

Happi January 2008

**P&G**

P&G

:

% 60

:Capital Markets Corp.

100 – 75

% 62

P&G

Unilever

% 15

Unilever

1995

All Small & Mighty

% 11

.Wisk & Surf

Church & Dwight

P&G

Oxiclean

Arm & Hammer

Arm & Hammer Essentials

Tide Essentials

P&G

% 100

Arm & Hammer Plus

C & D

Oxiclean

Oxiclean

Arm & Hammer

% 1

.Wal-Mart

IR

\$

3.5

% 2

2007 2 4

603

% 12.2

\$

2.9

24.3

% 9.6

\$

.\$

**P&G**

Cheer Era 2X Ultra

.Tide Dreft Gain

Downy Tide Pure Essentials

Ultra Downy Pure : Bounce Essentials

**P&G**

Simple Pleasures

Downy Tide

\$ 67.2 % 300 Tide Simple Pleasures  
.2007 2 4

Downy Simple

Escada Valentino Pleasures  
.Lacosta

Dawn Stain Tide

Scrubbers

\$ 6.49 Whitewater Clean  
. 100 \$ 11.90 50

\$ 23 Gain

Gain Joyful Expressions

Gain IRI 4 % 40

% 15 Gain Gainiacs

% 90

Gain

[www.ilovegain.com](http://www.ilovegain.com)

P&G

Gain

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Gain

Tides Load of Hope

(\$ ) 2006	
21535	P&G
7733	Unilever
4113	Henkel
972	Kao
965	Reckitt Benckaiser
720	Lion
586	Chrch & Dwight
541	Colgate-palmolive
533	Nice Group
528	La Corona

Unilever

Unilever

P&G

P&G

Unilever

Henkel – Unilever – Church & Dwight – P&G :

Huish

Unilever

All

All

Secret Garden

2007

All Small & Mighty

3x

Snuggle

64

3x

64

Unilever

200

\$

250

All Small & Mighty

% 55

Snuggle Exhilaration

Unilever

50

Sunshine Swirl

Peach Blossom

Exhilaration

All Small & Mighty

Persil & Surf

CR Brands

Biz

Biz Double Action

Mintel

2008

Tide Simple Pleasures

Seventh Generation

**REACH**

REACH

( )

REACH

SDA

[www.sdascience.org](http://www.sdascience.org)

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29

