



## News Release



The Procter & Gamble Company  
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**FOR IMMEDIATE RELEASE**

**LARGEST STUDY EVER CONDUCTED WITH HOUSEHOLD WATER TREATMENT**  
**SHOWS THAT SOAP AND CLEAN DRINKING WATER**  
**REDUCE DIARRHEA BY MORE THAN HALF**

**Follow-up will Provide Safe Drinking Water in Pakistan**

CINCINNATI, May 9, 2006 - A research study published in the April issue of the international public health journal, *Tropical Medicine and International Health*, has demonstrated that two simple consumer habits are extremely effective in fighting diarrhea, one of the leading causes of death and illness in children in the developing world. The study followed nearly 9,000 people over 9 months in Karachi, Pakistan slums and examined the impact of two Procter & Gamble (NYSE:PG) products: hand washing with Safeguard® was shown to reduce diarrheal illness by 51% and treating drinking water with PUR Purifier of Water® was shown to reduce diarrheal illness by 64%.

"This study is an important contribution to public health and demonstrates how relatively simple habits of hand washing and household water treatment can lead to dramatic health improvements," said lead author, Dr. Steve Luby of the US Centers for Disease Control and Prevention. Dr. Luby worked with a local non-governmental group, Project Hope in Pakistan, to conduct the study. During the course of this research, field workers arranged neighborhood meetings and used slide shows, videotapes and pamphlets to illustrate health problems resulting from hand and water contamination and to provide specific instructions on how to use the intervention assigned to that neighborhood.

As part of its focal program of corporate philanthropy--the Children's Safe Drinking Water program--and in order to provide PUR more broadly in Pakistan, P&G has made a donation of more than US\$1 million to PSI and their local group called GoodLife so that they can socially market PUR in Pakistan. "GoodLife is pleased to be marketing PUR in Pakistan because it's been shown to have an important impact on health," said Monte Achenbach, country representative for PSI in Pakistan.

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P&G has been an active participant in providing aid to the October 2005 earthquake survivors in Pakistan. In collaboration with its safe drinking water partner, PSI, and their local affiliate, Greenstar Social Marketing, as well as other partners including UNICEF, P&G has provided more than 90 million liters of potable water through provision of more than 9,000,000 sachets of PUR Purifier of Water. Safeguard soap was donated to 50,000 households in response to the quake, and the United States Agency for International Development (USAID) matched P&G's \$300,000 contribution to support the purchase of materials, such as buckets and cloths, needed for proper preparation of PUR.

The majority of the funding for the study was provided by P&G. The balance of the funding was provided by the CDC.

Study Reference: Stephen P. Luby, Mubina Agboatwalla, John Painter, Arshad Altaf, Ward Billhimer, Bruce Keswick, and Robert M Hoekstra (2006). Combining drinking water treatment and hand washing for diarrhoea prevention, a cluster randomised controlled trial. *Tropical Medicine and International Health*, 11:4:479-489.

### **About Procter & Gamble (NYSE:PG)**

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella, Gillette®, and Braun. The P&G community consists of almost 140,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

PUR Purifier of Water® was developed in cooperation with the US Centers for Disease Control and Prevention (CDC) and has been shown to significantly reduce diarrheal illness in the developing world. More information about the technology can be found at <http://www.pghsi.com>.

### **About Population Services International (PSI)**

PSI is a non-profit organization that applies commercial tools to a social mission in order to achieve measurable health impact. Since 1970, PSI has improved the health and saved the lives of millions of poor and vulnerable people in measurable ways. Through health

programs in 65 countries on 5 continents, PSI distributes affordable, accessible and attractive health products and services, and motivates other types of healthy behavior, in HIV/AIDS, family planning, malaria, safe water and nutrition. In 2005, PSI's safe water programs prevented an estimated 12 million episodes of diarrhea and the deaths of 36,000 children.

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