



*Sustainable solutions for health,
productivity and the environment.*
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FOR IMMEDIATE RELEASE

PRESS RELEASE

New Naturelle® Plus with Wings from Rochester Midland

Rochester, NY — (November 9, 2009) Rochester Midland unveils the New Naturelle Plus Maxi with Wings. This new vended feminine napkin gives women away from home exactly what they want: a contoured shape, protective wings, individual wrapper, and a multiple channel system to draw wetness to the center of the pad, preventing lateral leakages.

Zero compromises

Naturelle products deliver the best value to distributors without compromising quality. Higher quality products mean higher volume sell through than other products. Providing a better value product means a better likelihood of multiple purchases by the end user.

New Naturelle Plus with Wings rounds out our Naturelle product line: Naturelle #4, Naturelle #8, Naturelle Panty Liner, Naturelle Ultra Thin, Naturelle Tampons

- Same quality
- Same features
- Same benefits

Feminine Care Product Sustainability

Feminine Care products present a special challenge. Feminine hygiene products are highly personal. All of our feminine products are made of 100% virgin material, the specific composition of which varies by product. To meet our sustainability goals we look at packaging and disposal. Naturelle Plus Maxi with Wings are 82% biodegradable.

Rochester Midland, founded in 1888, is a leading manufacturer of specialty industrial chemicals and personal care products. Its chemical divisions include Food Safety, Water Energy, Industrial, Sanor® and Institutional. Rochester Midland is a leader in Green Housekeeping and manufactures Enviro Care®, an extensive line of environmentally preferable products for all markets. RMC manufactures the first Green Seal certified janitorial products.

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