

= Playtex =

Playtex is an American brand name for undergarments , baby products , gloves , feminine products and sunscreen . It was founded in 1947 , when International Latex Corporation (ILC) created a division named Playtex to produce and sell latex products . Playtex was the first to advertise undergarments on national television in 1955 and the first to show a woman wearing only a bra from the waist @-@ up in a commercial in 1977 .

Playtex @-@ branded tampons were introduced in the 1960s and became the primary competition to incumbent Tampax . Playtex invented the plastic tampon applicator in 1973 . It was one of the tampon manufacturers that were sued for aggressively advertising over @-@ absorbent tampons , which led to toxic shock syndrome .

Playtex was acquired by Esmark in 1975 , and then by Beatrice Foods in 1985 . A year later it was acquired for \$ 1 @.@ 25 billion and its cosmetics brands were sold to Revlon . In 1988 , Playtex split into two companies , Playtex Apparel Inc. and Playtex Products LLC . Playtex Apparel was sold to Sara Lee in 1991 , and to HanesBrands in 2007 .

= = History = =

= = = Early history = = =

Abram Nathaniel Spanel founded Playtex 's predecessor , the International Latex Corporation (ILC) , in 1932 to produce latex products , like bathing caps , swimwear and baby pants . ILC moved to Dover , Delaware , in 1939 , making it the first large , non @-@ agricultural business in the city .

ILC did not produce apparel for adults until the introduction of the Living Girdle in 1940 , after patenting a method of manufacturing latex girdles that would not tear at the seams if they had a small tear or hole . The Living Girdle was advertised with images of mobility and comfort , such as women playing tennis or leaping while wearing it , though the solid rubber girdle was actually very uncomfortable .

During World War II , the bombing of Pearl Harbor and the Japanese invasion of Malaysia cut off Allied manufacturers from their largest sources of latex . As supplies ran out and demand for consumer products fell , ILC halted production ; sales would not resume until 1946 . The company almost went out of business during the war , so it created an industrial division to find government and military applications for latex . Playtex was founded in 1947 as one of four divisions ILC re @-@ organized into . Its name was a portmanteau of " play " and " latex " , reflecting its focus on latex products . Playtex 's marketing in the post @-@ war era was influential in creating the shift from custom @-@ tailored undergarments to manufactured sizes . For example , the company introduced large floor displays with fitting charts , so women could find the right size without a custom fitting .

In 1954 , ILC was sold to Stanley Warner Corporation for \$ 15 million (\$ 132 million in modern dollars) . The following year , it was the first to advertise under @-@ garments on network television . In 1962 , the industrial division of Playtex was awarded a contract to develop space suits for the Apollo mission to the moon . Two years prior to the 1969 moon landing that used its latex suits , Playtex 's industrial division was spun off , eventually becoming ILC Dover .

Playtex created a consumer products subsidiary , Playtex Products Inc . , in 1960 , which produced baby products , tampons and other consumer goods . It introduced and patented the first plastic tampon applicator in 1973 . By 1975 , the five largest tampon manufacturers began competing with multimillion @-@ dollar advertising budgets and Playtex became the primary competitor to market @-@ leader Tampax . Playtex introduced a scented tampon that was advertised with the slogan , " When you 're wearing a tampon you don 't worry about odor . But should you ? " It added a warning label saying that some women may experience irritation from the chemicals after complaints were raised by Planned Parenthood . Tampon manufacturers , including Playtex , were sued for aggressively advertising and competing over absorbency , when some studies found that excessive absorbency leads to toxic shock syndrome . In 1985 , a judge offered to reduce an \$ 11 million

verdict against Playtex , if they admitted their super @-@ plus tampons were killing women and recalled them .

= = = Joel Smilow era = = =

Joel Smilow became chief executive officer (CEO) of Playtex in 1969 and was associated with the company through five owners . The company was acquired by Esmark in 1975 for \$ 210 million (\$ 924 million in modern dollars) .

By the early 1980s , Playtex controlled 25 percent of the market for bras , giving it the largest market @-@ share in the industry . In 1982 Playtex acquired the skin and hair products brand , Jhirmack Enterprises Inc . , for \$ 28 @. @ 3 million . (\$ 69 @. @ 4 million in modern dollars) . Three years later Esmark sold Playtex to Beatrice Foods . Four years later an investor group led by Smilow bought Playtex for \$ 1 @. @ 25 billion (\$ 2 @. @ 7 billion in modern dollars) . To help fund the acquisition , the company 's cosmetics brands , Max Factor , Almay and Halston , were sold to Revlon for \$ 345 million . (\$ 690 million in modern dollars) .

The following year , the National Association of Broadcasters (NAB) relaxed rules regarding partial nudity on television , which previously forced undergarment manufacturers to use mannequins in their commercials , despite bathing suits and equally revealing swimwear being allowed . Playtex was the first to advertise with a live model wearing only a bra from the waist up . This attracted criticisms from members of the American Family Association and the Eagle Forum . The New York Times called the ads , " totally inoffensive " and CBS 's spokesman said they were " well done , tasteful and not exploitative . "

Ownership of the remaining apparel and consumer products divisions were split among the company 's leadership (28 percent) , BCI Holdings (20 percent) , Drexel Burnham (19 percent) and institutional investors (33 percent) . The following year the company attempted to sell the Family Products division to Johnson and Johnson but the deal fell through .

In 1988 Playtex split into two companies , Playtex Apparel and Playtex Family Products , in a series of financial transactions totaling \$ 1 @. @ 3 billion . The transactions allowed Smilow to buy out other Playtex shareholders and put ownership of the brand into two separate investment groups that were owned by Smilow and other Playtex executives . In 1990 Playtex Products acquired cosmetics brand Maybelline for \$ 300 million . (\$ 543 million in modern dollars) . The next year Smilow sold Playtex Apparel to the Sara Lee Corporation , transferring the Bali , Hanes , and Cross Your Heart brands for \$ 571 million , (\$ 992 million in modern dollars) but keeping the Playtex Family Products Corporation .

In November of that year , Sara Lee also bought a 25 percent stake in Playtex Family Products for \$ 62 @. @ 5 million . (\$ 109 million in modern dollars) . Playtex Products Inc. went public in 1994 . In 1995 , another 40 percent of Playtex Products Inc. was sold to Haas Wheat & Harrison Investment Partners for \$ 180 million (\$ 280 million in modern dollars) .

= = = Recent history = = =

Playtex Products continued to erode Tampax 's ' market share throughout the late 20th century . The two companies had divided the market almost evenly by the late 1990s . Both makers increased profits primarily by reducing the tampon count per box , and prepared to enter emerging markets , particularly in Asia , where many women still used homemade pads . In 1997 Procter & Gamble (P & G) , makers of Always sanitary napkins and pantliners , bought Tambrands for \$ 1 @. @ 25 billion , its largest acquisition up to that point , returning to the tampon sector almost two decades after pulling Rely from the market over Toxic Shock Syndrome concerns .

Due to its strong advantage among younger women , and baby boomers reaching menopause , Playtex continued to gain market share on Tampax . After extensive market research , Tampax reversed that trend with the 2002 introduction of Pearl , with an applicator designed to be as visually appealing as it was functional , and making the brand once again appealing to teens .

Playtex responded by litigating . In one suit , it alleged patent infringement over Pearl 's applicator

design . It also alleged that advertising claiming Tampax Pearl had better leakage protection and comfort than Gentle Glide was false . Playtex won a verdict prohibiting Tampax from making claims of superiority , until the decision was reversed in 2007 , when Tampax made improvements in materials and manufacturing .

In 2006 , Sara Lee spun off its clothing sector into HanesBrands Inc . , which now runs the Playtex apparel business . The next year Playtex Products acquired the Hawaiian Tropic sunscreen company for \$ 83 million . Later that year Playtex Products was acquired by Energizer Holdings for \$ 1 @. @ 16 billion . Playtex Products was sued in 2008 , when a mother accused the company of not adequately disclosing their baby bottles contained bisphenol A. After Canada considered banning the chemical , the company took it out of their bottles the following year . In 2008 , Playtex Products was acquired by Energizer Holdings .

In 2013 , the Playtex intimate apparel brand launched a \$ 10 million integrated marketing campaign called " Be Uniquely You . " This 360 rebranding included new bra styles and packaging and a strong presence in social media and national TV ads . The new campaign was created by KraftWorks NYC , their primary advertising agency since 2002 .

= = Organization = =

The Playtex trademark is owned by Playtex Marketing Corp. in the United States and Canada . They license the trademark to HBI Branded Apparel Enterprise (a subsidiary of Hanesbrands) for Playtex @-@ branded apparel and Playtex Products Inc (a subsidiary of Energizer Holdings) for baby products , gloves and feminine products . Hanesbrands and Energizer Holdings each own a fifty percent interest in Playtex Marketing Corp. Hanesbrands also owns the rights to the brand name for use with apparel internationally , except in Europe and South Africa , where DBA Apparel (itself acquired by Hanes in 2014) sells Playtex @-@ branded apparel products . Playtex Products LLC is managed under the Personal Care Division of Energizer Holdings .

= = Products = =

According to Energizer Holdings ' 2012 annual report , Playtex Products LLC is the largest producer of household gloves , hand wipes and sunscreen , as well as the second largest producer of tampons in the US . The best @-@ selling Playtex tampon is the Gentle Glide brand , which was first introduced in 1973 . It also manufactures the Playtex Sport tampon , which targets young athletes . Both brands are sold in regular , super and super @-@ plus absorbency . Playtex had a 29 percent share of a \$ 550 million market for tampons in 1994 and a 30 percent share of a \$ 780 million market by 2000 .

Historically baby products were a small portion of Playtex Products ' revenues , but by 2000 they made up 38 percent of the company 's revenues . As of that year it had a 60 percent share of the market for " sippy cups " and an 84 percent share of the market for disposable baby @-@ bottle liners . Other baby products include Chubs Baby Wipes , Baby Magic toiletries (until 2007) , and Diaper Genie . Playtex Products also manufactures the Banana Boat and Hawaiian Tropic sunscreen brands , household gloves , diaper pails , cleansing cloths and the Ortho @-@ Pro and Binky pacifiers .

Playtex @-@ branded apparel products sold by Hanesbrands include bras , panties and shapewear . According to Hanesbrands , Playtex is the fourth largest brand by revenue in its portfolio . The brand has the strongest loyalty among customers who prioritize fit . As of 2002 , Playtex was the second most popular brand of bras . In addition to panties and shapewear , Playtex bra brands include :

Cross Your Heart

Eighteen @-@ hour bra

Playtex Secrets

Full support

Everyday basics

The company has been producing and marketing the Cross Your Heart bra since 1954 under the slogan that it " lifts and separates , " a phrase that is now well known in popular culture . The Eighteen Hour bra has been marketed on the premise of comfort since the 1970s .