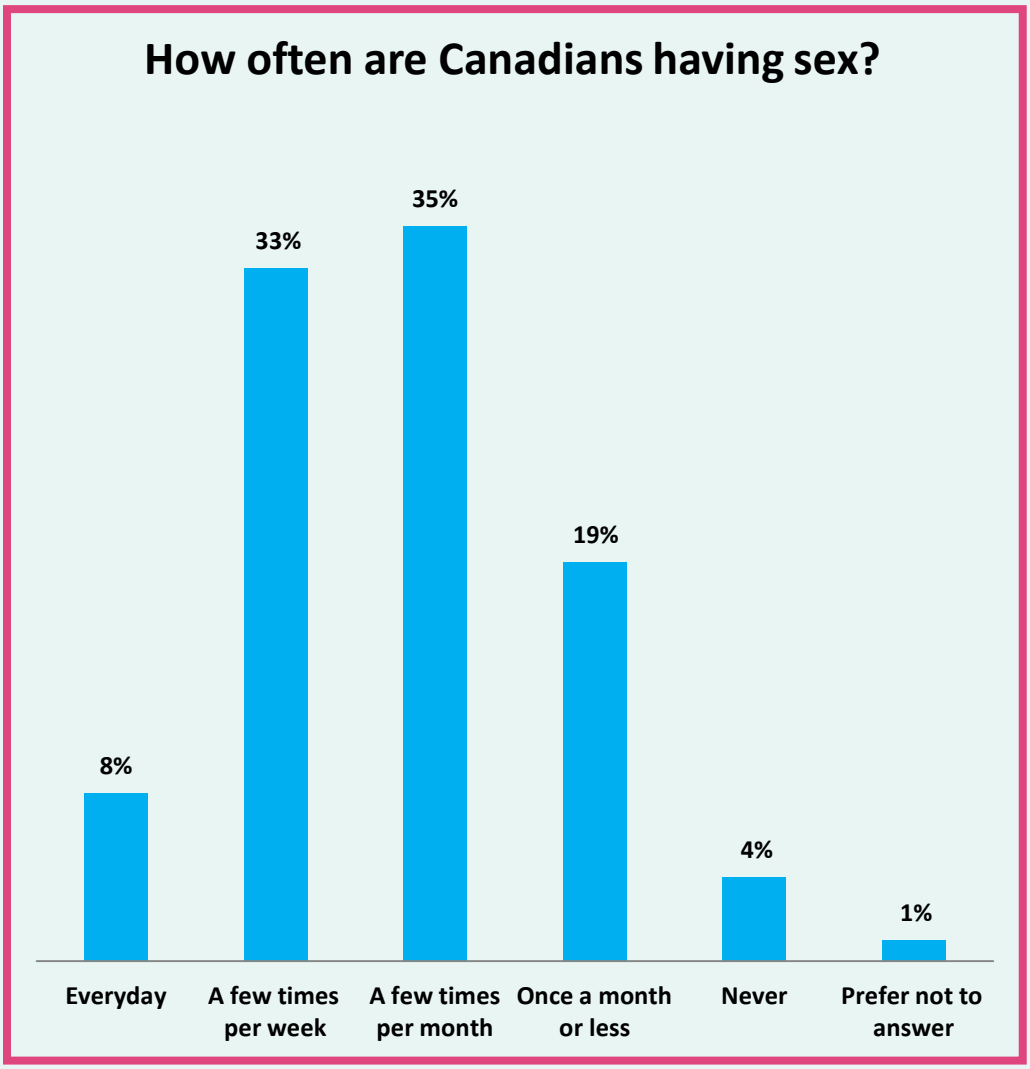
February 4, 2013

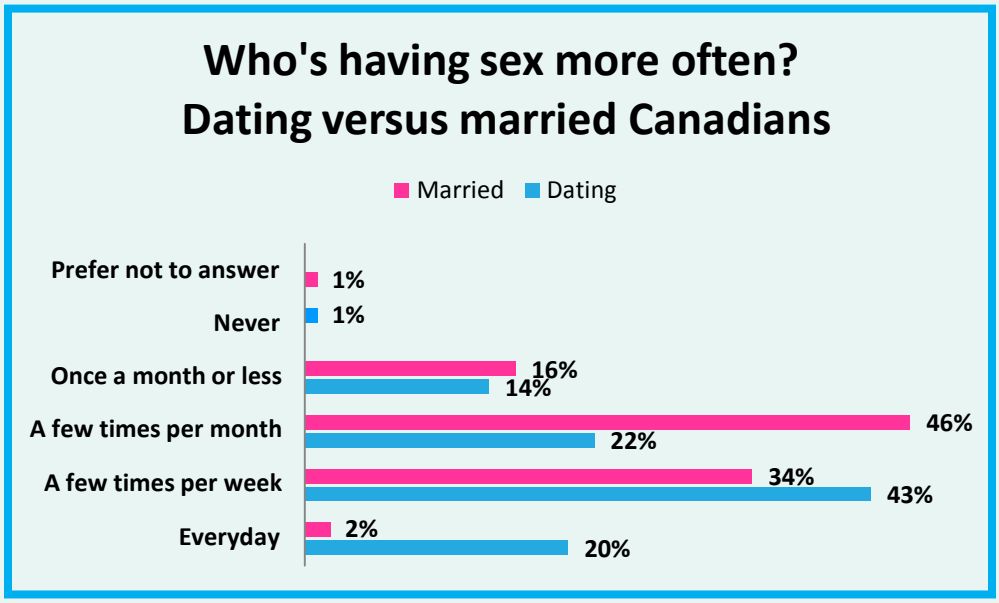
The Playtex® Fresh + Sexy Report contains results from a survey of 1,003 sexually active Canadians 18 to 49 years old. Results for the study were collected through an online survey by Environics Research Group, conducted from December 19 to 30, 2012.

Canadians are busy as beavers, but the majority would like to be busier…and busier

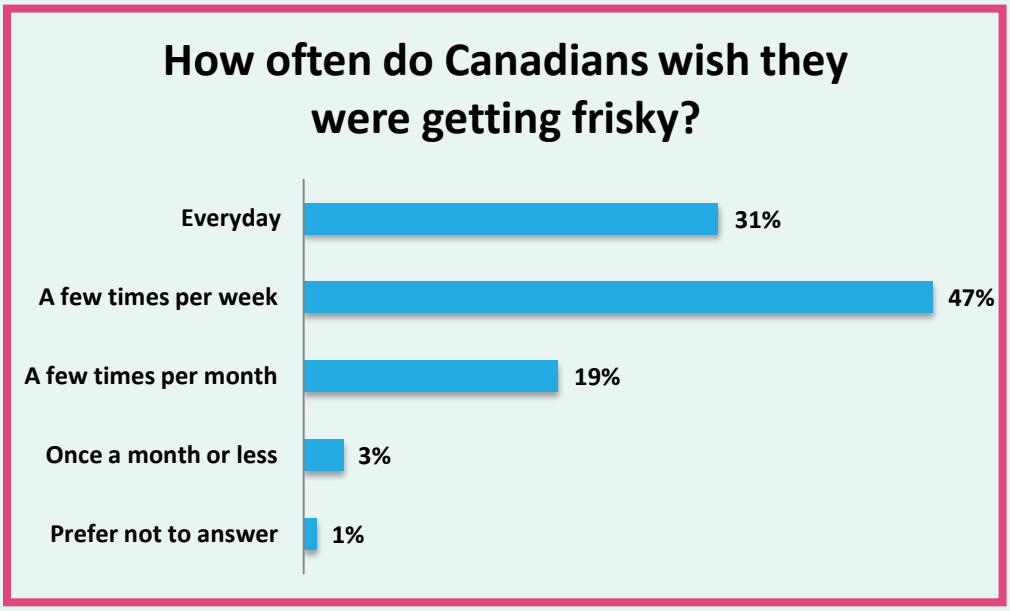
- Overall, Canadians are having sex on a regular basis: 35% of Canadians report engaging in sexual activities with a partner a few times per month, 33% have sex a few times per week, while 8% report having sex daily.



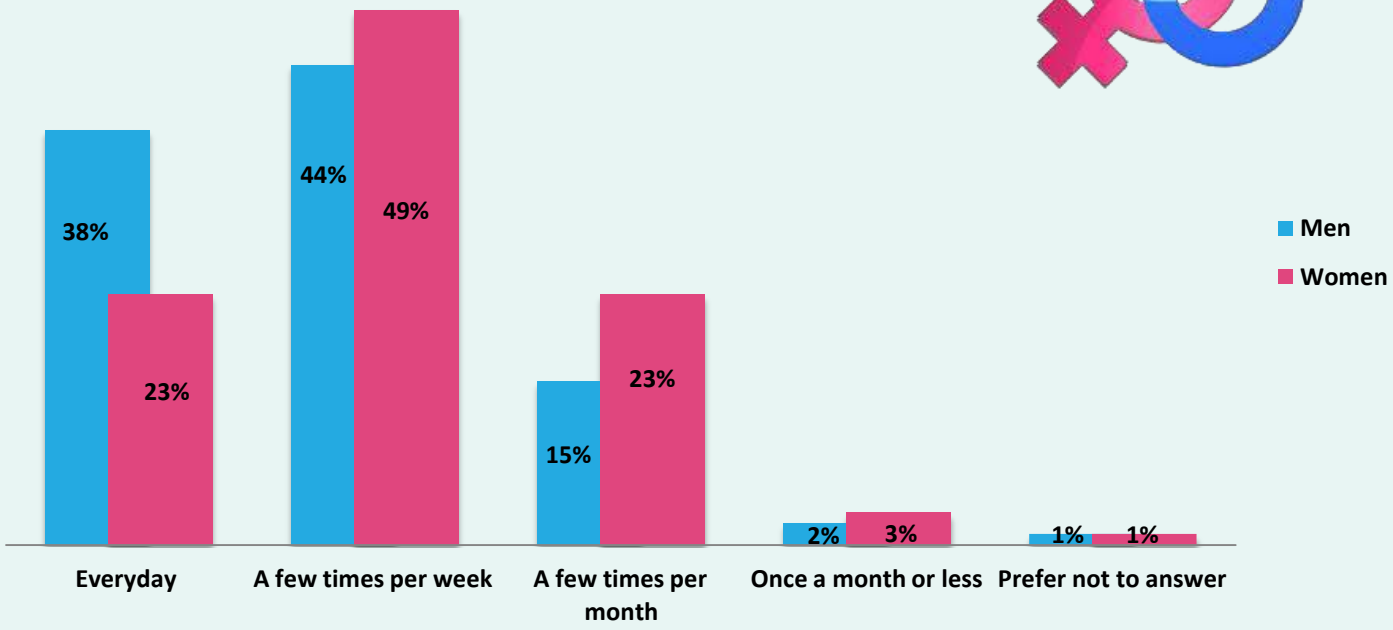
- Canadians who are dating have sex more frequently: 63% of dating Canadians have sex a few times per week, whereas only 36% of married Canadians report having sex a few times per week.



- However, given the choice, Canadians would prefer to be having sex more often: 31% of Canadians would like to be having sex every day and 47% would prefer to have sex a few times per week.

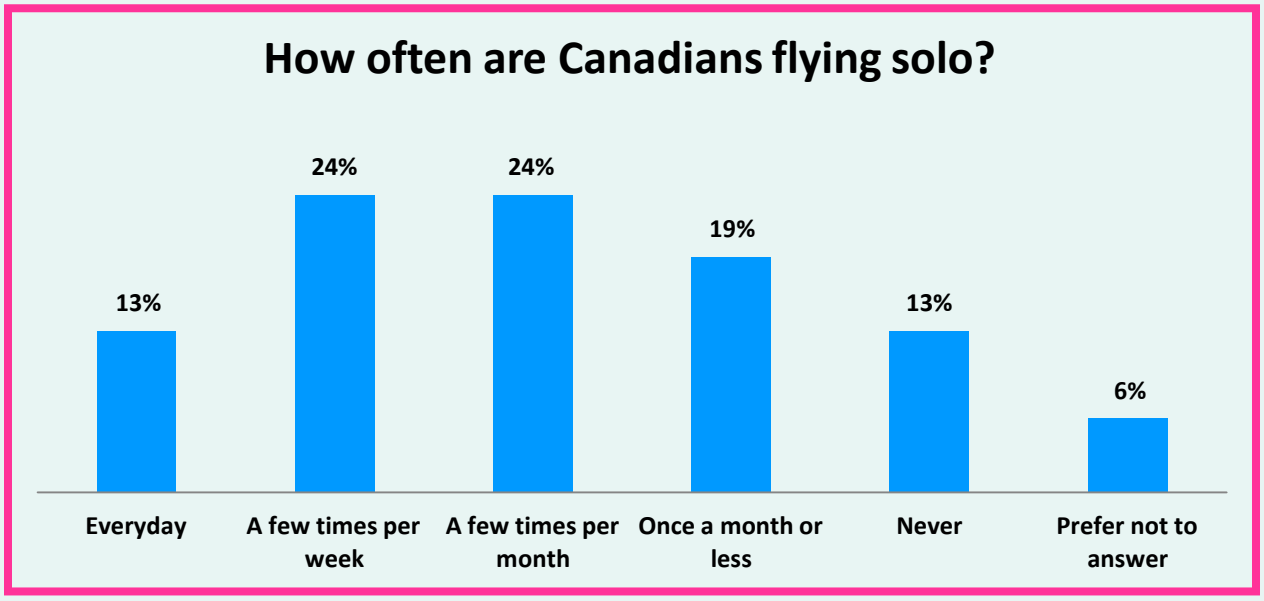


How often do Canadians wish they were having sex? Men versus women

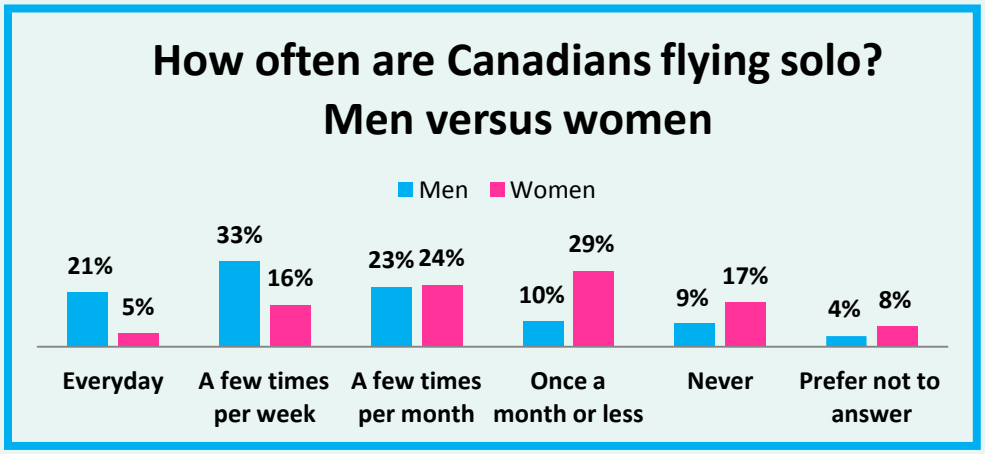


Yearning for a little self-love?

- On average, Canadians are engaging in solo sexual activities regularly: 13% pleasure themselves daily, 24% “self-love” a few times per week, while 24% do it a few times per month. One-fifth of Canadians (19%) go solo only once a month or less and 13% of Canadians say they never do.

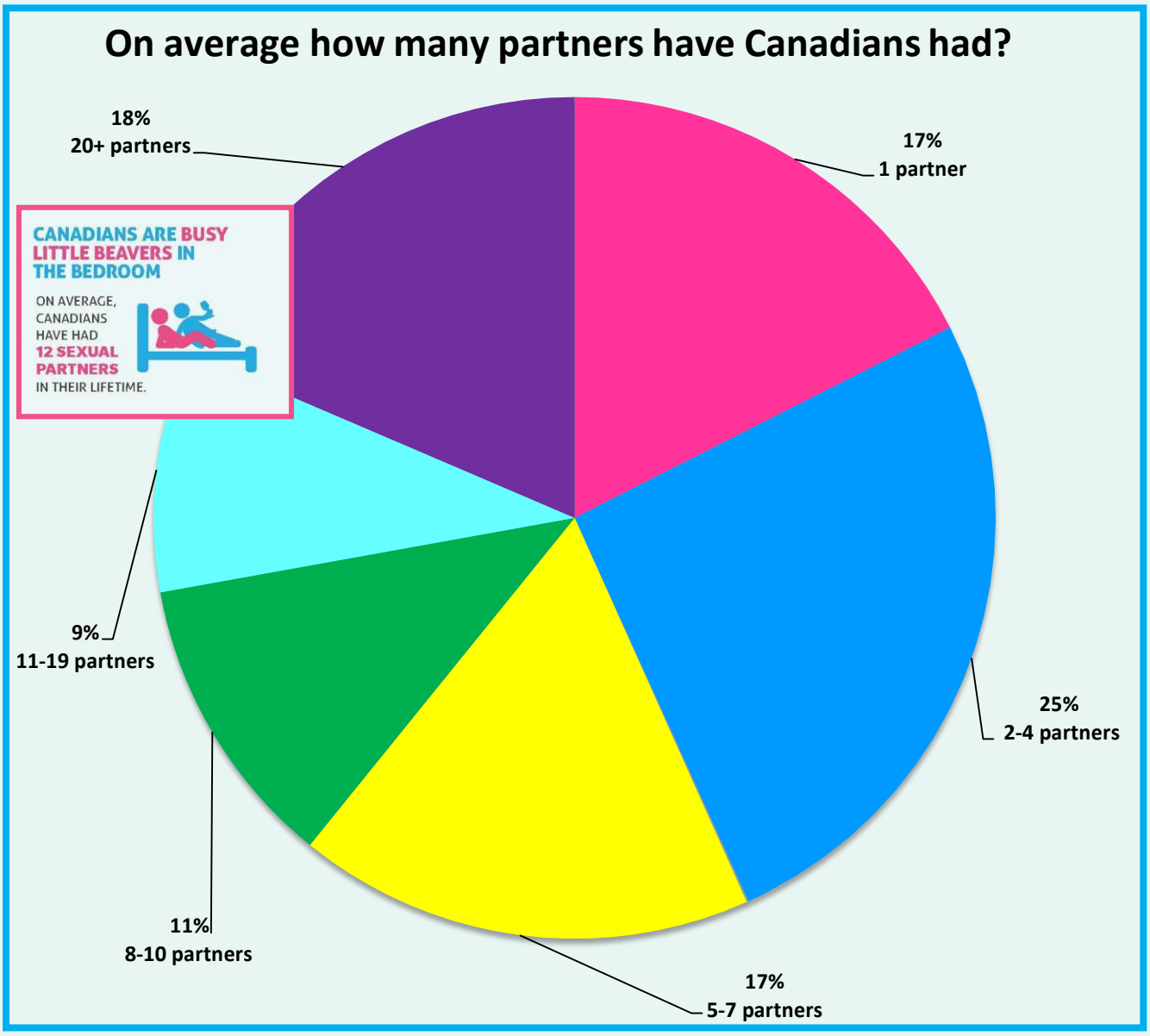


- Men are more likely to go it alone with 21% of men going solo at least once a day compared to only 5% of women. Additionally, 33% of men fly solo a few times per week compared to only 16% of women. Instead, women are most likely to do it once a month or less (29% versus 10% of men).

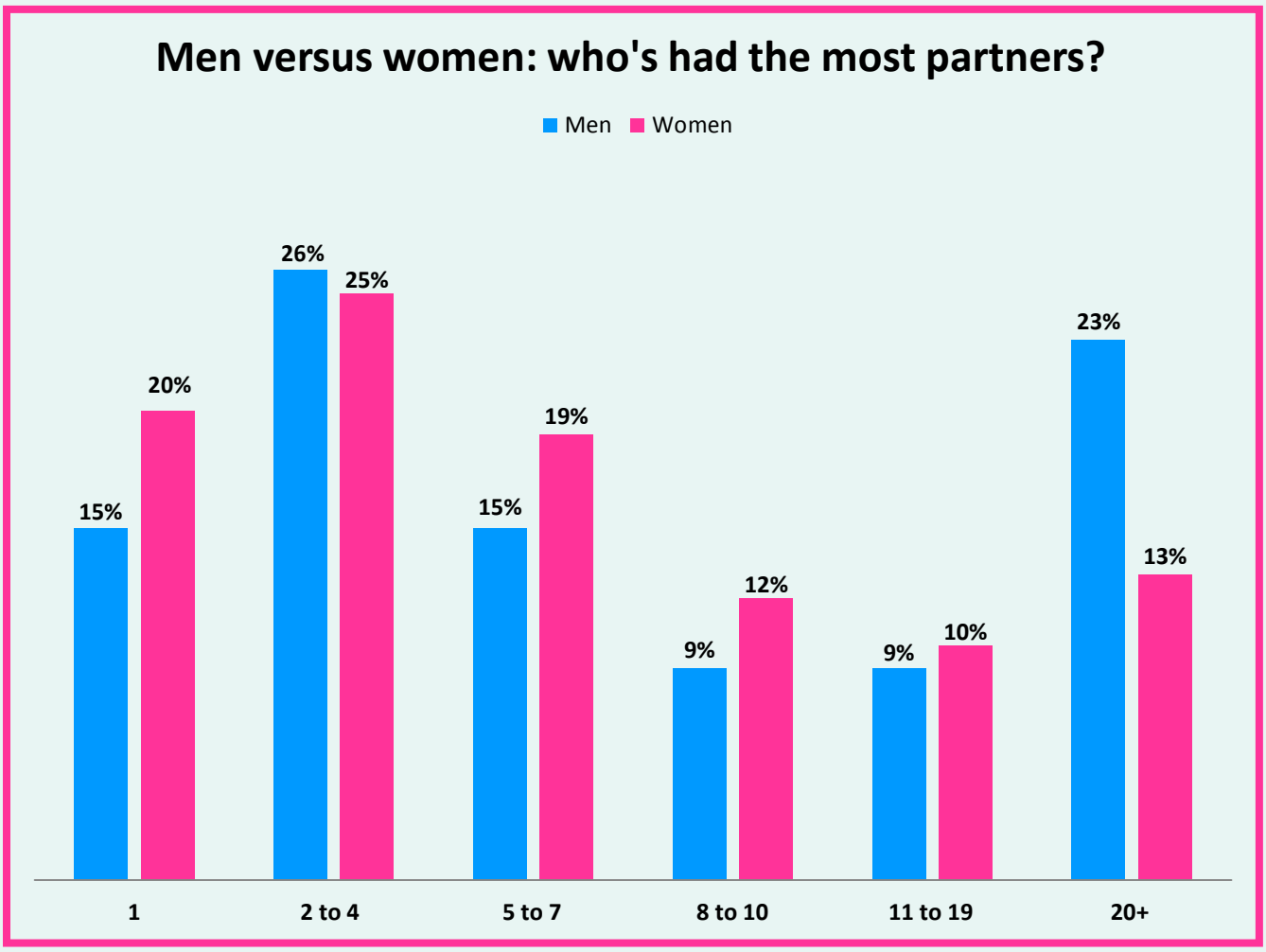


Canadians are exploring before finding “the one”

- On average, Canadians have had 12 sexual partners. One-quarter (25%) report having been with 2 to 4 partners, while 18% admit to having sex with 20 partners or more. Only 17% of Canadians have had sex with one person.

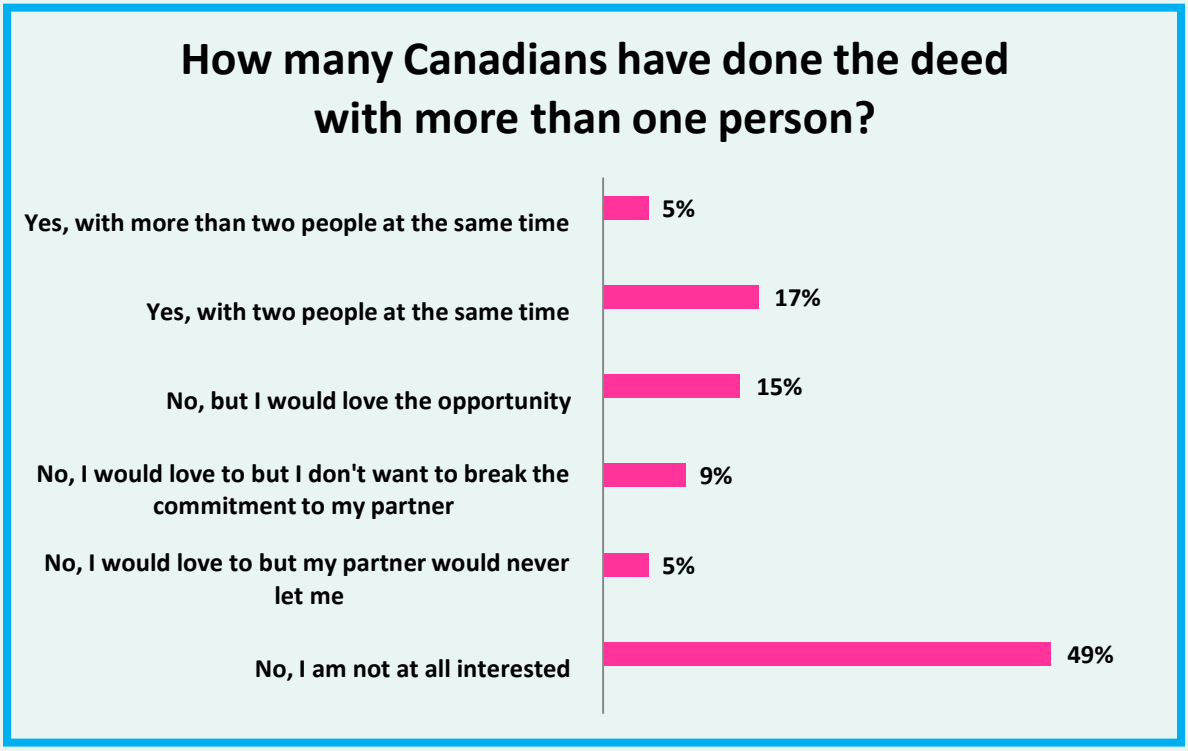


- Men report having more partners than women (15 partners versus an average of 9 partners for women).
- When comparing age groups, older Canadians report having been in bed with the most partners on average:
  - Ages 40-49: 15
  - Ages 30-39: 13
  - Ages 18-29: 8



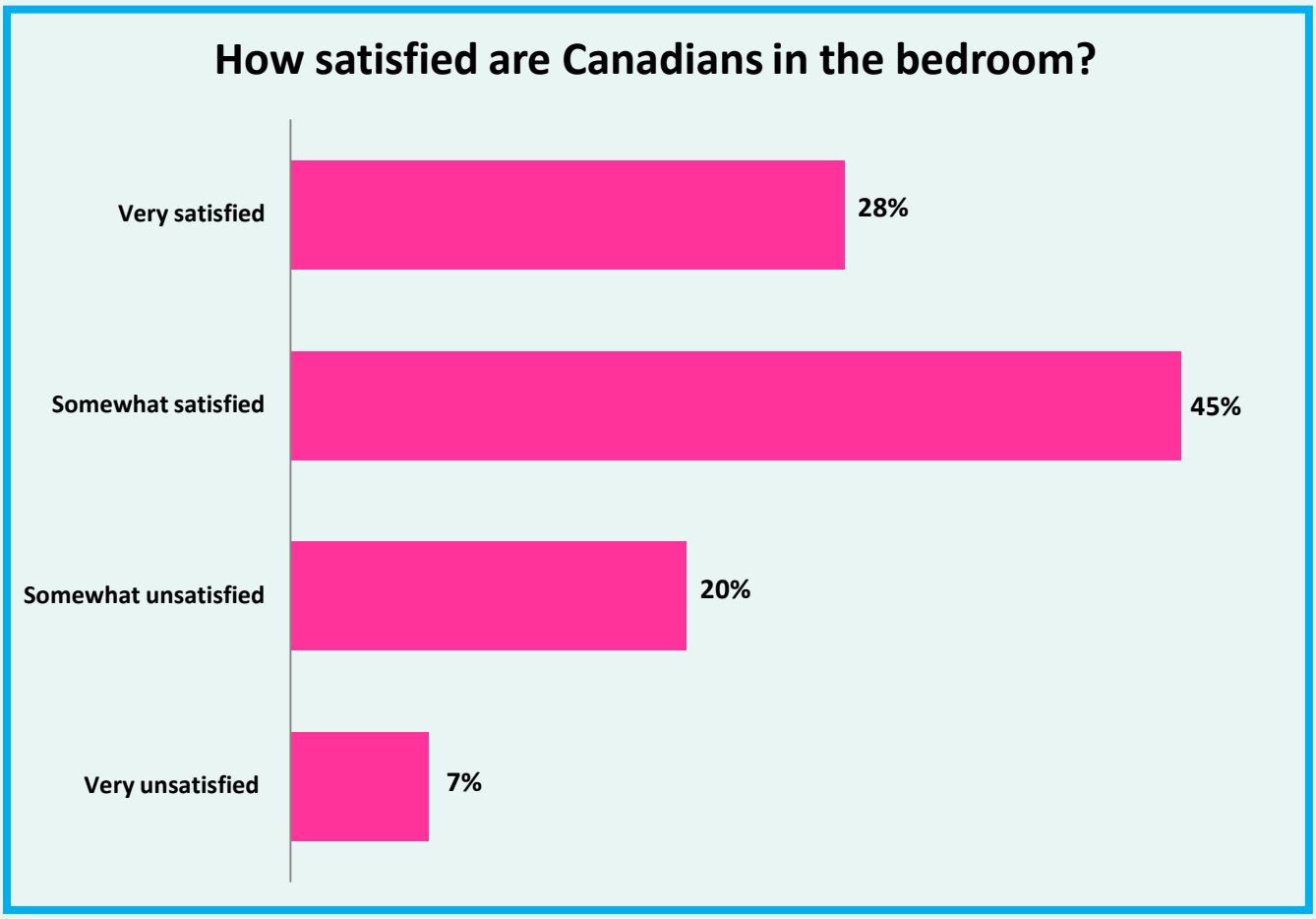
Ménage-a-trois – that's French for keeping things hot

- Perhaps it's the French influence, but Canadians are open to the idea of a ménage-a-trois. Half (51%) have either been with two or more people at the same time, or would be open to the idea. Men are more than twice as likely to say they have had sex with more than one other person at the same time or would be interested in doing so (72% compared to 30% of women).

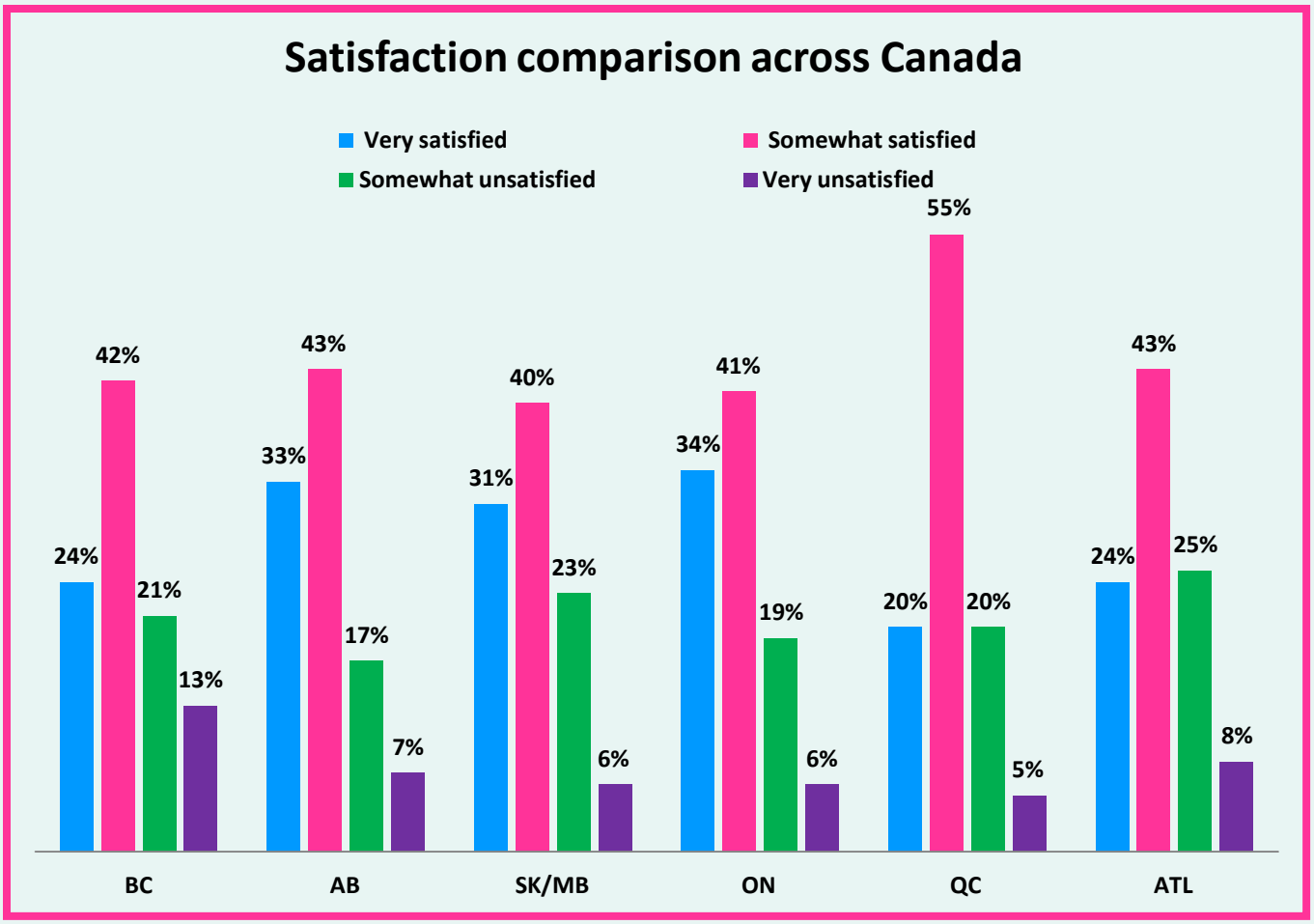


Hot bods, more spontaneity and romance help stimulate satisfaction

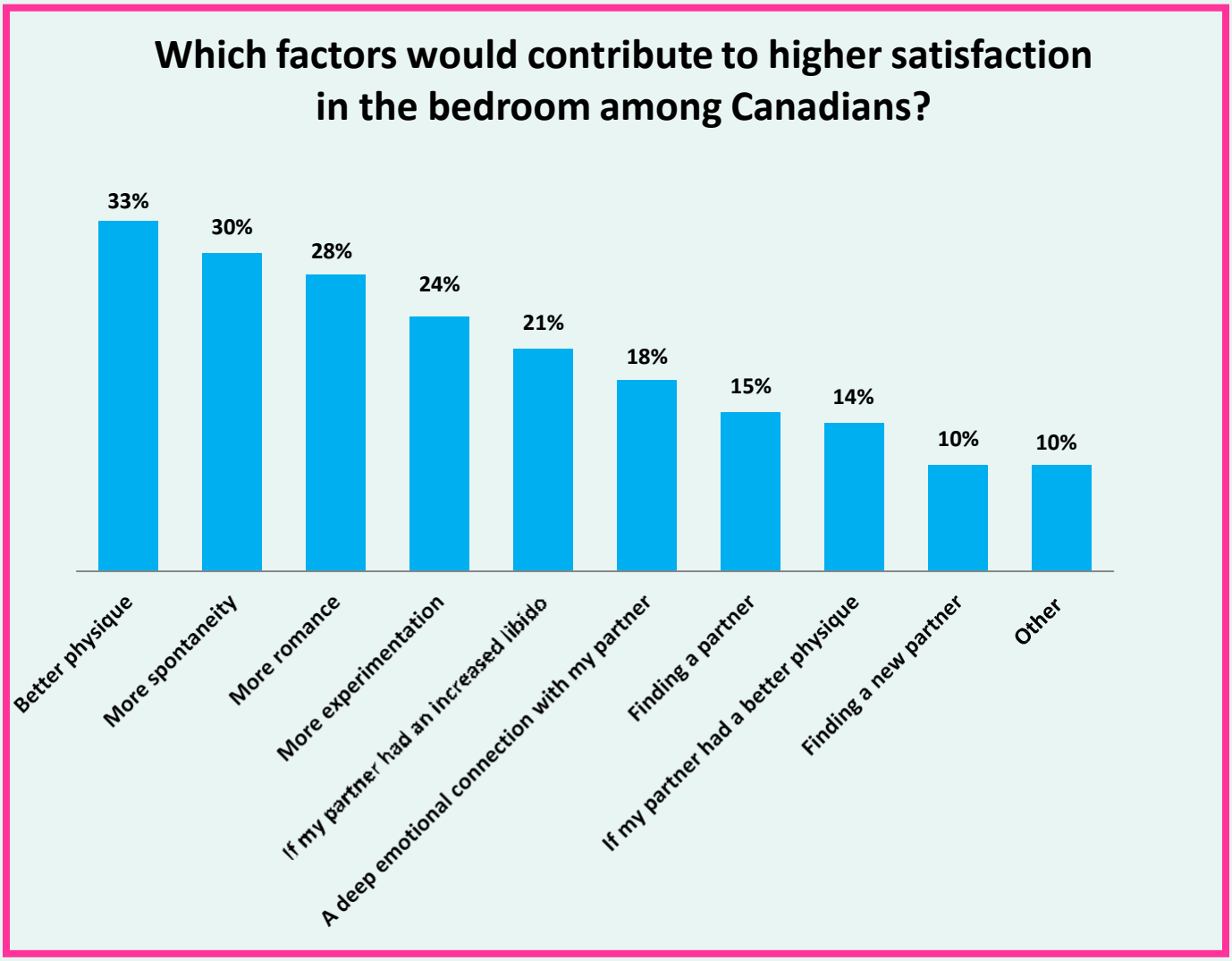
- The majority of Canadians (73%) are satisfied with their sex lives with 28% feeling very satisfied and 45% somewhat satisfied. On average, men and women feel equally satisfied in the bedroom.

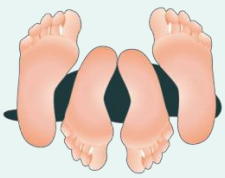


- Overall, satisfaction is highest in Ontario, with 34% saying they are very satisfied, and lowest in Quebec, with only 20% saying they are very satisfied.



- One-third (33%) of Canadians believe a better physique would contribute to higher satisfaction in the bedroom, while 30% believe it's spontaneity, and 28% think it's more romance.

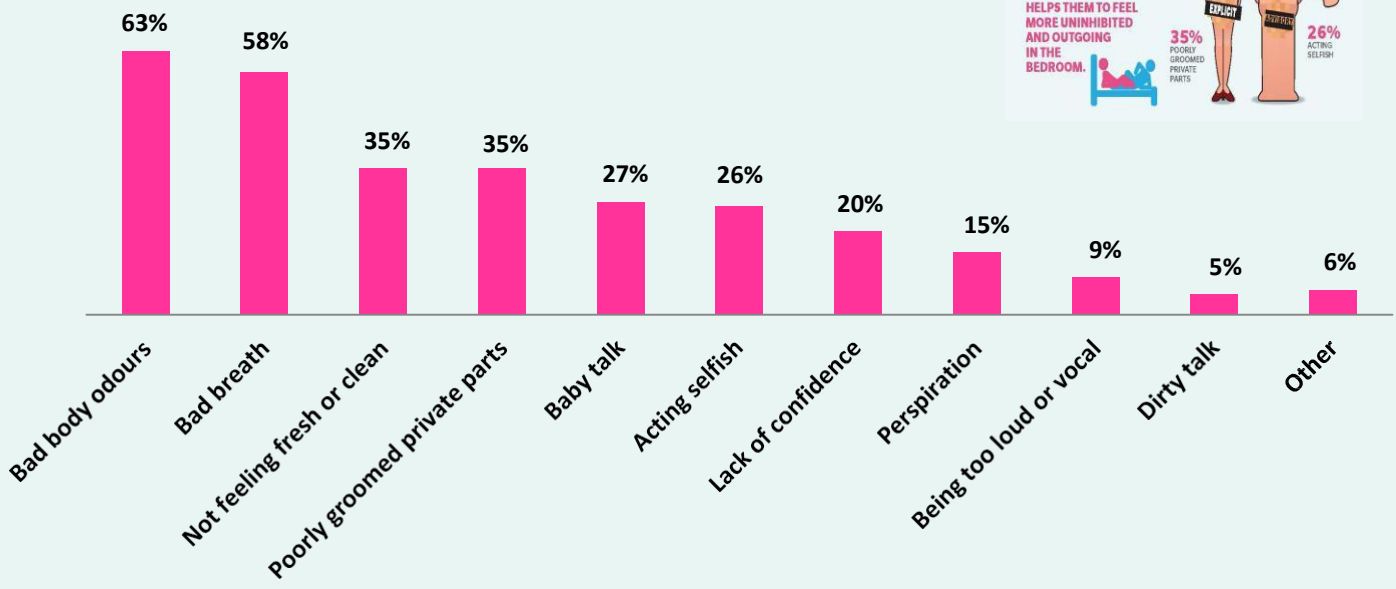




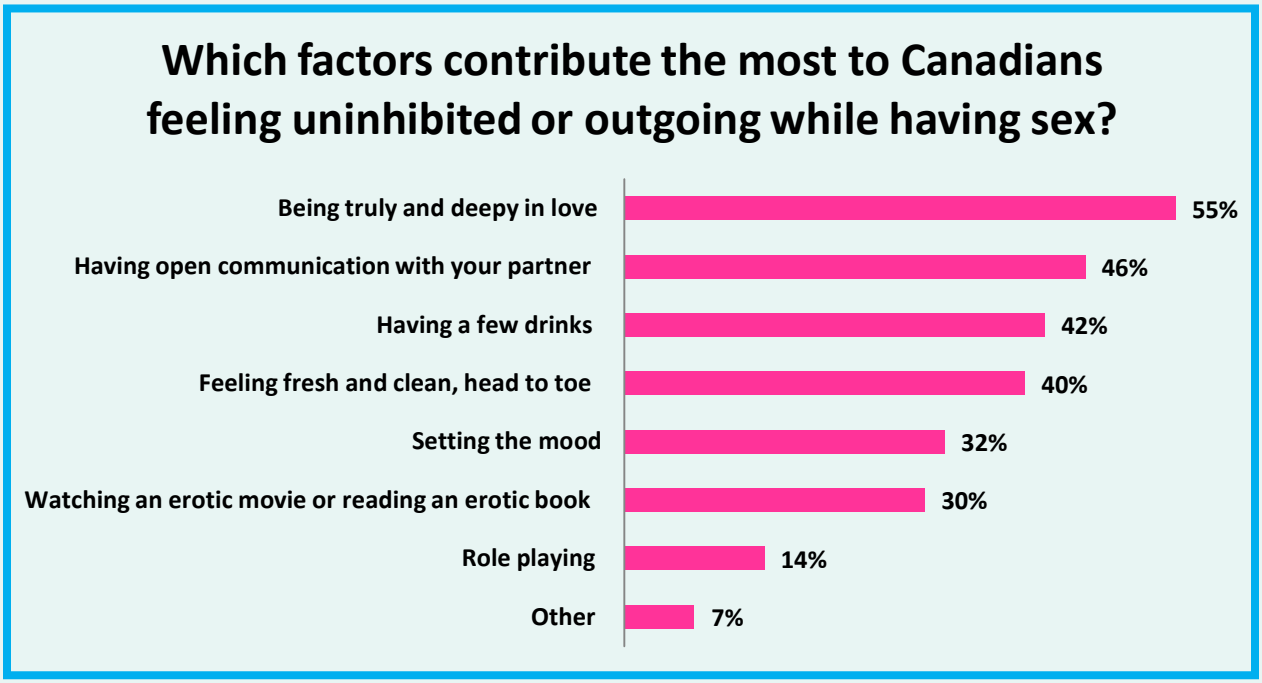
Clean is the new dirty

- Canadians prefer to keep things clean in the bedroom, with 63% agreeing bad body odour is the biggest turn off between the sheets. Other hygiene related turn-offs in the bedroom? Bad breath (58%) and not feeling fresh or clean (35%).

What are Canadians biggest turn-offs in the bedroom?

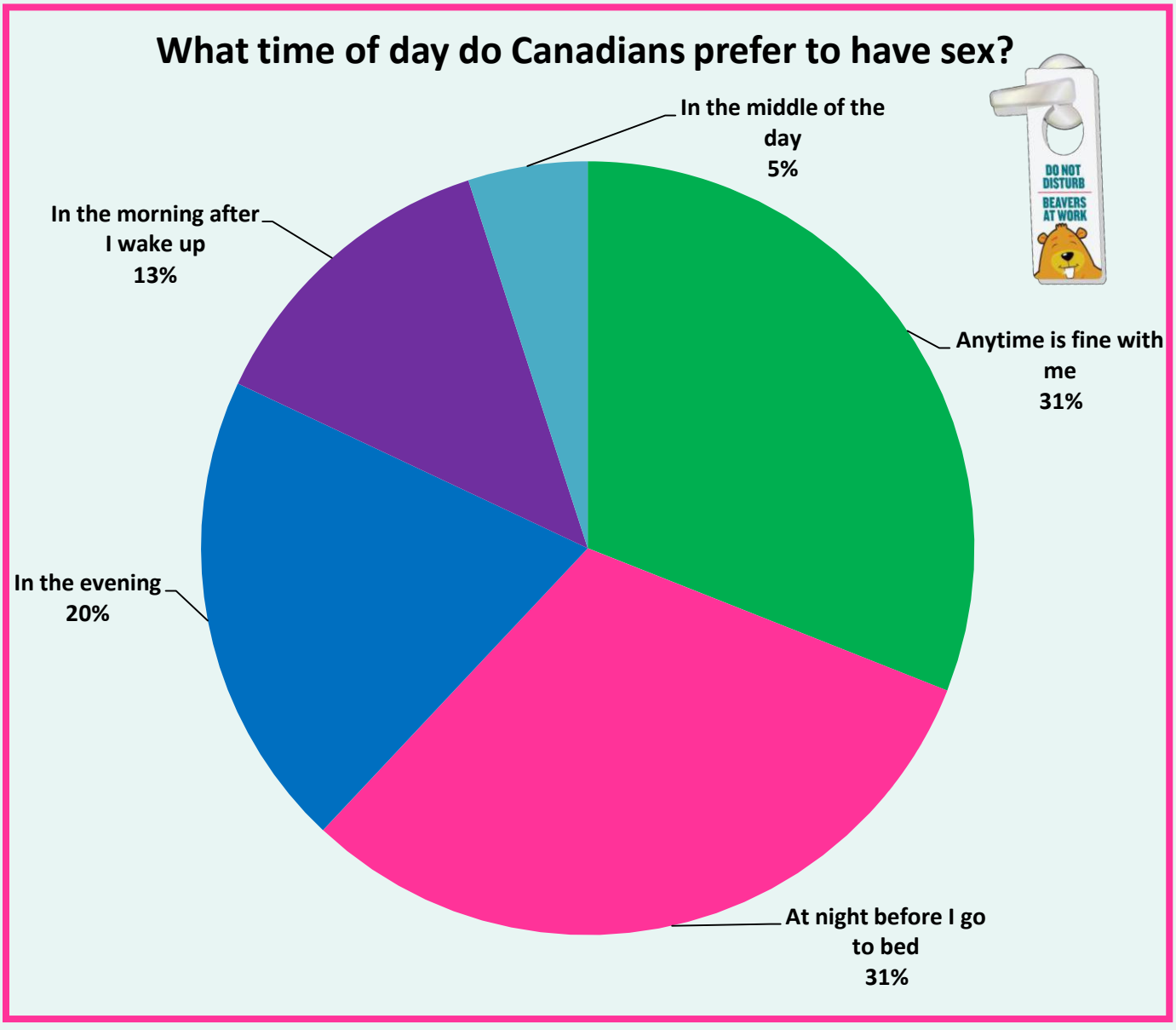


- What's more, 40% of Canadians believe feeling fresh and clean, head to toe, helps them to feel uninhibited or outgoing during sex.



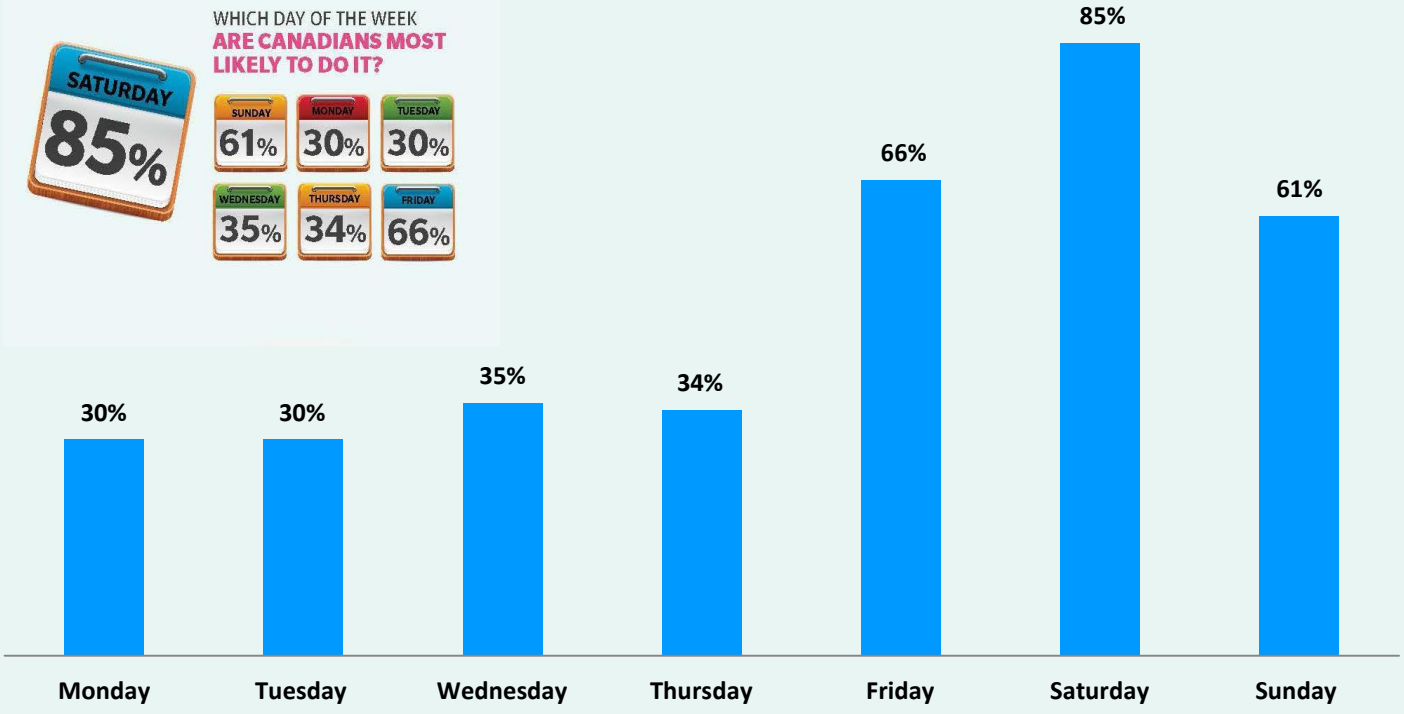
When the sun goes down, Canadians like to get busy

- Although 31% of Canadians say anytime is just fine for a sexual romp, half of Canadians prefer to wait for dusk to get down: 31% prefer to have sex at night, right before bed, while 20% of Canadians prefer to have sex in the evening.



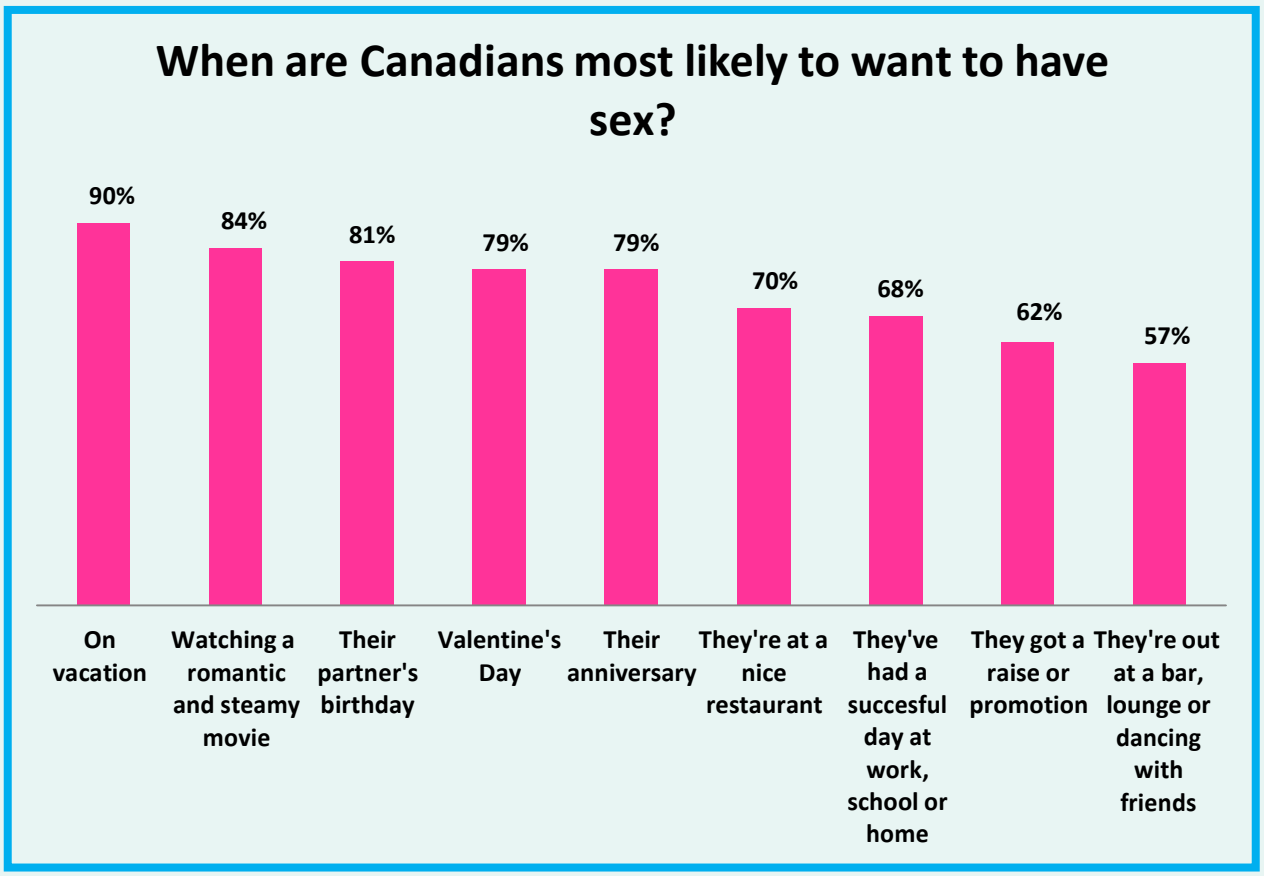
- Everybody's working for the weekend, and now we may know why: 85% of Canadians say they are most likely to have sex on Saturday, 66% say it's Friday, while 61% of Canadians have sex on Sunday.

What day of the week are Canadians most likely to have sex?



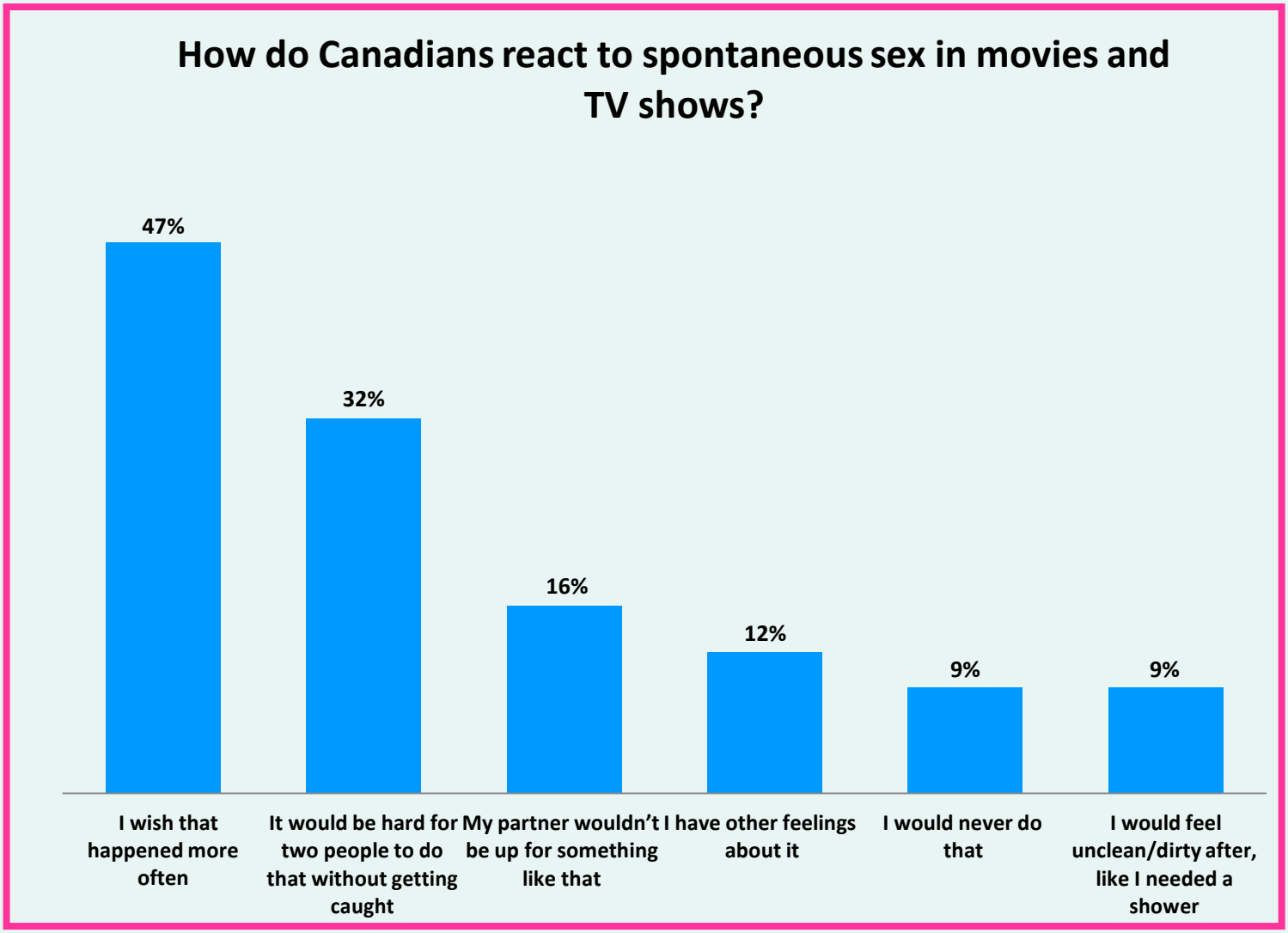
Love life ho hum? A vacation may be all you need to heat things up

- If you're feeling hot, but your partner is lukewarm, consider the following factors that turn on Canadians. The top three occasions that Canadians are more likely to want to have sex are:
    1. On vacation (90%)
    2. Watching a romantic, hot and steamy movie (84%)
    3. It's their partner's birthday (81%)

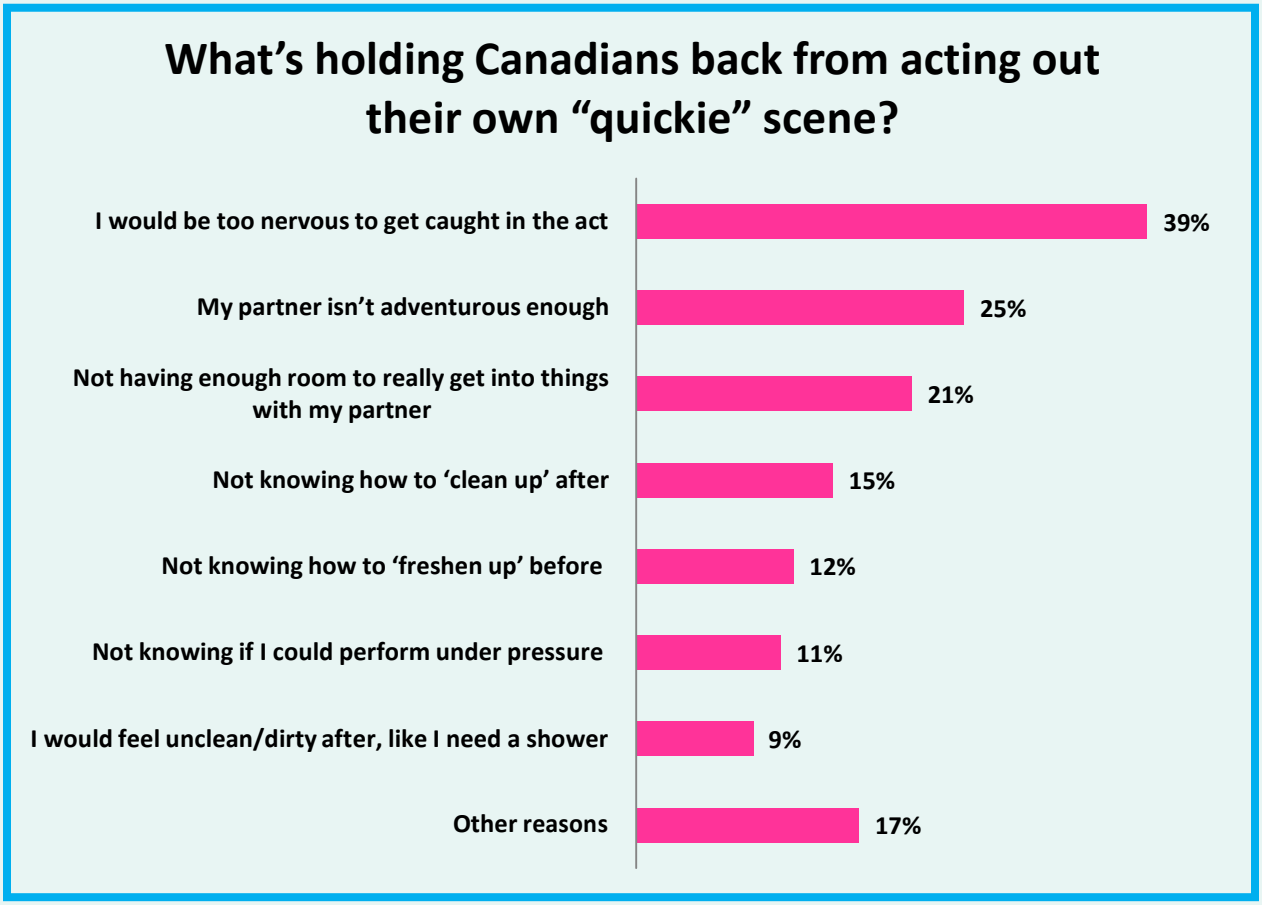


Canadians fantasize about a risky quickie – but fear getting caught

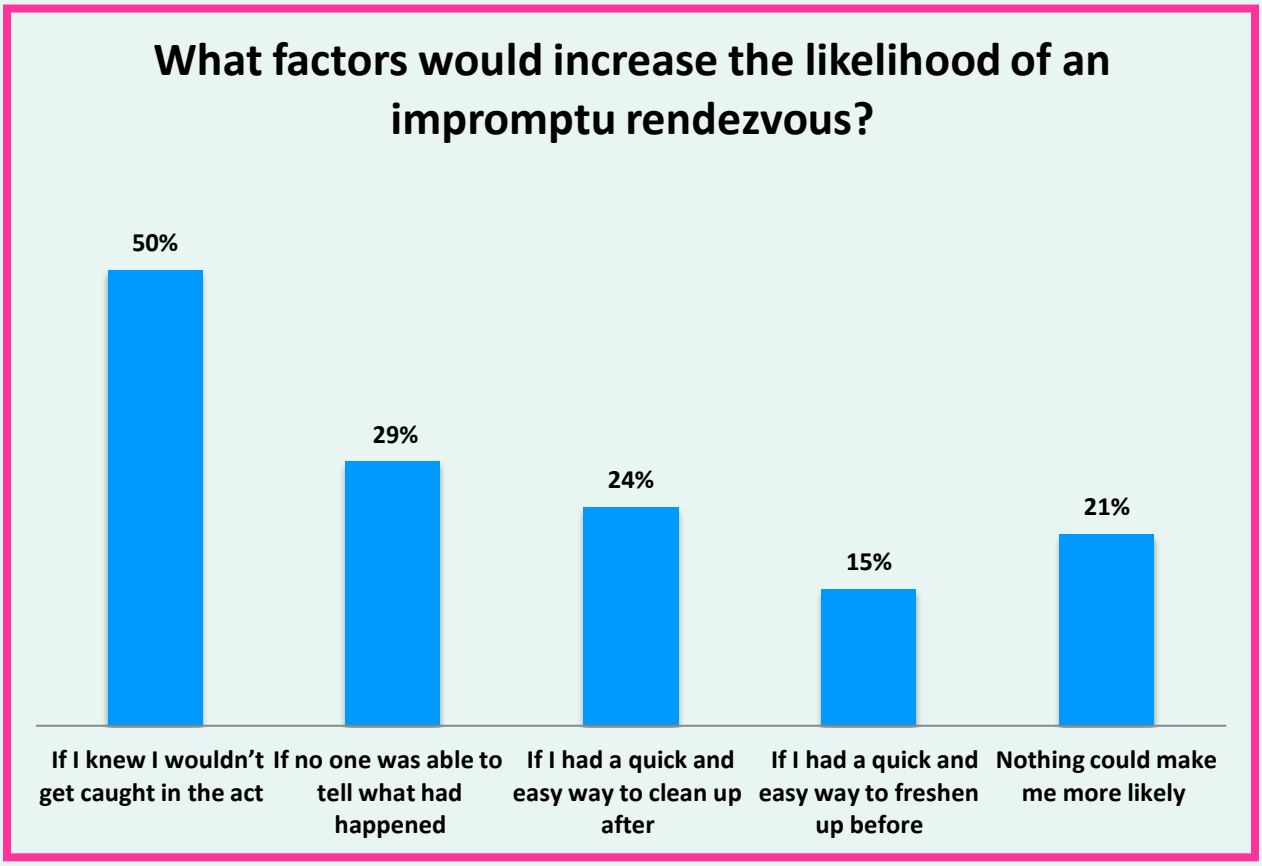
- Movies and TV shows often feature couples running off for a "quickie" – in an airplane, restaurant or at a party – only to come back as if nothing happened. Close to half of Canadians surveyed (47%) wish a scenario like this happened to them more often, and only 9% of Canadians say they would never do it.



- When asked what's holding them back from doing something similar with their partner, 39% would be too nervous to get caught in the act, many wouldn't know how to "freshen up" before (12%) or "clean up" after (15%), and 25% believe their partner isn't adventurous enough.

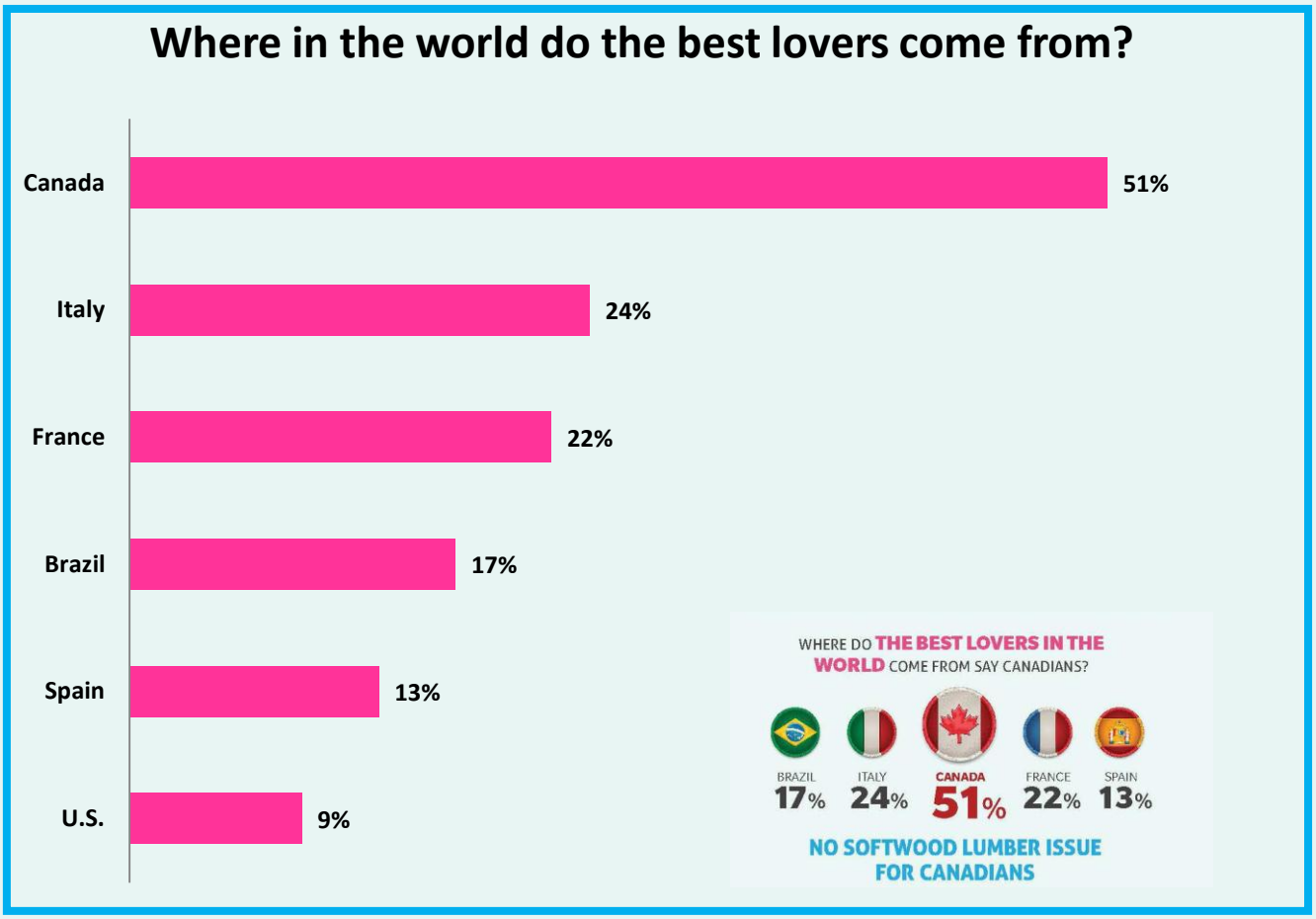


- A few factors that may increase the likelihood of more spontaneous hookups among Canadians include:
    - Knowing they wouldn't get caught (50%)
    - If no one was able to tell what had happened (29%)
    - Having a quick and easy way to freshen up before (15%) and clean up after (24%)



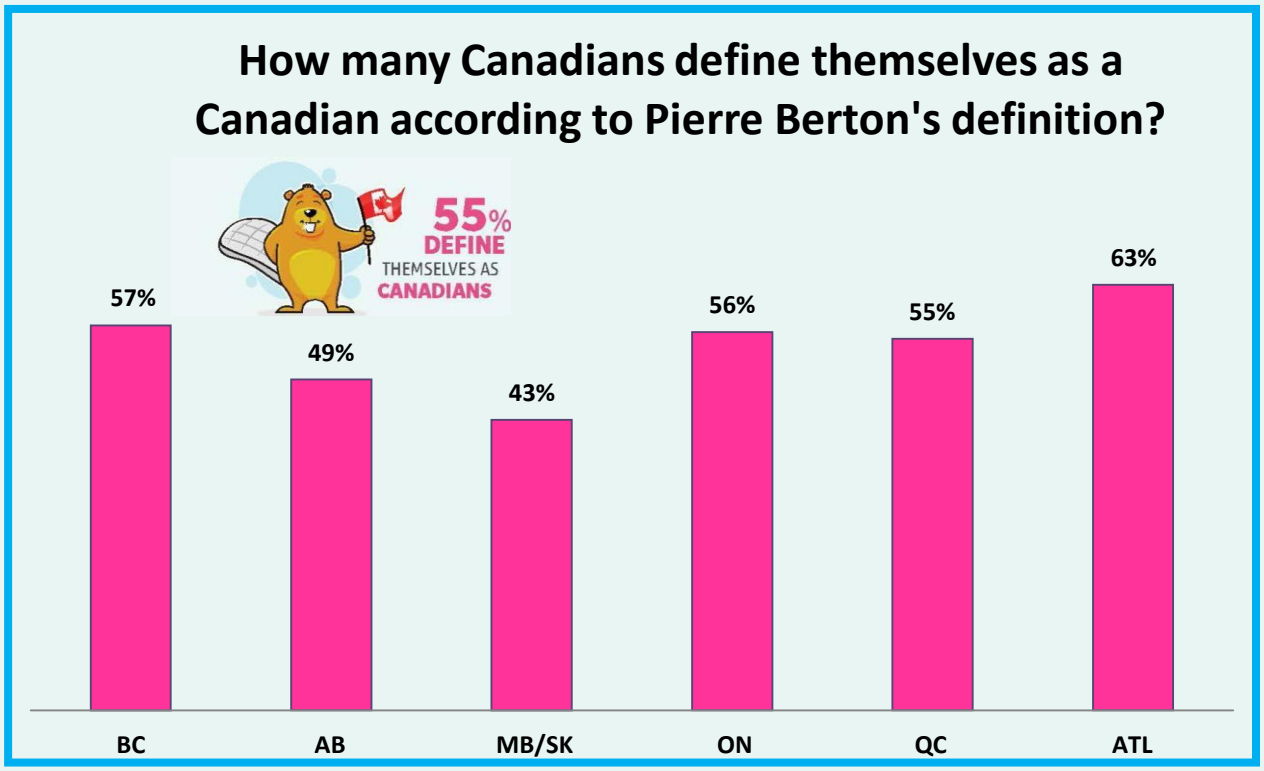
Canadian lumber stacks up

- Canadians believe their lumber is the best, with half (51%) stating the best lovers come from Canada. Other countries with well-rated lovers include Italy (24%) and France (22%).

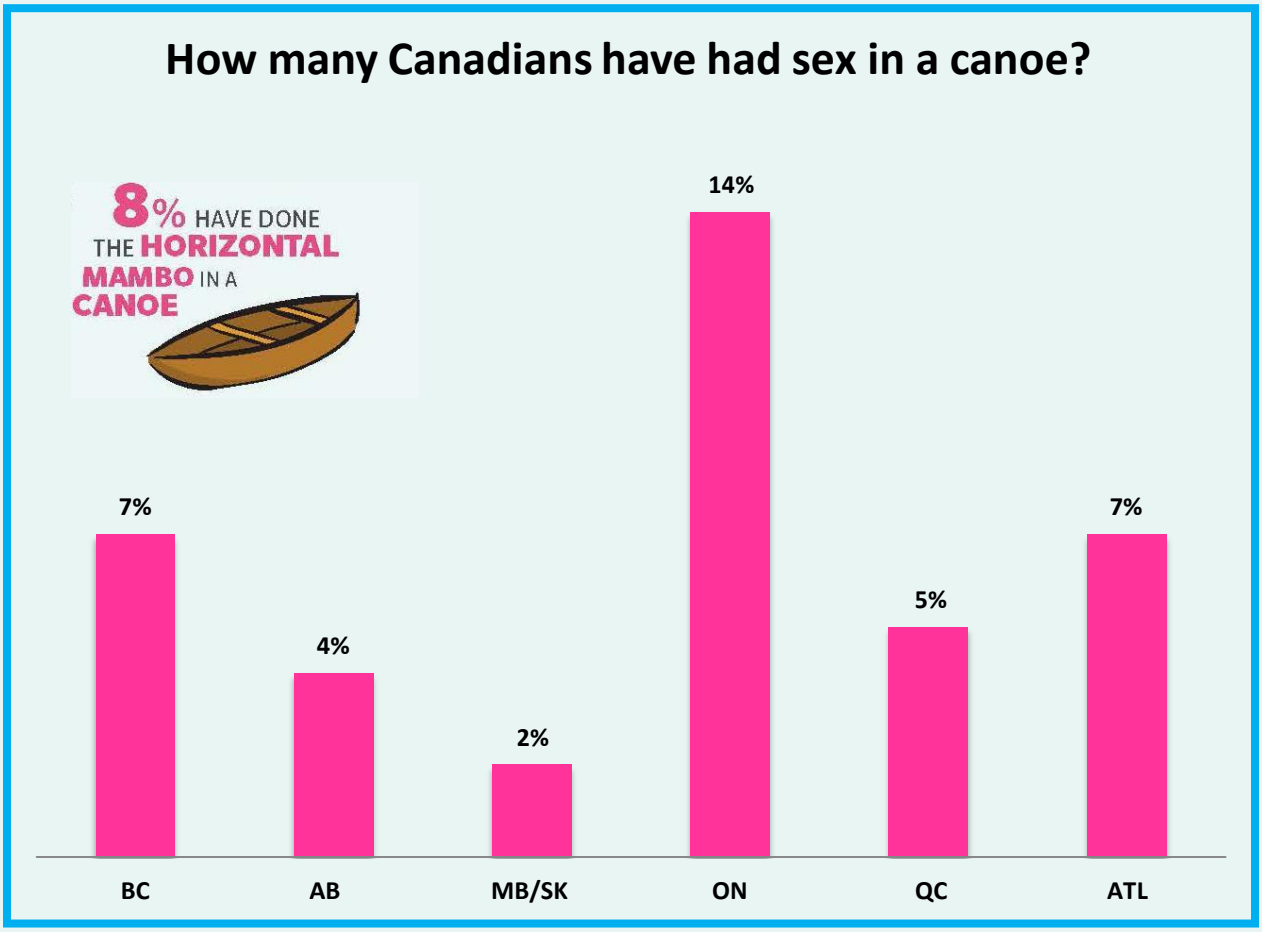


Pitching a tent isn't the only thing Canadians can do in the great outdoors

- Canadian novelist Pierre Berton said, "A Canadian is someone who knows how to have sex in a canoe." By this definition, over half (55%) of respondents believe they are a Canadian, with Atlantic Canadians most likely to consider themselves so (63%).

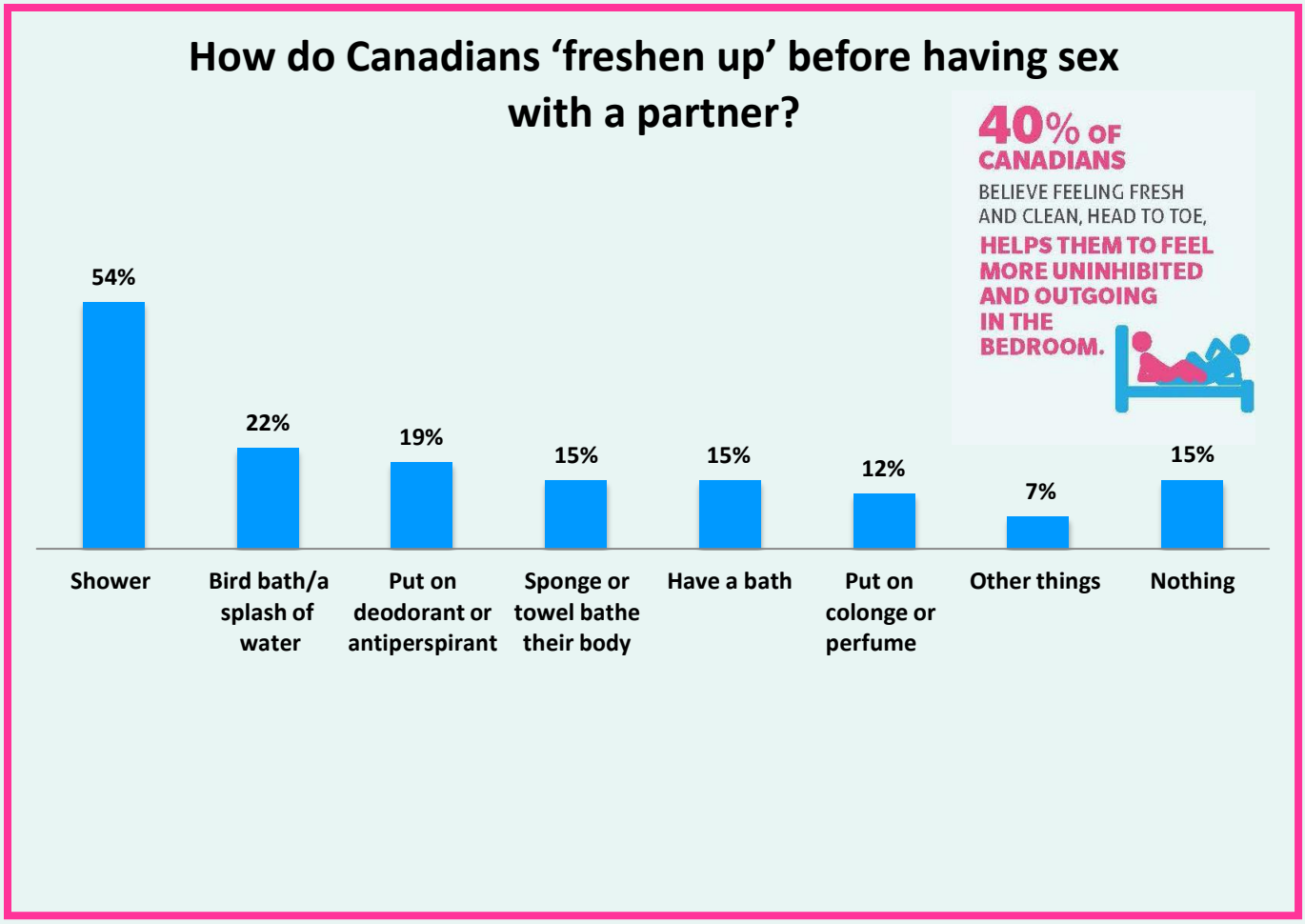
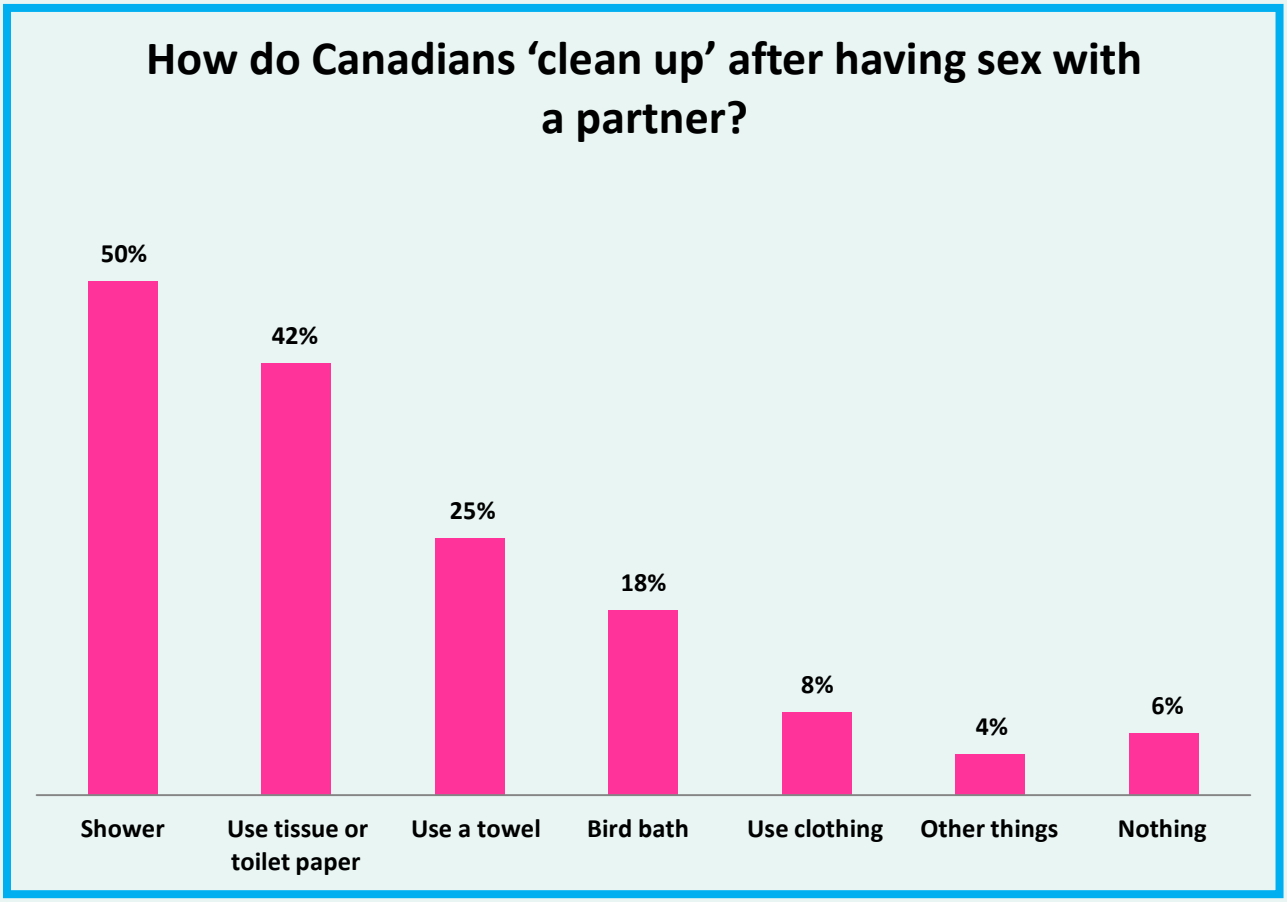


- However, only 8% of Canadians have actually had sex in a canoe, with Ontarians most likely to report they have conqured this feat (14%).



Canadians come clean about their clean-up habits – pre and post the main event

- The majority of Canadians (85%) “freshen up” before getting intimate with their partner. However their “getting fresh” methods vary. Over half of Canadians (54%) take time for a shower before having sex, while 22% opt for a “bird bath”, 15% towel bathe and another 15% have a full bath. However, 19% of Canadians admit to only putting on deodorant or antiperspirant and 12% simply put on cologne or perfume.



- After the main event, being fresh and clean isn't a priority for many Canadians: Only half (50%) shower after sex while 42% use a tissue or toilet paper, 25% use a towel, 18% have a bird bath and 8% use clothing (e.g. underwear, sock or a t-shirt).