



Recent innovations earned **Procter & Gamble** five of the top 10 spots – and seven of the top 25 – on the **IRI New Product Pacesetters Report** for the most successful non-food product launches of 2016. New P&G products making the list were Gillette Fusion ProShield (#2), Tide PODS plus Febreze (#4), Crest Pro-Health Advanced (#5), Tampax Pocket Pearl (#9), Old Spice Fresher Collection (#10), Tide Simply Clean & Sensitive (#16), and Pantene Pro-V Stylers (#23). The IRI New Product Pacesetters Report noted these top performers as “textbook examples of innovation done right.”

The successful product launches underscore P&G’s commitment to creating innovative, irresistibly superior products that delight global consumers and drive category growth.

- P&G is committed to driving category growth through innovation. We are investing to deliver irresistibly superior products and packages...with superior consumer value...across a broad range of price points in our categories.
- The U.S. Fabric Care market is a good example – the market has quadrupled in size over the last 40 years and P&G sales have grown faster than the category. P&G Fabric Care innovations have earned 20 of the top 10 recognitions since the first report was published in 1995.
- Making the top 10 this year was Tide PODS plus Febreze – bringing innovative, new benefits to the unit dose form – an irresistible product driving category growth.
- Since the first IRI New Product Pacesetters Report, P&G has had more than 170 products ranked in the top 25 in non-food innovations – more than our six largest competitors combined and over four times more than our next competitor.

- Olay Eyes made IRI's list of "Rising Stars," on track to be a 2017 Pacesetter.



About the IRI New Product Pacesetters

Follow P&G on:
pg.com

Acknowledged as the industry benchmark in the U.S. for the most successful CPG launches, the IRI New Product Pacesetters™ Report is published by Information Resources, Inc., a leader in big data, predictive analytics and forward-looking insights.

Contact

Molly Marburger
P&G Corporate Communications
+1.513.983.7647
marburger.ma@pg.com