



FACT SHEET

The History of Mr. Bubble®

The Iconic Mr. Bubble Brand Celebrates 50 Years

- 1961 – Gold Seal Co. introduces Mr. Bubble, a boxed powder bubble bath
- 1972 – Mr. Bubble is introduced in a liquid bubble bath
- 1986 – Gold Seal Co. sells Mr. Bubble to Airwick Industries, which was soon purchased by Reckitt & Coleman
- 1996 – Reckitt & Coleman sells Mr. Bubble to J.W. Childs Associates, LP, the parent company to Personal Care Group Inc.
- 1997 – Playtex Products, Inc acquires Personal Care Group Inc.
- 2005 – Ascendia Brands, Inc. purchases Mr. Bubble from Playtex Products, Inc.
- 2008 – The Village Company, LLC purchases Mr. Bubble from Ascendia Brands, Inc.
- 2011 – Mr. Bubble celebrates its 50th birthday and continues to be the best-selling bubble bath in the United States*



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About Mr. Bubble®

For 50 years Mr. Bubble® has been an iconic brand and continues to be the best-selling bubble bath in the United States.* After being purchased by The Village Company, LLC in 2008, Mr. Bubble was reformulated to create even more bubbles with a gentler clean. In 2011, the brand celebrates its 50th birthday with special edition packaging and a new look for Mr. Bubble. Learn more at www.MrBubble.com.

Contact

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*Source: Nielsen Total U.S. FDM 52 weeks ending 12/25/2010.

