's most needed.

In Romania, the feminine care market is dominated by pads (more than 65%), followed by pantliners (approximately 25%) and tampons (approximately 10%). Always is by far the biggest feminine protection brand in Romania, with a market share of more than 50%, significantly higher than its competitors. The pads market is segmented into thin and thick products, which can also be winged or non-winged.

Overall, the market is very dynamic, with all segments enjoying growth, with pantliners showing the fastest growth rates and gradually increasing their importance and share within the total feminine care market. Compared to other markets in Central and Eastern Europe, Romania still has an underdeveloped feminine care market, with low consumption and low category penetration. Still, the Romanian market is growing faster in comparison with the rest of the Central and Eastern European markets.

Always is a trusted brand for women all over the world, who seek advice and assistance with regard to their periods and the right sanitary products. The brand believes that, by offering maximum protection throughout the menstrual cycle and valuable information on women's hygiene and health issues, it enables women to live their lives to the fullest - without interruption.

Achievements

Always has been the leading feminine care product in Romania for more than six years and significantly improved the lives of Romanian women when it became the main alternative to cotton wool, as a means of protection.

Always is the key brand recommended by the Romanian Gynecologists Association, confirming the top quality of the product, the brand also running the most comprehensive education program in the country, among teenage girls.

Always School Education Program teaches girls in the sixth, ninth and eleventh grade about the main physical changes they go through during puberty and the best ways to cope with these changes. Each year, more than 90% of the girls in the respective grades attend the Always School Education Program. The program was initiated almost ten years ago and, ever since, almost one million girls have attended the Always School Education Program lectures.



The materials cover information related to menstruation, health and hair-care matters.

History

Always was first introduced on the market in 1983, utilising Procter & Gamble's unique "Dri-Weave" top-sheet technology to capture moisture and keep skin feeling dry. This innovative product was first made available in minipads and maxipads. In 1990, the Ultra Always variant was launched, providing superior protection in a very thin, comfortable, easy-to-wear product.

The year 1985 saw Always become the world's leading feminine protection brand (Source: www.pg.com). Ten years after this accomplishment, in 1995, Always was launched on the Romanian market, a real novelty during that time and a huge and hygienic improvement on the prevailing use of cotton wool pads.

Between 1996/2000, Always continued to innovate in the field of feminine protection, health and comfort, and introduced new technologies for improved wings (thus improving overall protection) and better top-sheet absorbency.

In 2004, Always introduced the DuoAction system, an innovation that provides better and



faster absorption. The same year, Always launched the Always Ultra Sensitive range of products, especially designed to provide superior protection and a comfortable cotton-like feeling next to the skin.

The year 2006 saw the introduction of the GelAction system, a new development by the brand, intended to offer women better protection when it's most needed.

Product

Always is available in various product forms, meant to offer protection and comfort both during menstruation and the rest of the month. Always is available in two main forms:



Always Ultra pads and Always pantliners. On both categories, Always has been at the forefront of innovation, constantly seeking better technologies, which can provide superior protection and comfort for its users.

Since some women prefer wings with their protection while others do not, Always offers both options to meet the personal needs of all women. Not all wings are created equal, the brand's experts have designed patented Always Flexi-Wings to flex when the body moves. They wrap smoothly around the panties, for excellent

side protection. Wings not only help protecting the sides of the panties, but also keep the pad where it belongs.

Always Flexi-Wings have been designed with stretchy pleats to flex while the body moves, allowing them to securely wrap around so that they help pads stay in place better and help protect women against leaks and staining.

Always Ultra non-wing pads are great for women who want discreet protection in a non-winged product.

In order to meet all women's needs, Always has also launched a distinctive range of products - Always Ultra Sensitive, especially designed to meet the requirements of women with sensitive skin, while continuing to offer the same Always superior protection.

On top of pads, Always has a dedicated range of products, which are suitable for daily usage - Always pantliners. The pantliners range is diversified with products covering different sizes, as well as different forms (i.e. normal and thong). Unlike pads, they're small and thin, for discreet, everyday use. Shaped to fit comfortably in many types of panties, end-to-end adhesive helps keep Always Pantliners in place. Always Pantliners have been designed to fit women's changing needs - they're discreet and absorbent. Pantliners can be found in various forms and shapes, such as normal shaped, thong, scented and non-scented.

Through its product ranges, Always pursues its vision of improving women's lives by offering them peace of mind, protection and comfort every day. The Always products include Always hygienic pads and Always daily pantliners. The Always pads include: Always Ultra Normal Plus, Always Ultra Super and Always Ultra Night. The Always pantliners include: Always Regular, Always Small and Always Thong.

Recent Developments

In 2006, Always Ultra introduced the Gel-Action system, especially developed to provide superior protection during menstruation. The system builds on the already established Always gel technology and further improves the level of protection offered by the product. This comes as a natural continuation of other technology-driven product developments, such as flexible wings, duo-action system and optim-absorb cover top-sheet.

Always has introduced innovations that maximise the level of protection offered to users. Breakthrough technologies such as flexible



lateral wings were a major step forward in ensuring lateral protection and in allowing significant freedom of movement compared to regular winged products or non-winged products.

Moreover, duo-action, blue core technology, offers significantly more protection to users, another step forward in making women's lives easier.

Promotion

Following its mission to improve women's lives, in August 2006, Always initiated the largest education and sampling campaign ever carried



out in Romania. The national program, called the "Gifts Caravan", aimed to touch the lives of almost two million women in Romania. The goal of the program was to provide women with information regarding the best tools and practices available for personal hygiene and household cleaning. The caravan had the endorsement of the Ministry of Public Health and travelled across Romania, visiting more than 800 cities and villages, distributing free samples and educational materials.

When the brand was launched in Romania, in 1995, Always was the first ever feminine hygiene brand to be advertised on TV. The format used at that time was focused on real testimonials from users. Ever since, Always has been faithful to its mission of understanding women's needs and all its communication programmes have started from this point.

Always is currently the most visible feminine hygiene brand in the advertising environment, making use of various mediums such as TV, print, outdoor/indoor advertising, internet, radio etc.

Brand Values

Always is a brand that has continually worked on improving women's lives. The brand's goal is to enable women to live their lives each day without having to worry about the physical changes brought about by menstruation. In pursuit of this goal, Always has constantly worked on improving the technology behind its products, enabling it to offer superior protection. Also, a key part of Always' focus is to provide information and education for young girls at the onset of menstruation. Its education campaign covers a wide spectrum of subjects, going well beyond menstruation, and is meant to help

THINGS YOU DIDN'T KNOW ABOUT

always

- Always is known as "Whisper" in Asia and as "Orkid" in Turkey
- Globally, Always has revenue of more than US\$ 1 billion
- Always became the world's leading feminine protection brand only two years after it was launched