Personal Products Company Completes Acquisition of REMBRANDT(R) Brand From The Gillette Company

SKILLMAN, N.J., Dec 21, 2005 /PRNewswire-FirstCall via COMTEX News Network/ -- Personal Products Company, a Johnson & Johnson company, announced today that it has completed its acquisition of the REMBRANDT(R) Brand of oral care products from The Gillette Company. The acquisition had been announced on Oct. 24, 2005.

The terms of the transaction were not disclosed.

The REMBRANDT(R) Brand equity is based in tooth whitening products. Personal Products Company has acquired all the consumer and professionally dispensed REMBRANDT(R) Brand products, including whitening toothpastes, whitening strips, whitening systems and mouth rinses.

"With the acquisition of REMBRANDT(R), we will continue our tradition of providing innovative oral care solutions to consumers and dental professionals," said Michael Sneed, Johnson & Johnson Consumer Company Group Chairman, North America. "The outstanding REMBRANDT(R) equity joins our existing oral care lineup that includes REACH(R) Toothbrushes, Johnson & Johnson REACH(R) Dental Floss, ACT(R) Rinse and the REACH(R) ACCESS. Daily Flosser."

Personal Products Company, a division of McNeil-PPC, Inc., develops, produces and markets innovative oral health, women's health and sanitary protection products. It is a leader in the fast growing oral health market with a full line of floss, rinse and toothbrush products, marketed under the REACH(R) brand, as well as ARESTIN(R) (minocycline HCl) 1 mg Microspheres, which is a treatment for periodontal disease. Other leading brands of Personal Products Company include MONISTAT(R), K-Y Brand Liquid(R), CAREFREE(R), o.b.(R) and STAYFREE(R).

SOURCE Personal Products Company

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