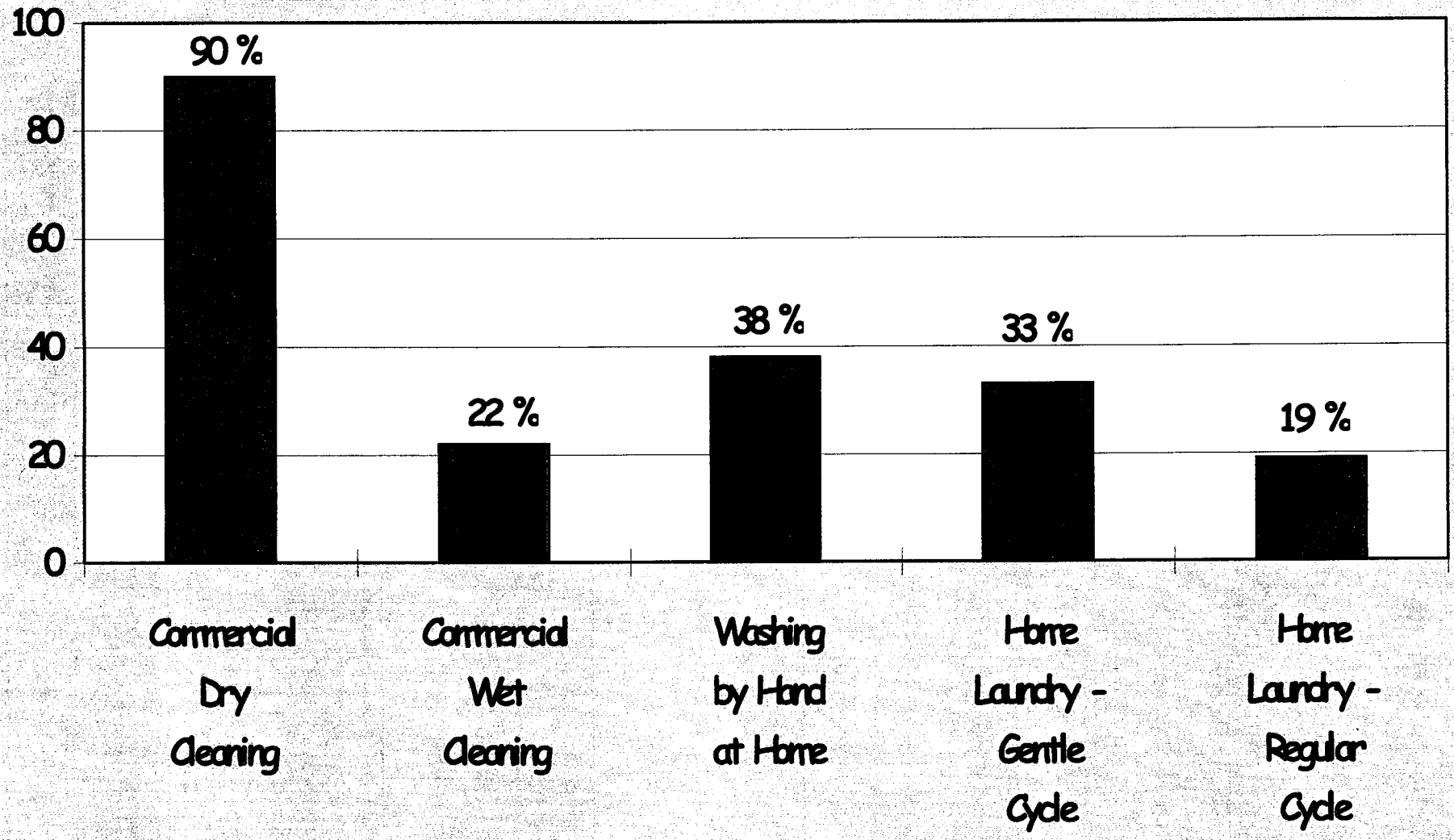
How Consumers Interpret a "Dry Clean" Label

Base 1,003 Consumers, Nationally Rep Sample



The Procter & Gamble Company Consumer Research Study

1-29-99

How Consumers Interpret a "Dry Clean" Label

- Current DC users (~57% of panel) are significantly more likely to agree that DC is the <u>only</u> acceptable way to clean such a garment.

- ~44% of panel believe DC is <u>only</u> acceptable way to clean such a garment.

- Among current DC users (~57% of panel), 50% feel that DC is the <u>only</u> acceptable way to clean such a garment.

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