



P&G Unveils Next Phase of Safe Home Consumer Education Program

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New Steps Reinforce Company's Commitment to Ensuring Consumers Have a Safe and Healthy Home

CINCINNATI--(BUSINESS WIRE)--In the latest effort to educate consumers on the importance of home safety, The Procter & Gamble Company (NYSE: PG) announced today that they will be rolling out the next phase of their Safe Home campaign. The Safe Home program aims to educate consumers on the correct use and storage of household cleaning and fabric care products.

Earlier this year, P&G Safe Home forged a multi-year alliance with the American Academy of Pediatrics (AAP), the world's premier pediatric organization dedicated to the health and well-being of infants, children, adolescents and young adults. The organizations have been working together to equip parents with safety information and tools they need to have a safe and healthy home. This next phase of the Safe Home campaign consists of a national spokesperson as well as a packaging change for Tide Pods, the brand's single-load liquid laundry pacs.

P&G will be partnering with Dr. Alanna Levine, a New York-based pediatrician and member of the executive committee of the American Academy of Pediatrics' Council on Communications and Media. Dr. Levine will be the national spokesperson and ambassador for the Safe Home program working with P&G to continue to spread the word on the importance of and necessity for home safety, both with media and consumers.

"As a pediatrician and mom of two, I know how curious little children can be," said Dr. Alanna Levine. "I'm excited to help P&G on the Safe Home campaign and to continue to reinforce the importance of storing all household cleaning products - including all forms of laundry detergents - out of sight and completely out of reach of children."

Additionally, Tide Pods has rolled out redesigned packaging, available on shelves starting this spring and summer. The product's packaging for both the tub and bag containers has transitioned to an opaque one.

For consumers who want to further safeguard their homes, P&G also offers a safety latch to child-proof cabinets and drawers where household cleaning and fabric care products are stored. Also available through the Safe Home Program, a Tide Pods tub over-the-lid re-sealable educational sticker that is intended to educate consumers on the correct storage and handling of the product. These helpful, complimentary tools are available at HomeMadeSimple.com/safehome.

About Procter & Gamble

P&G serves approximately 4.6 billion people around the world with its brands. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in approximately 75 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130711005746/en/>

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Contact:

For P&G
Jess Greco, 646-253-0229
JGreco@devriesglobal.com

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