



## 3D technology now moves from silver screen to detergents!

- 40 countries, 150 people, awestruck by the **revolutionary New Ariel 3D technology** in Dubai
- Celebrated **Manish Malhotra, only Indian Fashion Designer**, showcases his **unique 'Shine like new'** collection of garments, washed with Ariel several times

**Mumbai 8th July 2011:** After reforming Entertainment, Medical & Fashion Industry now 3D enters the detergent world through New Ariel Oxy Blu. More than 150 people, from nearly 40 countries around the globe, came together to be a part of Procter and Gamble's largest global launch event on record.

### Highlights of the Ariel 3D Global launch

- Fashion expert Mr. Manish Malhotra was the only Indian designer who showcased his unique Ariel 'Shine like new' Collection amongst many other eminent names of the Fashion Industry.
- The latest 3D technology was showcased through an exclusive, in-depth immersion which led people to witness the incredible world of 3D.
- A visual spectacle brought to life using the latest in 3D Projection technology was the Ariel deepest cleaning test.

### Manish Malhotra Shine like New Collection

Celebrated Indian Designer and Ariel Influencer , Manish Malhotra had designed an exclusive range of contemporary yet stylish collection of traditional outfits for the event. Manish was quoted saying, ***"It was a pleasure to design the outfits washed with Ariel Oxy Blu & I was totally amazed by the 3D technology behind it which left my spectators startled since it made the garments shine like new even after several washes"***.



In fact after coming back from Dubai, and witnessing 3D technology behind Ariel, Manish was so convinced that he threw open a challenge to two consumers who will be wearing the same garments for 30 consecutive days which shall be washed with Ariel Oxy Blu every day.



### **3D enters the detergent world**

“3D technology is revolutionizing how we see and experience the world,” Kash Shaikh, Ariel Global External Relations Leader, said. *“Everyone is familiar with the innovations in Entertainment and electronics, but most people aren’t unaware that 3D is redefining many other industries, from Art & Architecture, to Health & Medicine.”*

Inspired by this 3-D revolution, Ariel is bringing real 3D innovation to the world of Fabrics and Fashion. Ariel scientists have used patented 3D tools and technology to gain a deeper understanding into fabrics, fibers, and stains, and have now developed a new deep cleaning formula; new Ariel penetrates deep into the layers to extract stains & keep your clothes shining like new.

### **Ariel Worlds Deep Cleaning Test**

The highlight of the event was undoubtedly the 3D Projection Mapping, held in an exclusive EMAAR location, Center of Now , Downtown Dubai, which was the first-ever in the Company’s history. The “Deep Cleaning Test” stained the building with life-like forces of nature and pollution, then “cleaned” it like new. Partners for the projection mapping also included LG Electronics.



Hosting an international panel of experts and celebrities from across the 3D and Fabric Care sphere, guests were also able to get up close and personal with the likes of Manish Malhotra, June Ambrose, designer Aiisha Ramadan, LG Electronics (who were global partners of the event) and Freedom of Creation, global experts in 3D Design and printing.



*“Ariel innovation begins and ends with our consumers,”* commented Bert Wouters, Ariel Global Marketing Director. *“We talk to thousands of women from across the world each year, and while they come from different countries and cultures, they all share a desire to have perfectly clean clothes, that shine like new. The 3D technology used in the new Ariel has helped us to deliver on this need.”*



The innovative 3D tools used in the development of the new deep cleaning technology include:

- **Micro CT:** 3D scanning that allows scientists to have a deeper understanding of fabrics, fibers, and stains by showing all angles, depths, shapes and contours of the fibers. Importantly, it reveals how and where stains are retained within the layers and fiber network
- **MRI:** Allows us to see and understand the depth and intensity of stain penetration
- **SEM:** Shows the topography of fabrics, revealing that rough surfaces trap stains deep inside the fiber

By using these 3D tools, continuing for focusing on in depth consumer research, and some of the world's best technical experts, new Ariel is spearheading the future of fabric care.

New Ariel Oxyblu is available at all leading general and chemist stores and the price remains unchanged at MRP of Rs.390 for 3 kg pack, MRP of Rs.154 for 1 kg pack, MRP of Rs.79 for 500 gms pack, MRP of Rs.36 for 200 gms pack and MRP of Rs.2 for the sachet.

### **About Procter & Gamble**

Four billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers, Tide, Ariel, Always, Whisper, Pantene, Mach3, Bounty, Dawn, Gain, Pringles, Charmin, Downy, Lenor, Iams, Crest, Oral-B, Duracell, Olay, Head & Shoulders, Wella, Gillette, Braun and Fusion. The P&G community includes approximately 127,000 employees working in about 80 countries worldwide.

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