



FACT SHEET

Mr. Bubble® Offers Four Ways that Makes Getting Clean Almost as Much Fun as Getting Dirty!®

Original Bubble Bubble Bath and Extra Gentle Bubble Bath

Available in 16 oz and 36 oz bottles

The iconic Mr. Bubble® Bubble Bath has come a long way since its launch in 1961. Originally a powder, the current liquid formula has been updated to be gentler and to create even more bubbles. Mr. Bubble Bubble Bath is Tear-Free, Hypo-Allergenic, Dermatologist-Tested and Pediatrician-Tested, while the Extra Gentle Bubble Bath offers a dye-free and fragrance-free formula for extra sensitive skin. The new flip-top cap makes adding bubbles easier than ever.



Available wherever bath products are sold, the SRP for a 16 oz bottle is \$2.69, while the 36 oz bottle is \$3.99.

Original Bubble Moisturizing Hand Soap and Extra Gentle Moisturizing Hand Soap



New to the lineup, Mr. Bubble Moisturizing Hand Soap offers both kids and adults a fun alternative to basic hand soap. Gentle on hands and formulated with Aloe, Mr. Bubble Hand Soaps are Hypo-Allergenic, Dermatologist-Tested and formulated to create handfuls of bubbles. The Extra Gentle Hand Soap is dye-free and fragrance-free.

Available wherever hand soap is sold, the SRP is \$2.49 for a 7.5 oz bottle.



Original Bubble Foam Soap and Extra Gentle Foam Soap

Mr. Bubble Foam Soap is a great way for kids to play while getting clean in the tub, shower or at the sink. The gentle foam is dispensed with an easy-to-use actuator, allowing kids to wash away germs on their own. The Extra Gentle Foam Soap is dye-free and fragrance-free.

Available wherever bath products are sold, the SRP is \$2.99 for an 8 oz can.



Original Bubble Body Wash and Extra Gentle Body Wash



Hitting stores in early 2011, Mr. Bubble Body Wash is the newest way to have fun while getting clean. The extra bubbling formula is Tear-Free, Hypo-Allergenic, Dermatologist-Tested and Pediatrician-Tested, while Aloe and Shea Butter helps keep skin moisturized. The Extra Gentle Body Wash is dye-free and fragrance-free for extra sensitive skin.

Available wherever body wash is sold, the SRP is \$2.99 for a 16 oz bottle.

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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.

