



The new **Bounty DuraTowel** is a cloth-like, durable paper towel that leaves surfaces three times cleaner than a used dishcloth.*

This breakthrough paper towel provides peace of mind by combating the dishcloth's dirty little secret: after just one day's use, a dishcloth can harbor and redeposit millions of germs on the surfaces families come into contact with throughout the day:

- Designed with more fibers that hold together even when wet, Bounty DuraTowel feels and cleans like a cloth to tackle the toughest projects.
- In a secure P&G lab demonstration, a black light revealed that even after rinsing a used dish cloth can still drag around old clean-ups. A fresh DuraTowel leaves surfaces three times cleaner than a used dishcloth.*



* 1 tsp. spaghetti sauce, 10 mls. coffee, 1/8 tsp. creamer on laminate countertop.

About Bounty DuraTowel Technology:

- A unique structure provides outstanding performance when wet.
- Feels and cleans like a cloth with a new cloth-like embossed design.
- A fresh sheet is cloth-like and strong enough to tackle tough jobs like cleaning countertops, sinks and even small appliances.

Availability:

Bounty DuraTowel will be available at food/ grocery and mass merchandisers throughout the U.S. beginning February 2013. DuraTowel has a suggested retail of \$3.19 (pricing is at the sole discretion of the retailer).



Residual yogurt
with fluorescent indicator



Fresh wet DuraTowel

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