SENSORY PROFESSIONALS



P&G

Society of Sensory Professionals

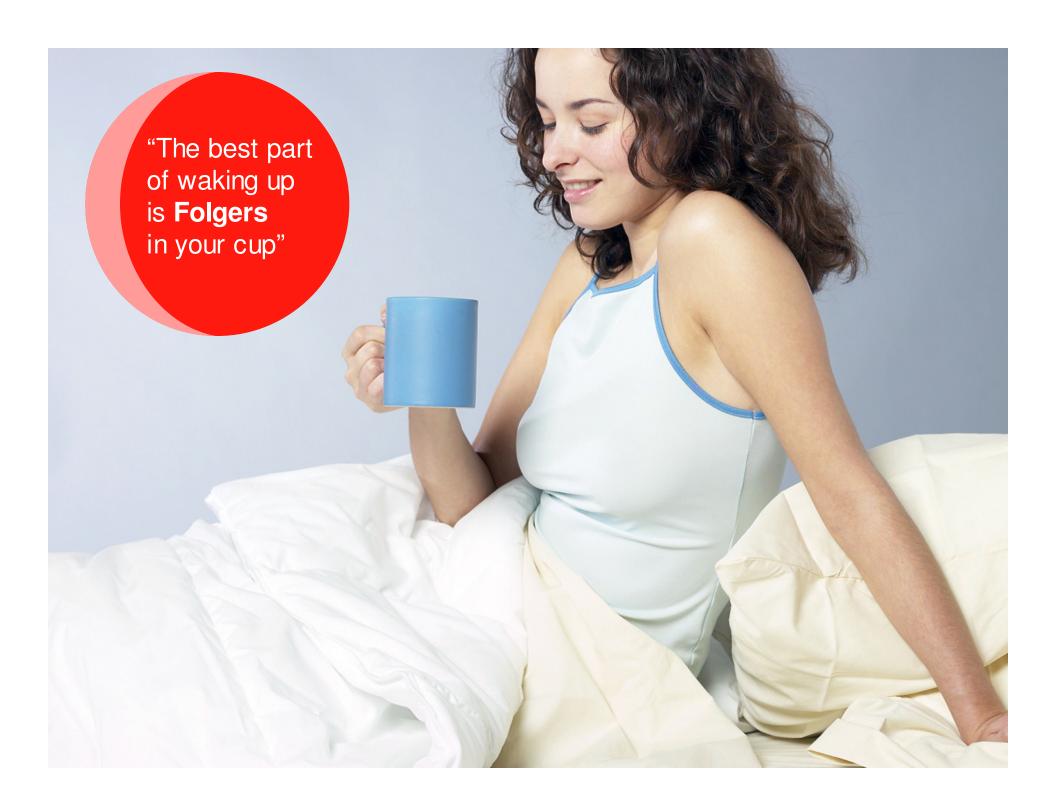
Sharon Mitchell

Sr. Vice President of R&D, Global Fabric Care

SENSORY PROFESSIONALS







A Global Company

















Global Health & Well-Being



A Rich Heritage of INNOVATION



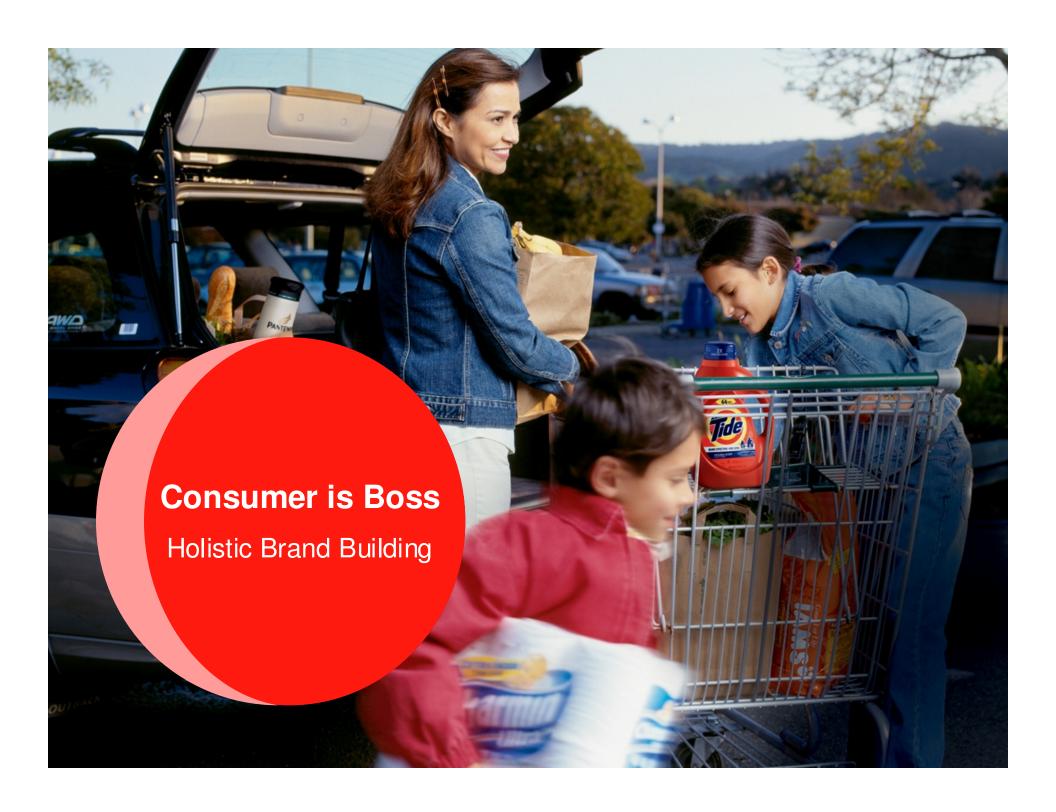






Two Moments of Truth





Holistic Brand Experiences



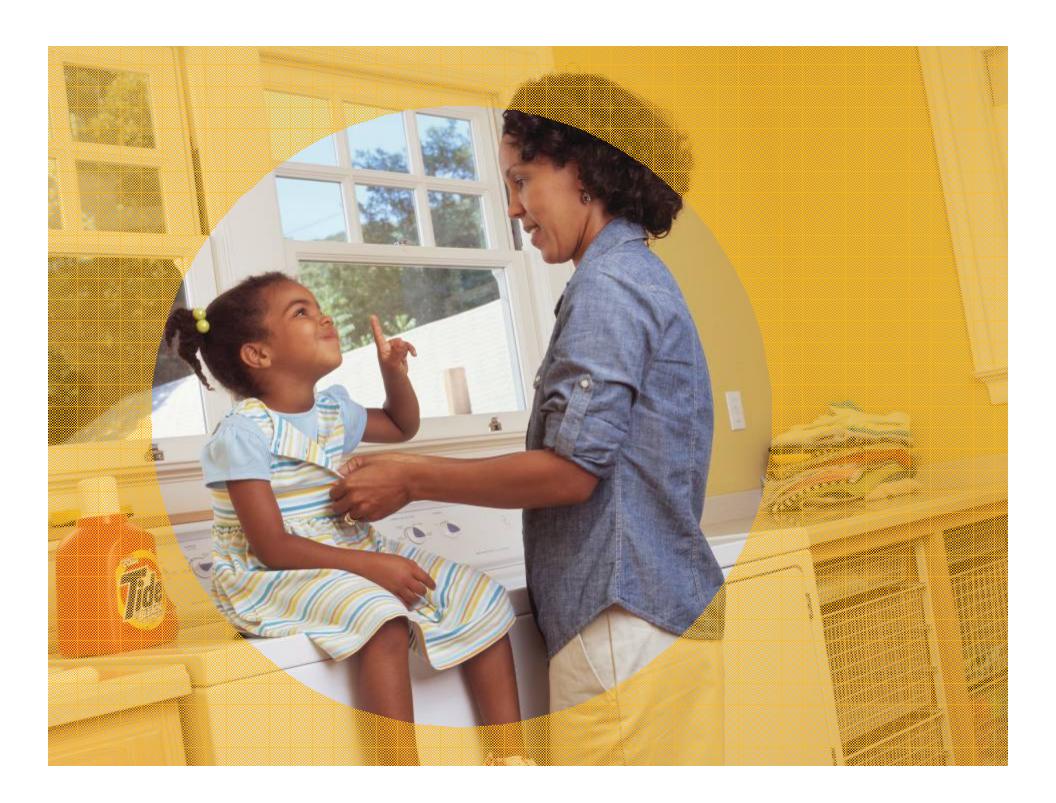


"Businesses that are close to their consumers do better business"

- A.G. Lafley













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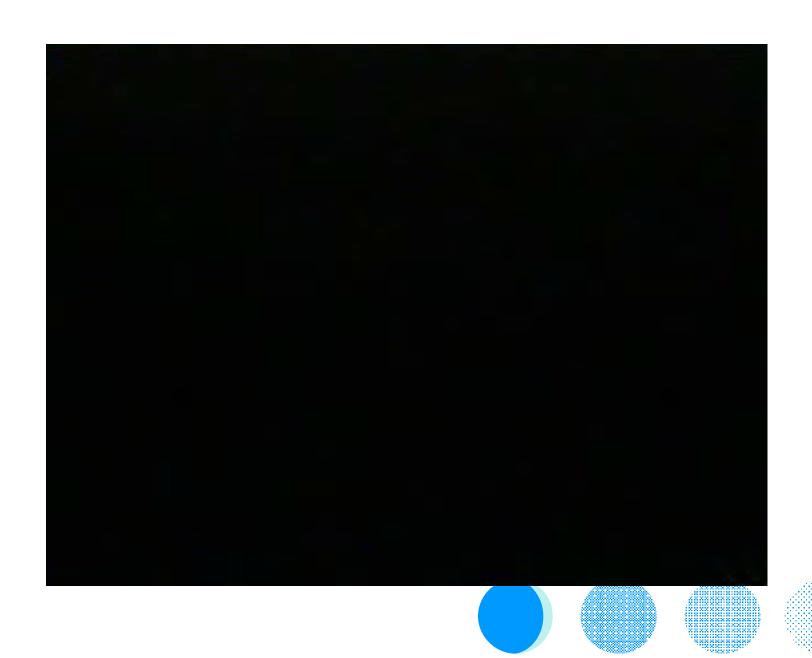


Two Distinct Consumer Experiences























Making Soap Since 1837



THE "IVORY" is a Laundry Soap, with all the fine qualities of a choice Toilet Soap, and is 99 44 100 per cent. pure.

Ladies will find this Scap especially adapted for washing laces, infants, ciething, silk hose, cleaning gloves and all articles of flue texture and delicate color, and for the varied uses about the house that daily arise, requiring the use of soap that is above the ordinary in quality.

For the Bath, Toilet, or Nursery it is preferred to most of the Soaps sold for toilet use, being purer and much more pleasant and effective and possessing all the desirable properties of the finest unadultered White Castile Soap. The Ivory Soap will " float."

The cakes are so shaped that they may be used entire for general purposes or divided with a stout thread (as illustrated into two perfectly formed cakes, of convenient size for tollet use.

The price, compared to the quality and the size of the cakes, makes it the chrapest Scap for everybody for every want. Thy Iv.

SOLD EVERYWHERL.





Making Soap Since 1837

laundry detergent dishwashing detergent hard surface cleansers auto-wash products body cleansers facial cleansers toothpastes shampoo – and more ...



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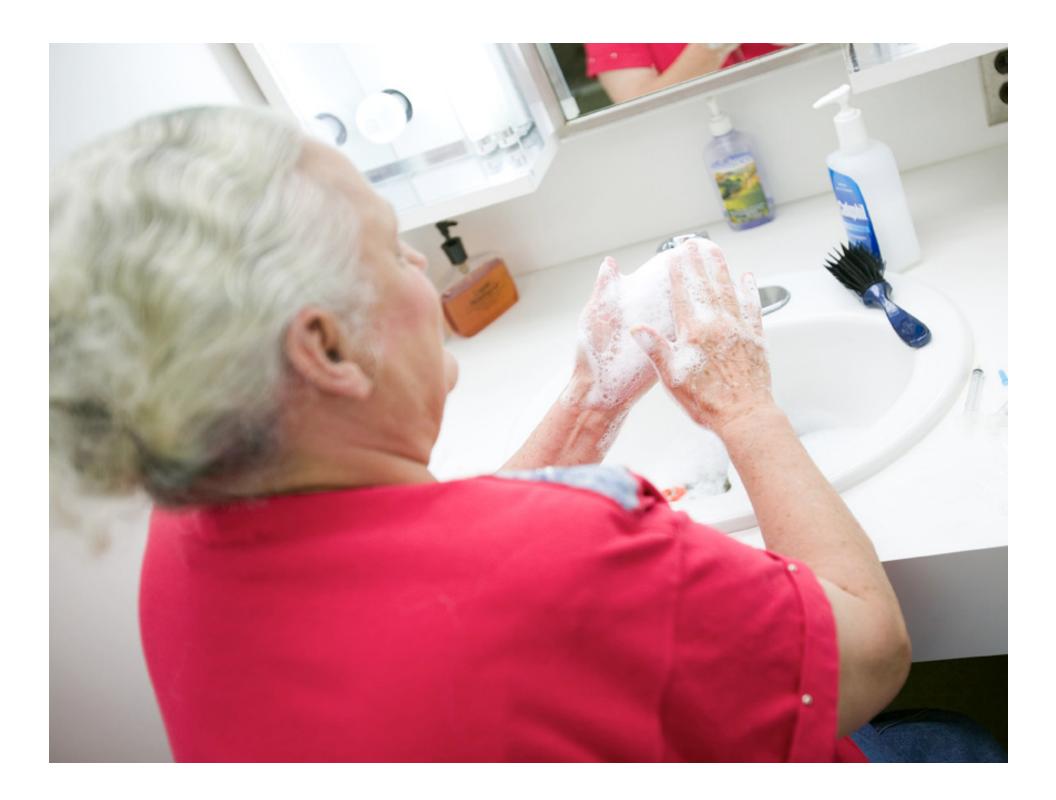


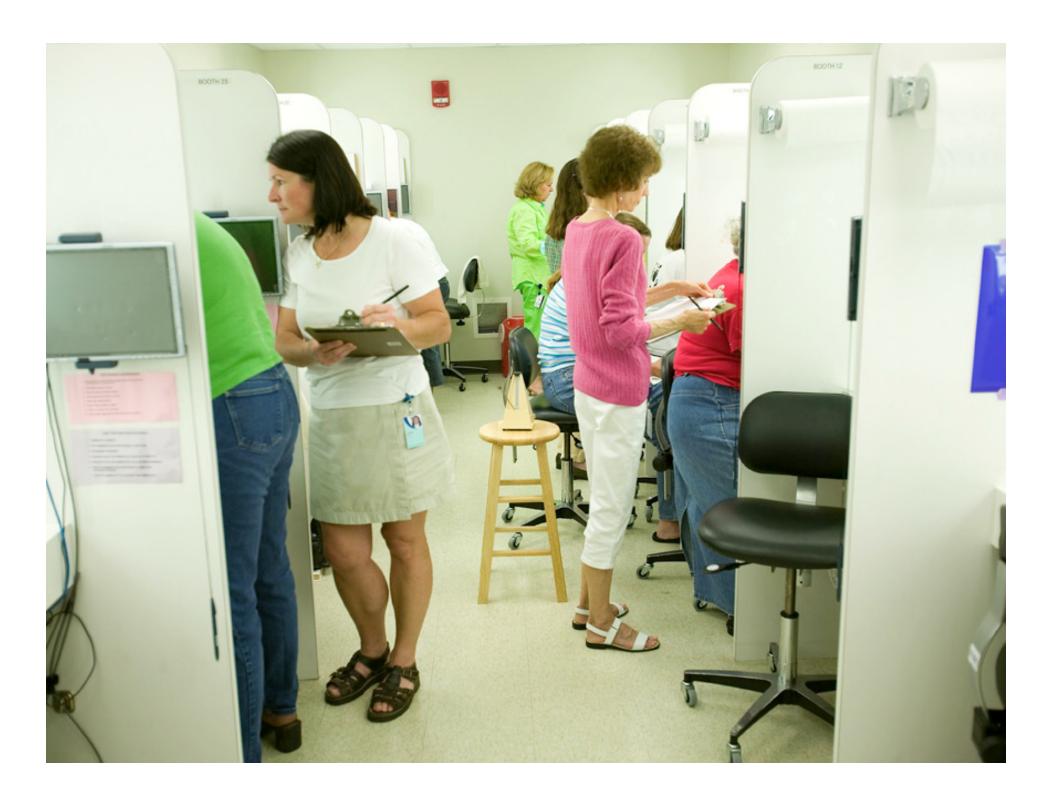
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SOUND





















Here's your tailored routine. It suggests what products you should use, and why and when to use them.





CLEANSE

Regenerist Daily Regenerating

Cleanser

Transforms what ages you most to reveal highly-defined skin around your eyes







Regenerist UV Defense

Regenerating Lotion

Your most important morning application, Hydrates hour after hour as you sleep, protecting skin from damaging UV rays



Regenerist Night Recovery Moisturizing Treatment doubling skin's surface cell regeneration











Aromatherapy

























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20 DIAPERS/COUCHES/PAÑALES



















new approaches new measurements new tools new models



"Creating the Future"

Making consumer understanding actionable



"Creating the Future"