

## **P & G Aims To Make Fashionable Diapers**

Published on Chem.Info (<http://www.chem.info>)

---

## **P & G Aims To Make Fashionable Diapers**

Manufacturing.net

CINCINNATI (AP) -- The Procter & Gamble Co. is aiming to make disposable diapers fashionable.

Popular designer Cynthia Rowley has designed 11 styles of Pampers, including pastels, stripes, madras and ruffles. P&G says they'll be offered in Target Corp. stores beginning in mid-July.

Jodi Allen, a P&G baby care vice president, says in a statement Wednesday that diaper performance comes first, but parents consider the look important, too.

Pampers is the No. 1 worldwide brand in sales for the Cincinnati-based consumer products maker that also has Tide detergent, Crest toothpaste and other brands.

Dallas-based competitor Kimberly-Clark Corp. last month launched U.S. sales of Huggies Jeans Diapers, giving babies' bottoms a denim style for the summer.

[SOURCE](#) [1]

**Source URL (retrieved on 01/28/2015 - 2:13pm):**

<http://www.chem.info/news/2010/06/p-g-aims-make-fashionable-diapers>

**Links:**

[1] <http://www.manufacturing.net//News-P-G-Aims-To-Make-Fashionable-Diapers-063010.aspx>