

Happi – January 2006

	Colgate-Palmolive		Phoenix Brands		Method Home
					<b>P&amp;G</b>
400		P&G			
)				IRI	
	\$ 750		% 11.4		(Wal-Mart
	.2005	30	52	% 14.5	
.% 2.4			\$ 2.56	% 5.1	P&G
		% 75		% 57.1	
Unilever	Lever Brothers :				.Church & Dwight

2001 P & G % 43  
 Method Home .  
 IRI 52  
 \$ 4.73 % 303.8  
 . Redox Brands  
 :  
 .  
 . Method  
 Lehman Brothers Merchant Banking Group .Phoenix Brands LLC  
 Phoenix Brands Unilever 2003  
 Fresh Start Cold Power ABC Arctic Power Dynamo Fab LLC  
 Ajax Phoenix  
 .  
 % 1  
 Phoenix  
 % 42.1 ) Niagara  
 .Rit (IRI \$ 41  
 Phoenix Brands  
 Method Home  
 % 96 Phoenix SunGuard  
 2004 Method

Unilever

100

32

Small & Mighty

All Small & Mighty

1990

Unilever

All Clean & Softens

1x2

:P&G

.2004

Tide with a touch of Downy

Downy

Tide

Tide with a touch of Downy

P&G

:

Tide with Febreze Freshness

Downy with Febreze Fresh Sent

Bounce with Febreze

Meadows & Spring & Renewal)

Febreze

(Rain

% 20 Bounce Febreze Downy Tide

% 20

P&G

% 0.2

Cot'nWash

Droppps

( )

1985

Cot'nWash

Droppps

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

.Droppps

Dri Fit GoreTex Under Armor : " "

)

(

Penguin Brands Inc

:

Penguin Sport-Wash

\$ 10 18

Penguin

18

% 23

2003 % 15 2005

% 30

2010

% 15

:

"

"

P&G

HE 3

Method

2006

Happi

Gain Joyful Expression

P&G

Apple

Gardenia delight

Apple mango tango

:

mango tango

Gain

P&G

Downy + whitening

Unilever

2006