



Playtex Launches #PlaytexPositivity Campaign to Promote All-New Playtex Love My Curves Intimates Collection

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Influencers Partner with Playtex to Spread Positivity, One Compliment at a Time

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Aug. 17, 2017-- Playtex® intimate apparel, one of America's most iconic brands, has launched a new campaign, #PlaytexPositivity, to coincide with the brand's all-new collection, *Playtex Love My Curves™*, with bras designed for women up to 40G, and its first-ever panty collection, up to size 3XL.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170817005653/en/>



Ashley Zeal of Two Peas in a Prada, Nicole Edelen of Curves on a Budget and Crystal Coons of Sometimes Glam for Playtex Love My Curves. (Photo: Business Wire)

A modern twist on the *Playtex* brand's 85-year commitment to supporting women, #PlaytexPositivity will encourage others to spread positivity by complimenting or lifting another woman up through words or action and making it a daily habit. The #PlaytexPositivity campaign concept stems from research that concludes 78 percent of women are more likely to share positivity with other women when they feel good about themselves. The digital campaign features influencers Ashley Zeal of [Two Peas in a Prada](#), Nicole Edelen of [Curves on a Budget](#), and Crystal Coons of [Sometimes Glam](#). Known by their followers for their style and body positivity influence on social media, Zeal, Edelen and Coons are partnering with *Playtex* to promote overall female positivity by embracing their curves and encouraging self-confidence.

"We believe in offering women of all shapes and sizes intimate apparel that helps them

look and feel their best. The *Playtex Love My Curves* collection's modern silhouettes, extended size range and feminine details do just that," says Sidney Falken, chief branding officer at HanesBrands. "And while we are extremely proud of the collection itself, the fact that the launch gives Ashley, Nicole and Crystal a national platform to team up and inspire women across the country is an invaluable brand investment."

To fuel the #PlaytexPositivity movement, *Playtex* partnered with [Frank About Women](#), a marketing-to-women consultancy, to survey almost 500 women age 23 years and older to gather insights on the power of sharing positivity with everyone from their inner circle to distant Facebook friends and even complete strangers. Survey findings demonstrate positivity as a currency is highly valued in the social space and beyond.

Playtex/Frank About Women Survey Findings:

- You get what you give: Positive thoughts breed more compliments.
- With age comes more confidence: women over 40 are more likely to give compliments to others.
- 86% of women felt that the need to compliment and provide positive feedback to other women is more important than ever.
- 79% of women stated that positive feedback has had a major influence on their life.
- 91% of women stated that positive feedback can transform their day.

The data and survey findings reinforce the notion that when women feel good about themselves and are surrounded by peers who uplift them, they are more likely to share positivity with others, the driver behind the #PlaytexPositivity campaign.

"If we all pledge to say two nice things to people for every one negative thing that we hear, I feel like we could really start a movement," says Coons.

The campaign launches in the social space with content featuring the influencers modeling the new *Playtex Love My Curves* collection and sharing each of their personal body-positivity journeys. The brand hopes to extend the #PlaytexPositivity campaign to other channels in 2018.

To view the entire *Playtex Love My Curves* collection, visit www.playtexfits.com. Additional styles will be available in stores and online in September 2017.

To follow the campaign on social media and join the movement, use the hashtag #PlaytexPositivity and follow *Playtex* intimates on Facebook (www.facebook.com/playtex) and Instagram (www.instagram.com/playtex_intimates).

About Playtex

Playtex is a leading manufacturer of bras, and now panties, in the United States and abroad. Since 1932, *Playtex* has been lifting women up with products that provide outstanding support and a flattering fit. The *Playtex* brand is a recognized industry leader in supportive bras designed for the curvy woman. *Playtex* is owned by HanesBrands (NYSE: HBI). To learn more about *Playtex*, visit playtexfits.com.

About Frank About Women

Frank About Women, founded and based in Winston-Salem, N.C., is a cross-MullenLowe Group agency initiative that aims to fully understand and responsibly advertise to the modern woman. *Frank About Women* is composed of a global, female-led MullenLowe Group leadership team that investigates far-from-obvious trends, challenges assumptions and gender roles, and identifies insights and innovative ideas that help brands build meaningful relationships with real women. For more information on *Frank About Women's* research and brand insights, visit www.frankaboutwomen.com.

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