Revolutionary **Ariel PODS** is a multi-chamber, liquid unit dose detergent that adds a new dimension to laundry, with an innovative look, feel and performance. This new three-chamber liquid unit dose pod builds on Ariel’s heritage of delivering superior cleaning with breakthrough technology and expands on the successful launch of Tide PODS technology in the U.S.

**This new three-chamber liquid unit dose pod is an ultra-convenient, super compacted, 3-in-1 action laundry product that cleans, fights stains and brightens:**

- In today’s world, when a typical wash load can contain up to 20 types of garment and an infinite combination of stains, the convenient pre-measured liquid unit dose form and 3-in-1 action addresses consumers’ desire for simplicity in the laundry process.

- Inspired by research with more than 6,000 consumers, the product scored well for simplicity, convenience and brilliant cleaning results.

- Because dissolution of the liquid unit dose is a key consumer trial barrier, Ariel PODS use a new film that dissolves completely in the wash, even in cold water.

- The product will be available under the brand names Ariel Pods in Western Europe, Ariel Power Pods in Latin America, and Ariel Power Capsules in Central Eastern Europe, Middle East and Africa (CEEMEA).
About Ariel PODS Technology:

Years in development, Ariel PODS represents the work of more than 100 scientists and engineers from all around the globe, and provides breakthrough innovation in three key areas:

- The three-chamber unit dose design allows the unique chemistry matrix to work synergistically in the wash for excellent results.
- The pods use a new film that dissolves completely in the wash, even in cold water.
- Innovative, easy-to-use tub packaging ensures that no “leftover” detergent is stuck at the bottom.

Availability:

Ariel PODS launches in Western Europe (Belgium, France, Luxembourg, Netherlands) in April 2013; and in Latin America (Brazil and Mexico), Central Europe (Croatia, Hungary, Czech Republic, Slovakia, Slovenia), and South Africa in May 2013.

Contacts

Paola Cammarano
P&G Western Europe
+41580043370
cammarano.p@pg.com

Carlos Olivos
P&G Latin America
+507-6748-7422
olivos.co@pg.com

Nicoletta Romano
P&G CEEMEA
+41580045406
romano.n@pg.com

Fiona Jolly
Ketchum (PR Agency)
+442076113699
Fiona.Jolly@ketchumpleon.com

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