



MARKETING

2026



VALUE

Appeal to the vast majority of value-conscious consumers to drive volume growth & market share

- Relevance
- Affordability

CHAMPION

HANA



INNOVATION

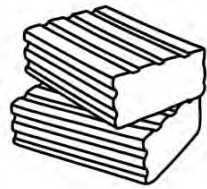
Bring into the mainstream fragrance innovations and drive brand excitement & loyalty

- Uniqueness
- Enhanced Experiences

Calla



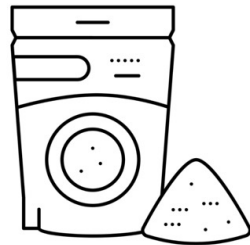
Entire Champion portfolio built for **EASE**



DETERGENT BARS

EASE in SCRUBBING

Scrubs away stubborn dirt and stains with less effort



DETERGENT POWDER

EASE in WASHING

Achieves desired laundry results faster and more easily



LIQUID DETERGENT

EASE in USE

Made for modern washing (hand or machine)



FABRIC CONDITIONER

EASE in CARE

Freshens and softens to cap off clean results



DISHWASHING

EASE in GREASE

Easy grease removal in the format you prefer



1977

SINCE

Ang baretang long-lasting.

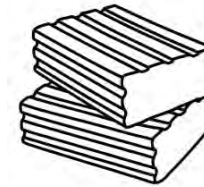
CHAMPION

SUPRA POWER X-STAIN TECHNOLOGY

SUPRA CLEAN ORIGINAL SCENT

DETERGENT BAR 370g

PEERLESS PRODUCTS MANUFACTURING CORP.



EASE in SCRUBBING

Highly compact and long-lasting detergent bar to serve both cleaning and value-oriented needs of our consumers

BENEFIT:	COMPACTNESS	<table border="1"> <tr> <td>CHAMPION</td> </tr> <tr> <td>Supra Clean</td> </tr> <tr> <td>79</td> </tr> </table>	CHAMPION	Supra Clean	79	TIDE				
CHAMPION										
Supra Clean										
79										
Ability to remain INTACT and SOLID for better scrubbing efficacy during the wash		Lemon & Kalamansi	Original Scent	Garden Bloom	Perfume Fantasy	Nature Fresh				
ACTION STANDARD:	WIN ON SOAK TEST	65	63	64	57	60				
Bar soaked in water for 6 hours; the higher the % retained, the better		PRIDE								
		Power Blue	Linis Tawas	Kalamansi and Jasmine						
		65	68	71						

BENEFIT:	LONG-LASTINGNESS	<table border="1"> <tr> <td>CHAMPION</td> </tr> <tr> <td>Supra Clean</td> </tr> <tr> <td>203 hours</td> </tr> </table>	CHAMPION	Supra Clean	203 hours	TIDE				
CHAMPION										
Supra Clean										
203 hours										
Ability to remain USEFUL and deliver the cleaning required until almost completely finished		Lemon & Kalamansi	Original Scent	Garden Bloom	Perfume Fantasy	Nature Fresh				
ACTION STANDARD:	WIN ON DISSOLUTION TEST	122 hours	112 hours	112 hours	74 hours	112 hours				
Sample bar soaked in water until totally melted; the longer the better		PRIDE								
		Power Blue	Linis Tawas	Kalamansi and Jasmine						
		55 hours	76 hours	70 hours						



Champion Supra Clean bars provide superior efficacy during the wash, leaving clothes smelling clean and fresh.



Floral scented Champion With Fabric Conditioner detergent bars still deliver the same cleaning power as any of its bars.



Incorporating blue dye or “tina” in this variant, Champion Blue Original makes whites whiter instantly upon wash.



Champion Citrus Fresh has the kalamansi scent that not only refreshes, but gives consumers an added assurance of clean.



Champion Sunny Fresh contains antibacterial ingredients that protect clothes from malodor-causing bacteria.

CHAMPION

DETERGENT BAR



FEATURES

- Highly **COMPACT** and **SMOOTH** detergent bar
- **HOMOGENEOUS** bar
- Remains among the most **AFFORDABLE** in the market



ADVANTAGES

- **LONG-LASTING** bar
- **EASY** on the hands and on clothes
- Efficacy **THROUGHOUT** use, even until the very last sliver
- **BEST VALUE** versus competitors



BENEFITS

- Consumers get the **QUALITY** that they pay for
- **EASE** of cleaning with every scrub
- **ACCESSIBLE QUALITY** for every Filipino family

SINCE **2004**

Ang powder na puro.

SUPRA POWER
CHAMPION
QUICK + EASY CLEAN

Shorter Soaking Time
Less Scrubbing Needed
Effortless Clean and Fresh Clothes

TECHNOLOGY:
Fast Dissolving Granules
High Actives for Rapid Action
Stain-Attacking Enzymes

SCENT:
SUPRA CLEAN



EASE in WASHING

Superior cleaning that makes the laundry chore more effortless for Filipino moms



Packaging to get our message across to shoppers/consumers

- 1. Centered logo to ensure visibility on shelf
- 2. Variant name highlighting end-benefit to consumers
- 3. Information Panel:
 - a. Specific, reinforced benefits from the variant
 - b. Technology / Reasons-to-Believe
 - c. Scent/Fragrance




Quick Washing

Fabric Care
and Freshening

Stain Removal

Antibacterial

Whitening

 <p>The image shows a 40g packet of Champion Quick + Easy Clean detergent. The packet is primarily blue with a yellow and white section at the bottom. The text on the packet includes 'SUPRA POWER' at the top, the 'CHAMPION' logo in a blue swoosh, and 'QUICK + EASY CLEAN' below it. A yellow banner at the bottom left lists benefits: 'Shorter Soaking Time', 'Less Scrubbing Needed', and 'Effortless Clean and Fresh Clothes'. To the right, it lists 'TECHNOLOGY: Fast Dissolving Granules, High Actives for Rapid Action, Stain-Attacking Enzymes' and 'SCENT: SUPRA CLEAN'.</p>	 <p>The image shows a 40g packet of Champion Fabric Conditioning and Refresh detergent. The packet is primarily blue with a pink and white section at the bottom. The text on the packet includes 'SUPRA POWER' at the top, the 'CHAMPION' logo in a blue swoosh, and 'FABRIC CONDITIONING AND REFRESH' below it. A pink banner at the bottom left lists benefits: 'Delightfully Fragrant Laundry', 'Brightens Colors and Whites', and 'Keeps Clothes Looking and Feeling New'. To the right, it lists 'TECHNOLOGY: High Level of Fragrance Oil, Color Brightening Enzymes, Fabric Care Formula' and 'SCENT: WITH FABRIC CONDITIONER'.</p>	 <p>The image shows a 40g packet of Champion Easy Stain Removal detergent. The packet is primarily blue with a green and white section at the bottom. The text on the packet includes 'SUPRA POWER' at the top, the 'CHAMPION' logo in a blue swoosh, and 'EASY STAIN REMOVAL' below it. A green banner at the bottom left lists benefits: 'Removes Wide Range of Stains', 'No Need for Additional Washing Aids', and 'Delicate Fragrance for the Whole Family'. To the right, it lists 'TECHNOLOGY: Multi-Enzymes for Stubborn Stains, Dirt Fighting Actives, Residue-Resistant Fragrance Oil' and 'SCENT: CITRUS FRESH'.</p>	 <p>The image shows a 40g packet of Champion Anytime Wash: Fights Malodor detergent. The packet is primarily blue with a red and white section at the bottom. The text on the packet includes 'SUPRA POWER' at the top, the 'CHAMPION' logo in a blue swoosh, and 'ANYTIME WASH: FIGHTS MALODOR' below it. A red banner at the bottom left lists benefits: 'Wash + Dry Anytime: Rain or Shine, Night or Day, Indoor or Outdoor', 'Helps Keep Clothes Koolab-Free', and 'Removes Odors, Maintains Freshness'. To the right, it lists 'TECHNOLOGY: Antibacterial, Deep-Cleaning Actives, Enzymes for Odor-Causing Stains' and 'SCENT: SUNNY FRESH'.</p>	 <p>The image shows a 40g packet of Champion Blue Powder detergent. The packet is primarily blue with a light blue and white section at the bottom. The text on the packet includes 'SUPRA POWER' at the top, the 'CHAMPION' logo in a blue swoosh, and 'BLUE POWDER' below it. A light blue banner at the bottom left lists benefits: 'Effective in All Types of Water', 'Instant and Vibrant Whites', and 'Clean and Fresh Fragrance'. To the right, it lists 'TECHNOLOGY: Optical Blue Brighteners, Advanced Whitening Actives, Color-Safe Formula' and 'SCENT: FRESH BREEZE'.</p>
<p>Reduces soaking and scrubbing time with its high active formulation, to achieve clean, fresh-smelling clothes effortlessly</p>	<p>Restorative formula cares and smoothens fabrics to bring back clothes' vibrance, while leaving a fresh, floral scent that lasts.</p>	<p>Incorporated with enzymes to help remove various stubborn stains with ease without the need for extra washing aids.</p>	<p>Antibacterial formulation works to guarantee fresh and clean clothes regardless of washing and drying conditions</p>	<p>Light blue cleaning granules counteract "paninilaw" in fabrics due to hard water, making whites instantly brighter.</p>

CHAMPION

DETERGENT POWDER



FEATURES

- **HIGH ACTIVE** ingredients
- Formulated with **ENZYMES**
- **PURE** and **CONSISTENT** granules
- Among the most **AFFORDABLE** in the market



ADVANTAGES

- **BETTER WETTING** ability to remove soils on fabrics
- **TARGETS** and **ATTACKS** various stains
- No fillers, **ALL** ingredients are **USEFUL**
- **VALUE** for money



BENEFITS

- **LESS EFFORT** needed when washing
- Easy **STAIN REMOVAL**
- Every powder granule **CONTRIBUTES** to the wash
- **ACCESSIBLE QUALITY**



SINCE 2021

Angat sa bula,
angat sa laba!

CHAMPION
LIQUID DETERGENT
SUPRA POWER
*77% MORE
20 cycles

1.6L = 20 Champion Blue Loads



EASE in USE

**Modern washing (whether
handwash or machine wash)
made easier with a high-foaming
formulation that effectively
cleans**

Highly effective liquid detergent, at half the price of the market leader

BETTER WHITENING
vs. leading liquid detergent brand

ASC APPROVED
JUNE 11, 2021

BY:

➤

LIQUID DETERGENT	% ACTIVE	mL	% ACTIVE PER WASH	PRICE
	16.46%	60mL	9.88%	Php 15.60
	10.62%	64mL	6.80%	Php 7.62
	17.34%	65mL	11.27%	Php 7.53
	17.24%	40mL	6.90%	Php 5.00

- High % Active Content
- High Foaming
- With freshness capsules

Available in 2 high-quality, high-foaming variants:
its flagship fresh **Original Scent**, and its latest floral **“with Fabric Conditioner”** Scent



CHAMPION

LIQUID DETERGENT



FEATURES

- **HIGH ACTIVE** ingredients
- **HIGH FOAMING** formulation
- **AFFORDABLE** pricing despite high mL



ADVANTAGES

- **BETTER** ability to clean than the leading brands
- Considers **CONSUMER PREFERENCE** based on what they're used to
- **BEST VALUE** versus competitors






BENEFITS

- Consumers get the **QUALITY** that they pay for
- **REASSURES** consumers of potency and efficacy, thereby lessening their expenses
- **ACCESSIBLE QUALITY** for every Filipino family



EASE in CARE

Complements clean laundry results with better freshening and softening benefits for the entire family.

 <p>FRESH DAY</p> <h1>CHAMPION</h1> <p>ANTIBACTERIAL</p> <p>Prevents Bacteria Growth Anti-Kulob Freshness Fragrance Release While Wearing</p> <p>TECHNOLOGY: Antibacterial Odor Neutralizers Freshness Capsules</p> <p>SCENT: FRESH DAY</p> <p>LIQUID FABRIC CONDITIONER READY-TO-USE 28mL</p>	 <p>PINK FRESH</p> <h1>CHAMPION</h1> <p>FRAGRANTLY SOFT</p> <p>Soft and Smooth For Easy Ironing Lasting Fragrance Even When Dry Makes Clothes Comfortable to Wear</p> <p>TECHNOLOGY: Wrinkle Reduction Freshness Capsules Comfort Care Formula</p> <p>SCENT: PINK FRESH</p> <p>LIQUID FABRIC CONDITIONER READY-TO-USE 28mL</p>	 <p>TIPID PACK</p> <p>BLUE SERENITY</p> <h1>CHAMPION</h1> <p>ODOR-AWAY</p> <p>Protects Against Odor Active Freshness All-Day Comfort</p> <p>TECHNOLOGY: Odor-Away Scent Fresh Burst Tech</p> <p>SCENT: BLUE SERENITY</p> <p>LIQUID FABRIC CONDITIONER READY-TO-USE 22mL</p>
<p>Powered by antibacterial formulation that fights germs and keeps clothes fresh and clean regardless of washing and drying conditions</p>	<p>Formulated to restore, smoothen, and revive fabrics, bringing back their natural vibrance and all-day comfort</p>	<p>Infused with Odor-Away formulation that helps neutralize unwanted odors and keeps fabrics fresh from morning to night</p>

CHAMPION

FABRIC CONDITIONER



FEATURES

- **ANTIBACTERIAL** (for flagship Fresh Day variant)
- **HIGH ACTIVE** (quats)
- With **FRAGRANCE CAPSULES**



ADVANTAGES

- **MALODOR REMOVAL + PREVENTION**
- Better **SOFTENING** of laundered clothes
- **LONG-LASTING** fragrance delivery



BENEFITS

- Guaranteed **FRESHNESS** that consumers need
- **SOFTER + SMOOTHER** clothes that consumers can feel
- **PREMIUM** fragrance benefit at an affordable price



EASE in GREASE

Champion's effective cleaning translated to dishwashing to deliver on grease and germ removal.

Now made available in a Dishwashing Paste format



Champion Dishwashing Paste delivers antibacterial benefits and 3X power formula*, removing grease, dirt, and malodors better than the #1 brand.

CHAMPION

DISHWASHING LIQUID



FEATURES

- **HIGH ACTIVE** ingredients
- **ANTIBACTERIAL**
- Now available in both **LIQUID** & **PASTE** formats



ADVANTAGES

- **IMPROVED** emulsification, dispersion, and foaming; even in **HARD-TO-REACH** areas
- **STOP** growth of pathogenic **BACTERIA**
- **SAME** cleaning **BENEFITS** regardless of format preference



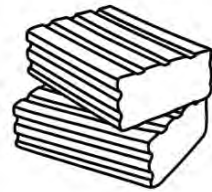
BENEFITS

- Dishwashing made **EASIER** and **SAFER** for entire **FAMILY**
- Peace of mind with **ADDED** layer of **PROTECTION**
- **GREASE-FREE** and **GERM-FREE** in the format you prefer

Calla

FRAGRANCE

INNOVATION



DETERGENT BAR



DETERGENT POWDER

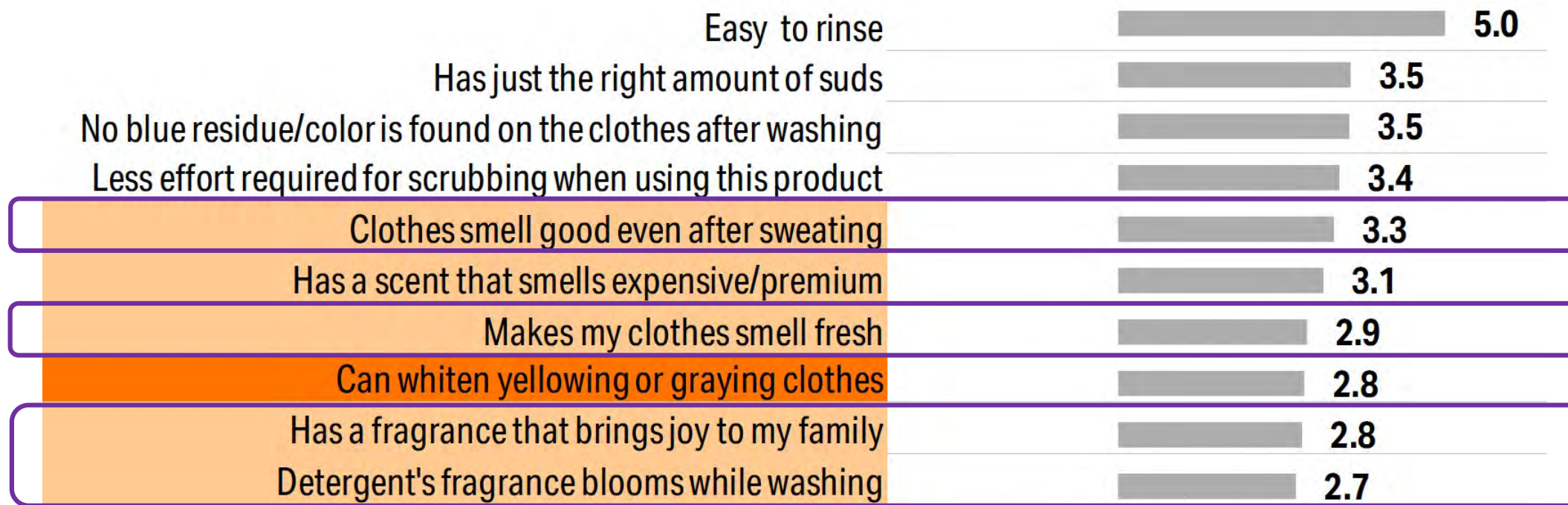


LIQUID DETERGENT



FABRIC CONDITIONER

Fragrance remains a highly relevant benefit even in DETERGENT BARS



New Calla XL Bar 440g delivers extended use and superior longevity providing **more bango, more washes and lasting value**

Available in Calla's best-selling fragrances:

Floral Fresh and **Rose Garden**



Calla DETERGENT BAR



FEATURES

- Highly **COMPACT** and **SMOOTH** detergent bar
- **XL 440g** Bar (70g+ more than usual bars)
- Calla's **FRESH PRO-TECH** for **FRESHNESS** delivery in bars



ADVANTAGES

- **LONG-LASTING** bar
- **EASY** on the hands and on clothes
- **MORE SCRUBS, MORE FRAGRANCE** in every bar
- **UNIQUE** and **MALODOR-COMBATING** fragrances



BENEFITS

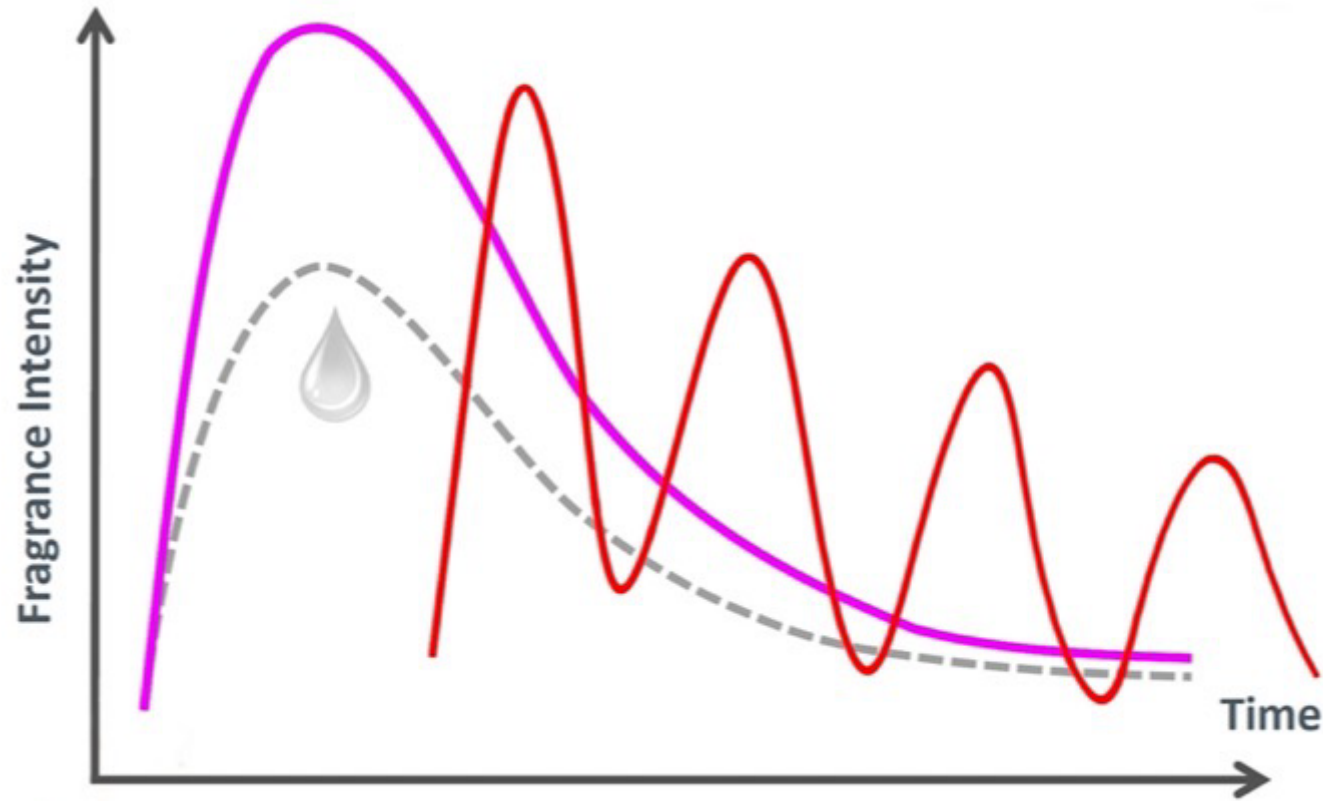
- Consumers get the **QUALITY** that they pay for
- **VALUE** for Money
- **UPLIFTING FRESHNESS** for mom and her family



DETERGENT POWDER

Tangibly providing Good Vibes from sampayan to sundown (from wash to wear) for moms and their families

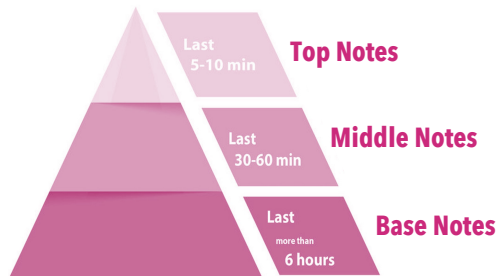




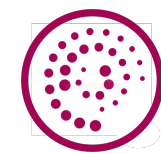
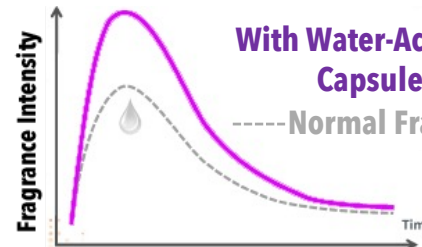
Made possible with the use of **3 Fragrance Technologies** to deliver on long-lastingness



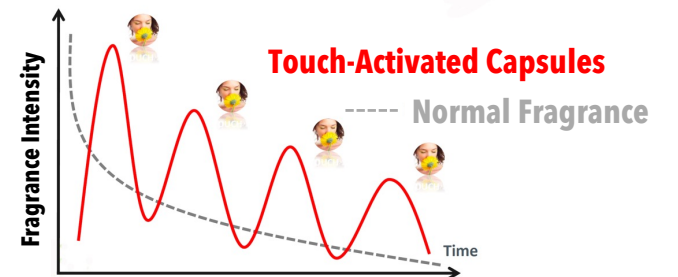
Fragrance Oils



Water-Activated Capsules

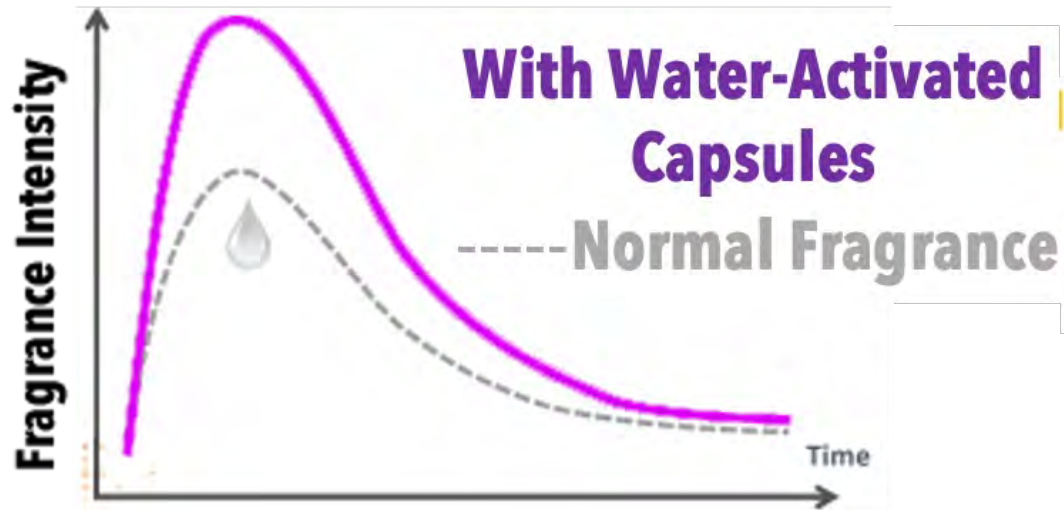


Touch-Activated Capsules



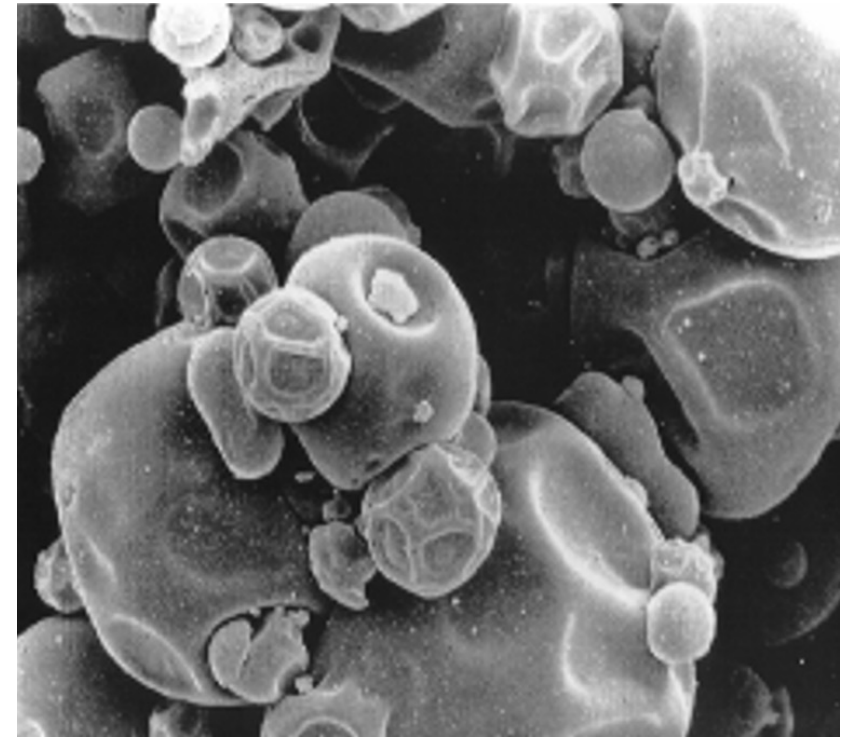


**Water-Activated
Capsules**

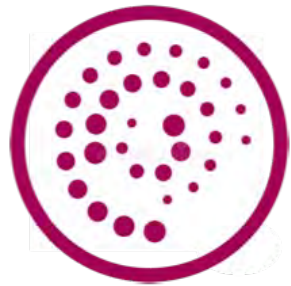


BENEFITS:

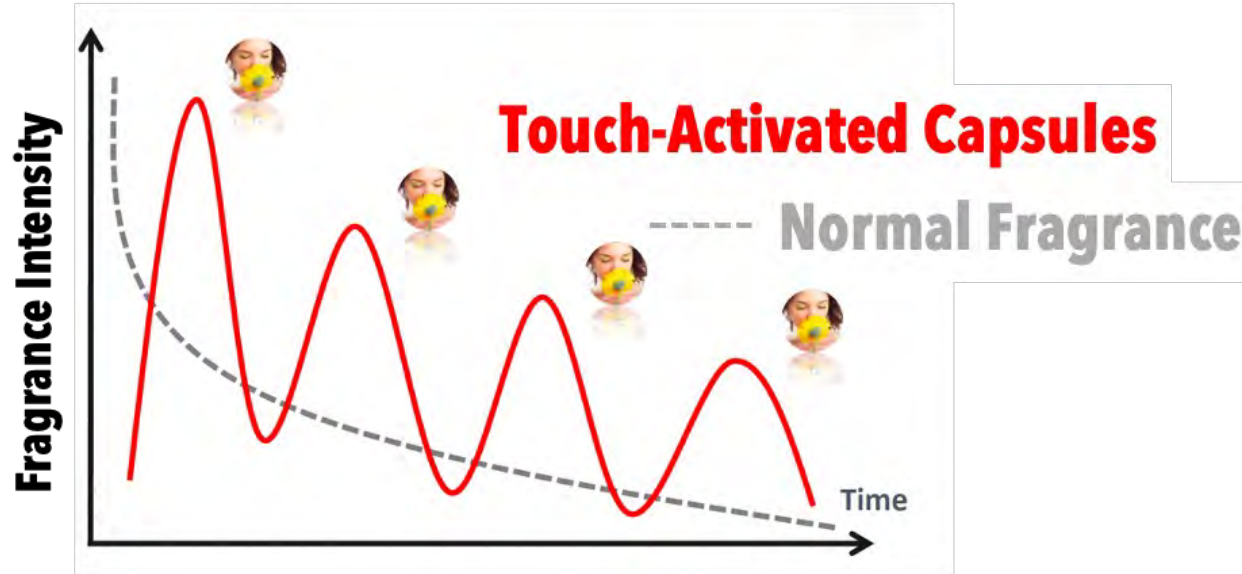
- Fragrance bloom
- Additional fragrance during the wash



Spray dried emulsion of fragrance with hydrophobically modified starch that is water soluble

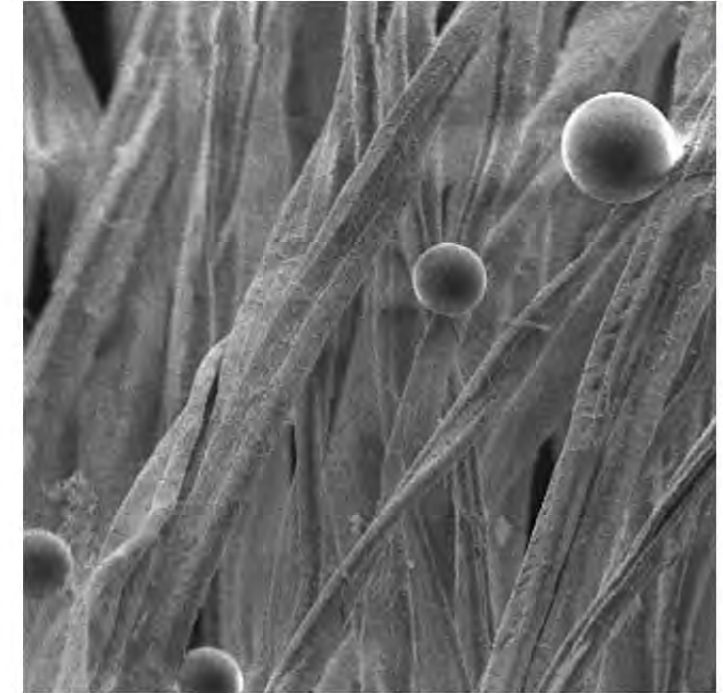


Touch-Activated Capsules



BENEFIT:

- Timed and longer-lasting fragrance even during wearing stage



A microscopic view of a fragrance capsule on fabric



BEFORE

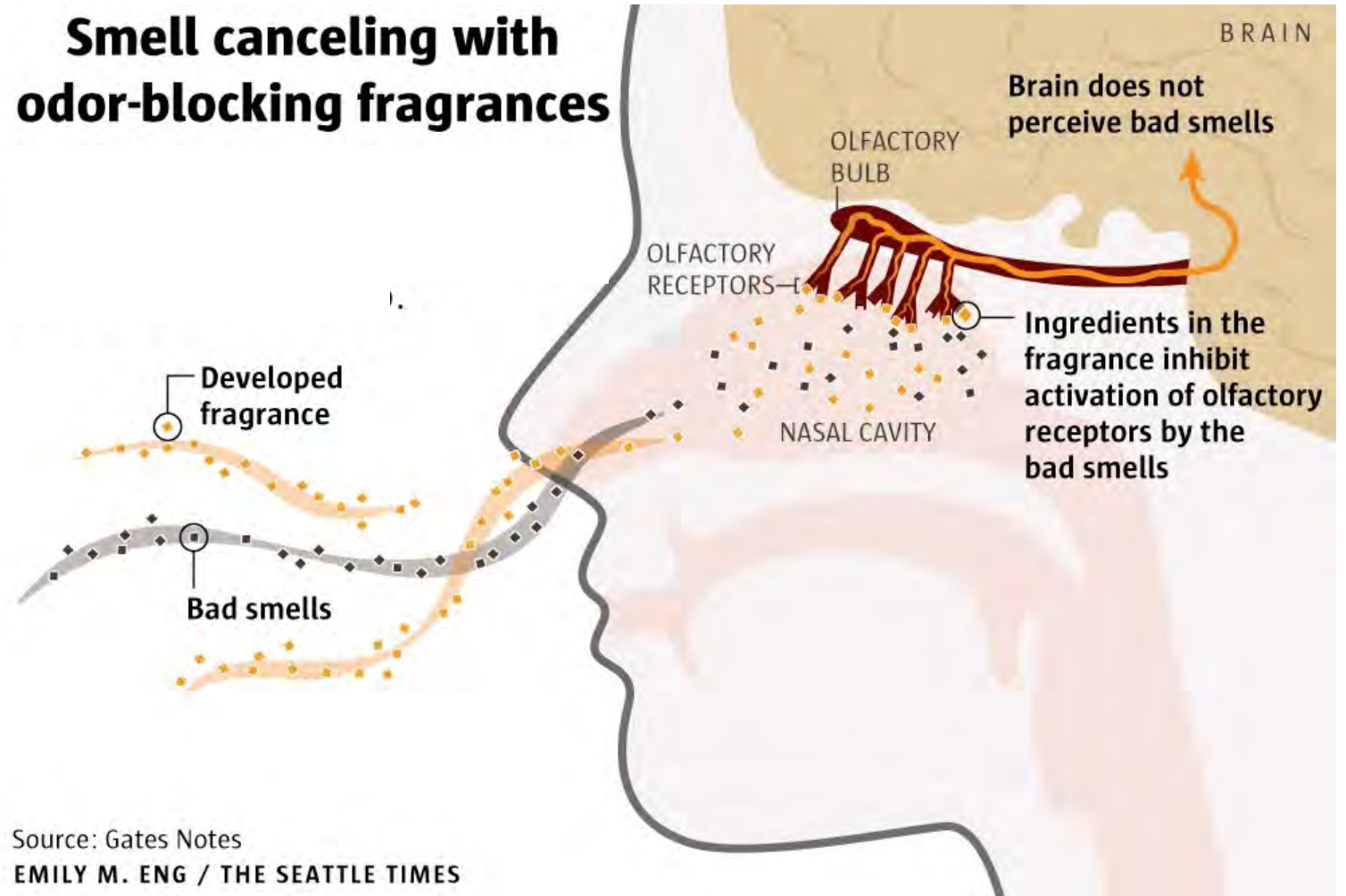


AFTER



Expertly-created fragrances that are able to combat and neutralize malodor

Smell canceling with odor-blocking fragrances



Source: Gates Notes
EMILY M. ENG / THE SEATTLE TIMES



Long-lasting freshness brought about by a bouquet of floral notes made especially for the entire family.



Familiar feminine fragrance of roses and flowers that stays on clothes and comforts.



With a new Cooling Scent that puts a twist to freshness delivery especially during the hot summer days.



New and unique combination of berries and florals to offer moms and families a different scent from what they've used before.

Calla DETERGENT POWDER



FEATURES

- **RIGHT** level of actives + enzymes
- With **UPLIFTING, FRESH PRO-TECH** Fragrances
- With **WATER-ACTIVATED** capsules
- With **TOUCH-ACTIVATED** capsules



ADVANTAGES

- **EFFECTIVE** removal of dirt and stains
- **FRESHNESS** during the wash and after
- **FRAGRANCE BLOOM** while washing
- **LONG-LASTING** fragrance delivery even during wear



BENEFITS

- **ENSURED DELIVERY** of cleaning requirements
- **GOOD VIBES** for mom and her family
- **ENJOYABLE** wash experience for mothers
- **UPLIFTING** freshness **ALL DAY**, regardless of conditions







LIQUID DETERGENT

Latest format innovation from Calla, providing clean and fragrant laundry while being gentle on the hands



Addresses a highly relevant pain point amongst powder users who deal with skin and fabric issues due to continuous use of powder

	Calla Ultra Care Liquid Detergent Concept
Clarity of message / comprehension	
Uniqueness	
Credibility	
Overall appeal	

 very good  good  poor



Calla LIQUID DETERGENT



FEATURES

- **pH-Balanced** Formula
- With **SCENTSATIONAL** Care
- **HIGHER ACTIVE** ingredients than leading brands
- **HIGH FOAMING** formulation



ADVANTAGES

- **NO HARSHNESS**
- **LASTING** Fragrance of Petals and Berries
- **BETTER** ability to clean
- Considers **CONSUMER PREFERENCE** based on what they're used to



BENEFITS

- **GENTLE** on hands; as well as on clothes
- **GOOD VIBES** for mom and her family
- Consumers get the **QUALITY** that they pay for
- **REASSURES** consumers of potency and efficacy, thereby lessening their expenses



FABRIC CONDITIONER

Elevating fabric care from functional freshness to sensorial fragrance experiences that uplift one's mood



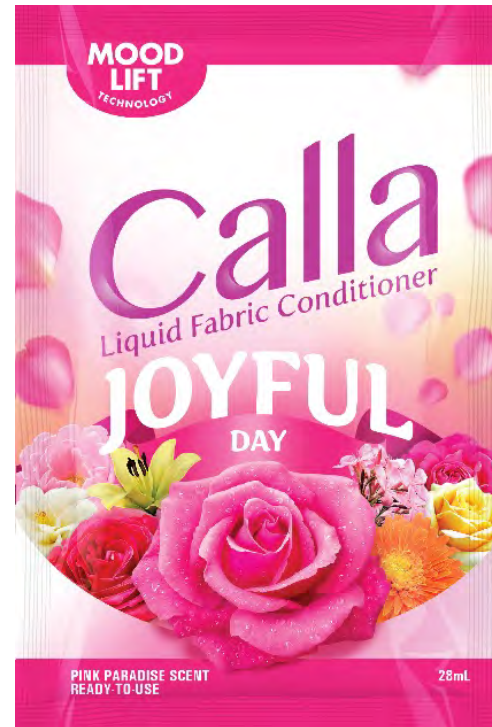
Calla to be the first to offer mood upliftment in fabric care locally, positioning itself for rapid growth within the category



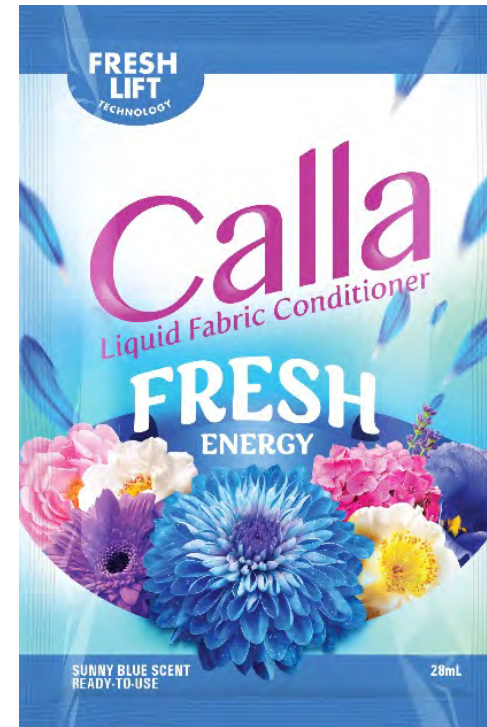
Mood-Enhancing Fabric Conditioner = WINNING Concept

CRITERIA	CALLA'S MOOD LIFT COLLECTION
Uniqueness & Differentiation	VERY GOOD
Believability	GOOD
Message Understanding	GOOD
Brand Fit / Forms A Favorable Disposition Towards Calla	VERY GOOD
Relevance	VERY GOOD
Purchase Interest	VERY GOOD
Overall Appeal	GOOD





Calla Fabric Conditioner Pink Paradise Scent is now with "Mood Lift Technology" which elicits positive emotions and enhance laundry experience. Mood-boosting properties was incorporated with this new formulation.



Now with Fresh Lift Technology, Calla Fabric Conditioner Sunny Blue is designed to lock in fragrance, lift away odors, and release bursts of long-lasting freshness with every move all day long

Calla FABRIC CONDITIONER



FEATURES

- With **MOOD LIFT & FRESH LIFT** Technology
- **SOFTENING** ability
- With **FRAGRANCE CAPSULES**



ADVANTAGES

- **FIRST** to introduce this fragrance technology locally
- **WIN** versus Downy Sunrise Fresh
- **WIN** in **LONG-LASTING** fragrance delivery



BENEFITS

- **UPLIFTMENT** among moms and their families
- **BETTER SOFTNESS** for families' comfort
- **PREMIUM** fragrance benefit at an affordable price

Expanding the benefit of **YOUTHFUL BEAUTY** within the personal care category



SHAMPOO



HAIR CONDITIONER



BATH SOAP
NEW!



SHAMPOO



HAIR CONDITIONER

Empowering young Filipinas
to look and feel young in their
journey to be their best
authentic selves.



Owning the youthful-looking hair benefit thru its with Collagen+ formulation



A differentiated and premium benefit
YOUTHFUL-LOOKING HAIR

c/o a strong Reason-To-Believe

COLLAGEN⁺

accessible to all

BUY 1 TAKE 1 **50%
MORE
FREE**

vs. SRP of HANA Shampoo 14ml.

and delivers on the relevant benefits

REASON-TO-BELIEVE

with
COLLAGEN⁺

What consumers liked about COLLAGEN

- Unique and exciting
- Known as a skincare ingredient and thus, awareness of its beauty benefit
- Innate perceived beauty benefit for anti-ageing / *"nakakabata"*
- Perceived as premium
- Perceived as a treatment (not your ordinary maintenance or basic product)

This 2026: SHAMPOO

Hana's winning formula, refined with a clear purpose to care for all 3 of its variants (along with the differentiated fragrance for each).

FROM



Pink Passion
for YOUNG and VIBRANT hair



TO

SOFT & SHINE
Pink Passion



Purple Bliss
for YOUNG and VIBRANT hair



STRAIGHTEN & CONTROL
Purple Bliss



Green Fresh
for YOUNG and VIBRANT hair



STRENGTHEN & EXTEND
Green Fresh

This 2026: HAIR CONDITIONER

Synergy of Collagen+ and NEW Keratin to deliver on stronger, smoother younger-looking hair

STRAIGHT & SMOOTH
Pink Passion



DAMAGE REPAIR
Purple Bliss



HAIR FALL CONTROL
Green Fresh



SHAMPOO & CONDITIONER



FEATURES

- With **COLLAGEN+**
- Differentiated **"YOUTHFUL-LOOKING BEAUTY"** benefit
- **HIGH ML** offerings at **AFFORDABLE** price



ADVANTAGES

- High awareness and **HIGH PERCEIVED VALUE**
- **RELEVANT + POSITIVE** associations with this benefit
- **BEST VALUE** in the market



BENEFITS

- Consumers achieve the desired **BEAUTY BENEFITS**
- **PREVENT** signs of **AGING HAIR**
- **VERY ACCESSIBLE** for all consumers