



VICKS® LAUNCHES NEW NATURE FUSION™ LINE

*Nature Fusion cough, cold and flu products offer the powerful symptom relief,
plus real honey for taste*

Cincinnati, OH, August 11, 2011 – Procter & Gamble's (NYSE: PG) Vicks brand announced today that it is launching Nature Fusion, a new line of over-the-counter cold, cough and flu relief products that combine powerful symptom relief with real honey for flavor. What inspired Vicks Nature Fusion? Research shows that consumers increasingly desire more natural and less artificial ingredients in their over-the-counter medications, so Vicks is answering the call with Nature Fusion, which joins the powerful science of symptom relief with the best of nature.

Beginning with the original Vicks products launched in 1894 which contained Eucalyptus oils from Australia and menthol from Japan, Vicks has a long history of using ingredients inspired by nature. Now, Vicks is continuing this tradition by blending real honey for flavor in new Vicks Nature Fusion.

“For more than 120 years, Vicks has helped people feel better by providing proven treatments to deliver effective relief from cold, cough and flu symptoms,” says Andy Cipra, Vicks Brand Manager. “Today, with the launch of Nature Fusion, Vicks is proud to offer the same powerful medicine now flavored with real honey.”

Honey has often been favored as a flavor, but lately it has been getting even more buzz as consumers increasingly seek natural ingredients in the products they use. The addition of honey provides aesthetic properties such as flavor, sweetness and thickness.

Nature Fusion is also free from alcohol and gluten.

Vicks Nature Fusion will be readily available at pharmacies, grocery and other mass market retailers in July 2011. For more information, please go to www.Vicks.com.

About Vicks®

As a trusted family brand for more than 100 years and one of the most recognized around the world, Vicks has helped generation after generation feel relief from cough, cold, flu and sinus symptoms. NyQuil is the #1 pharmacist recommended brand for Adult Cold Nighttime Relief. Available in more than 70 countries and on 5 continents, the Vicks family includes , Vicks® NyQuil® Plus Vitamin C, NyQuil Cold/Flu LiquiCaps, NyQuil Cold/Flu, NyQuil Cough, NyQuil Sinex, Children's NyQuil, DayQuil Cold/Flu LiquiCaps, DayQuil Cold/Flu, DayQuil Cough, DayQuil Sinex, VapoRub Ointment, VapoRub Cream, BabyRub, Vicks® Formula 44 Custom Care Chesty Cough, Vicks® Formula 44 Custom Care Dry Cough, Vicks® Formula 44 Custom Care Cough & Cold PM, , Sinex 12 Hour Spray, Sinex Ultra Fine Mist, Sinex 12 Hour Ultra Fine Mist Moisturizing, Vicks VapoDrops. Headquartered in Cincinnati, OH, Vicks is owned and distributed by Procter & Gamble.

About Procter & Gamble

P&G touches and improves the lives of about 4.4 billion people around the world with its portfolio of trusted, quality brands. The Company's leadership brands include Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, and Ambi Pur®. With operations in about 80 countries, P&G brands are available in more than 180 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

For more information, contact:

Jennifer Ribeiro
DeVries Public Relations
646-253-0228
jribeiro@devries-pr.com

Tricia Gottlieb
Procter & Gamble
513-622-1279
gottlieb.ta@pg.com



Vicks® Nature Fusion™ Fact Sheet

- What:** New Vicks Nature Fusion, a new line of cough, cold and flu products that provide powerful symptom relief, plus real honey instead of artificial flavors*.
- How:** Vicks Nature Fusion products provide effective symptom relief and the formulas are free from alcohol and gluten. The Nature Fusion line delivers the effective symptom relief that consumers have come to expect from Vicks plus it is flavored with real honey so they can start feeling better about what they take to feel better.
- Why:** It's hard to be sick, but Nature Fusion can provide powerful cold and flu symptom relief to help consumers feel better. Plus, Nature Fusion has the taste of real honey. The addition of honey provides aesthetic properties such as flavor, sweetness and thickness.
- Who:** Vicks Nature Fusion is labeled for adults and children 12 years of age and older.
- Active Ingredients:** The active ingredients in Vicks Nature Fusion Cold & Flu Relief caplets are Acetaminophen, Dextromethorphan HBr and Phenylephrine HCl. Vicks Nature Fusion Nighttime Cold & Flu contains Acetaminophen, Dextromethorphan HBr and Doxylamine succinate. Vicks Nature Fusion Cough & Chest Congestion contains Dextromethorphan HBr and Guaifenesin. Vicks Nature Fusion Cough contains Dextromethorphan HBr.
- Delivery:** Liquid and caplets
- Flavor:** Real Honey
- Safety Information:** Vicks Nature Fusion is safe and effective when used according to package directions. For more information, please review the Drug Facts section on package.
- Availability:** Vicks Nature Fusion products will be available nationwide starting July 2011, anywhere Vicks products are sold. Vicks Nature Fusion Nighttime is available in an 8oz bottle for a suggested retail price of \$6.99-\$8.99. Vicks Nature Fusion Cough is available in an 8oz bottle for a suggested retail price of \$6.99-\$8.99. Vicks Nature Fusion Cough & Congestion is available in an 8oz bottle for a suggested retail price of \$6.99-\$8.99. The suggested retail price for Vicks Nature Fusion Multi-Symptom Relief LiquiCaps is \$6.99-\$8.99 for 20 ct LiquiCaps. All pricing, promotion and shelving decisions are at the sole discretion of the retailer. Consumers should read the label and use as directed. For more information about Vicks Nature Fusion Cold & Flu, visit www.vicks.com.

For more information, contact:

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Procter & Gamble
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* Syrups only