

# SuperSoft<sup>®</sup> Odor Control Fluff Pulp

**Exceptional odor control  
for more discreet products  
consumers can depend on.**

Our innovations translate into product attributes that can set your brand apart for the following applications:



Baby  
Diapers



Incontinence  
Products



Bed Pads



Pet Pads



# Fiber Innovations That Differentiate Your Brand

## SuperSoft® Odor Control fluff

pulp combines innovative odor control with excellent absorbency to deliver a solution for ammonia odor for baby diapers, incontinence products, and bed/pet pads.

With our fluff pulp, you can produce safe, effective products that environmentally conscious consumers demand because our pulp is made using 100% renewable, responsibly sourced natural fibers.



*SuperSoft Odor Control fluff pulp has been scientifically proven to inhibit ammonia for up to 8 hours. You can be confident that our fluff pulp begins to work immediately to deliver the discretion consumers desire.*

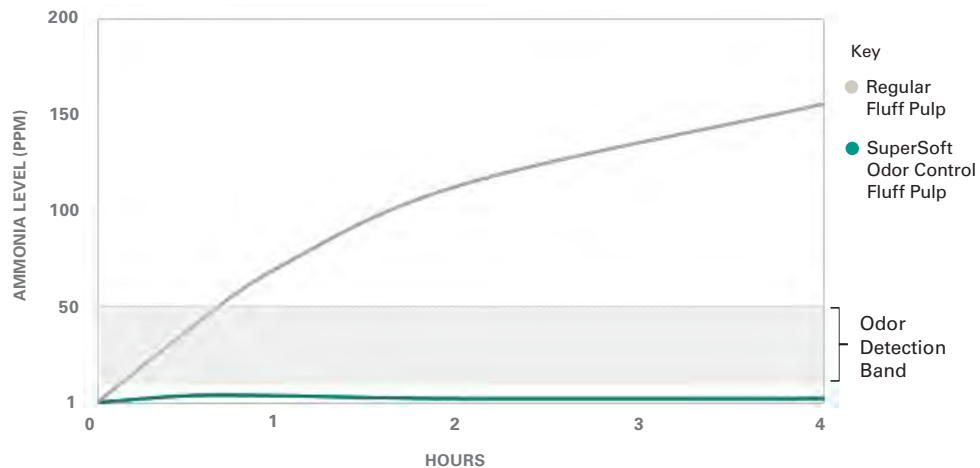


All of the data is based on International Paper's internal lab testing and is in comparison to International Paper's regular fluff pulp, unless otherwise stated.

## Innovative Odor Control Technology

SuperSoft Odor Control fluff pulp inhibits the formation and smell of ammonia, delivering exceptional protection when compared to alternative odor control solutions.

SuperSoft Odor Control delivers far superior protection vs. regular fluff pulp.



## Improved Supply Assurance

We understand your need for on-time, high-quality fluff pulp that meets your specifications. That's why we are releasing our SuperSoft Odor Control fluff pulp offerings at multiple International Paper production sites.

## Cost-Savings

SuperSoft Odor Control is a low-cost alternative for inhibiting ammonia generation in your products. Plus it includes all the great absorption properties that consumers demand.

# Exceptional Products Consumers Demand

## Discretion

You can be assured that the ammonia-fighting abilities of our fluff pulp will provide discretion throughout the day.

## Security & Dryness

With fast acquisition times and high absorbency, SuperSoft Odor Control helps prevent embarrassing leaks. Quick wicking also helps move wetness away from skin, offering dryness and comfort for delicate skin.

**For more information, visit [IPGCF.com](http://IPGCF.com) or email [GCInfo@ipaper.com](mailto:GCInfo@ipaper.com).**