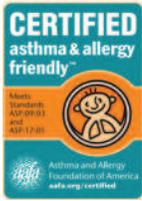




FACT SHEET *Febreze*



The spring season is synonymous with home cleaning. Allergen removal is often top of mind on the list of things to tackle within the cleaning regimen. However, according to the Asthma and Allergy Foundation of America (AAFA), when it comes to cleaning, many people may actually be doing it wrong, stirring up the very allergens they are trying to remove from their homes. AAFA-certified asthma & allergy friendly™ Swiffer and Febreze Products can help those cleaning properly remove inanimate allergens from their home.

Product	Benefits	Price
Febreze® Fabric Refresher Allergen Reducer, Unscented 	<p>Reduces up to 95% of inanimate allergens from pollen*, pet dander and dust mite matter that can become airborne from fabrics and soft surfaces.</p> <p>Spray on carpets, curtains and other hard-to-wash fabrics to replace lingering odors with long-lasting freshness. For best results, let product dry and then vacuum surfaces.</p> <p>* Refers to inanimate allergens from pollen (from birch tree, timothy grass, and ragweed), pet dander, and dust mite matter that can become airborne from fabrics.</p>	\$4.49 (SRP)
Swiffer® Dry Duster, Unscented 	<p>Traps and locks up to 70% of inanimate allergens*, 2X more than a typical dusting cloth and 3X more than a feather duster.</p> <p>Picks up dust and locks it away with thousands of flexible, fluffy fibers. Lightly coated with Dust Lock Adhesive, these fibers change shape to reach into nooks and crannies.</p> <p>*Refers to common inanimate allergens from cat and dog dander and dust mite matter.</p>	\$4.47 (SRP)
Swiffer® 360° Dry Duster, Unscented 	<p>Traps and locks up to 70% of allergens, 2X more than a typical dusting cloth and 3X more than a feather duster.</p> <p>Features thousands of deep-cleaning fibers that help reduce common inanimate allergens from cat and dog dander and dust mite matter.</p> <p>Designed specifically to clean dirt in grooves and crevices. Clever all-around design features 50% more fibers than regular Swiffer Dusters, allowing it to lock dust away for a thorough clean.</p> <p>*Refers to common inanimate allergens from cat and dog dander and dust mite matter.</p>	\$8.49 (SRP)
Swiffer® Dry Sweeper, Unscented 	<p>Traps and locks up to 70% of allergens, 2X more than a typical dusting cloth.</p> <p>Floor sweeper attracts and traps dirt and dust from virtually any floor and surface in your home.</p> <p>Use a thick, dry sweeping cloth to trap and lock dirt, dust and hair, even on textured surfaces.</p> <p>*Refers to common inanimate allergens from cat and dog dander and dust mite matter.</p>	\$9.98 (SRP)

Availability: Swiffer and Febreze products are available at grocery, retail, home improvement and mass merchandise stores nationwide.

Additional Information: For Swiffer family of products, visit www.Swiffer.com, facebook.com/Swiffer, @Swiffer or YouTube.com/SwifferUSA. For Febreze, visit www.Febreze.com, facebook.com/Febreze, @Febreze_Fresh or YouTube.com/Febreze. For AAFA, visit www.asthmaandallergyfriendly.com.

Contact: Alix Parkinson, Citizen Relations, (212) 613-4972 or alix.parkinson@citizenrelations.com.

* According to the Asthma and Allergy Foundation of America.

Certification for Swiffer dry products & Febreze fabric refresher applies to unscented products only. | ASTHMA & ALLERGY FRIENDLY and ASTHMA & ALLERGY FRIENDLY LOGO are Certification Marks and Trademarks of ALLERGY STANDARDS LIMITED. The ASTHMA AND ALLERGY FOUNDATION OF AMERICA is a Registered Trademark of AAFA.