FORM 4

Section 16. Form 4 or Form 5 obligations may continue. See

Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Check this box if no longer subject to Section 16. Form 4 or Form 5	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP
Section 10. Form 4 or Form 5	

OMB APPROVAL OMB Number: Estimated average burden hours per response: 0.5

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Name and Address of Reporting Person* McReynolds Joan				er Name and Ticke esbrands Inc.		ymbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner					
(Last) 1000 EAST HA	(First)	(Middle)	3. Date 09/26	e of Earliest Transa /2006	ction (Month/E	Day/Year)	X	Officer (give title below) EVP Chief Co	below	,		
(Street) WINSTON- SALEM	NC	27105	4. If Ar	nendment, Date of	Original Filed	(Month/Day/Year)	Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person					
(City)	(State)	(Zip)						r erson				
Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned												
1. Title of Security	y (Instr. 3)		2. Transaction	2A. Deemed				5. Amount of	6. Ownership	7. Nature		

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)						5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		
Common Stock	09/26/2006		A		6,659(1)	A	\$0.00	7,538 ⁽²⁾	D	
Common Stock	09/26/2006		A		9,220(3)	A	\$0.00	16,758	D	
Common Stock	09/26/2006		A		11,176(4)	Α	\$0.00	27,934	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code (8)		of Exp		Expiration Date		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (right to buy)	\$22.37	09/26/2006		A		20,863		(5)	09/26/2013	Common Stock	20,863	\$0.00	20,863	D	
Employee Stock Option (right to buy)	\$22.37	09/26/2006		A		27,947		(6)	09/26/2013	Common Stock	27,947	\$0.00	27,947	D	
Employee Stock Option (right to buy)	\$22.37	09/26/2006		A		33,875		(6)	09/26/2013	Common Stock	33,875	\$0.00	33,875	D	
Employee Stock Option (right to buy)	\$22.37	09/26/2006		A		14,501		09/26/2006	09/26/2011	Common Stock	14,501	\$0.00	14,501	D	

Explanation of Responses:

- 1. Consists of restricted stock units that upon vesting are settled on a one-for-one basis in shares of common stock, with 50% vesting on August 31, 2007 and 50% vesting on August 31, 2008.
- 2. Includes 879 shares of common stock acquired in connection with the spin-off of the company?s shares by Sara Lee Corporation in a transaction that is exempt from reporting under Section 16(a).
- 3. Consists of restricted stock units that upon vesting are settled on a one-for-one basis in shares of common stock, vesting in three equal annual installments beginning September 26, 2007.
- 4. Consists of restricted stock units that upon vesting are settled on a one-for-one basis in shares of common stock. All restricted stock units vest on September 26, 2009.
- 5. The options vest in two equal annual installments beginning August 31, 2007.
- 6. The options vest in three equal annual installments beginning September 26, 2007.

Remarks:

Catherine Meeker, attorney-in-

09/28/2006

fact

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.