

PLAYTEX www.playtexproductsinc.com

Alternative to Plastic Materials for an Infant Mealtime Product Line Playtex Products, now a division of Energizer Personal Care, is a leading consumer products company with a portfolio of well-known brands in three categories, skin care, feminine care and infant care.

Moms are currently concerned about using plasticware to feed their children, and specifically, to heat food in this plasticware due to all the recent plastic information in the media. We think that an alternative material to plastic could be a good solution to this preparation and serving food issue, especially if the material is sustainable and biodegradable. This new mealtime product line will consist of at least a plate, bowl, fork and spoon.

Playtex entered mealtime with Baby Einstein license in 2007 with only moderate success. There is an opportunity to enter mealtime with a strong point of difference that leverages the strength and longevity of the Playtex brand.