Full-Care® 6550: The Game-Changing Adhesive for Active Women – Secure, Comfortable, and Residue-Free!"



H.B. Fuller Unveils a Revolution for Active Women: Full-Care® 6550 SecureFix Positioning Adhesive

Empowering Movement with Confidence

H.B. Fuller (NYSE: FUL) is excited to announce the launch of Full-Care® 6550 SecureFix, a revolutionary positioning adhesive designed for the dynamic needs of active women. This innovative product promises to redefine the standards of comfort and reliability in feminine hygiene products.

About Full-Care® 6550 SecureFix:

Women have long faced challenges with pantyliners, from dealing with daily discharge and odor to protecting their underwear during workouts or unexpected period events. The traditional adhesives used in pantyliners often fail to secure fixation during physical activities, leading to discomfort and a lack of protection when it's most needed. Recognizing these challenges, H.B. Fuller has developed Full-Care® 6550 SecureFix to address and overcome these obstacles, ensuring that women can remain active and confident without compromise.

In today's fast-paced world, active women demand solutions that can keep up with their lifestyle. They seek products that offer secure fixation, without compromising on comfort or performance. Recognizing this need, H.B. Fuller has developed Full-Care® 6550 SecureFix, delivering unparalleled performance in securing pantyliners.

Full-Care® 6550 SecureFix is specially formulated for feminine hygiene manufacturers aiming to create daily use pantiliner articles that quickly adhere to underwear and maintain their position, even in the face of moisture. Its powerful peel performance on microfiber and cotton, ensures the pad stays in place, offering sport level performance against premature adhesive release and pad bunching when fabrics become wet. Additionally, Full-Care® 6550 is certified under ISO 10993-5 cytotoxicity, ensuring safety and comfort for users.

Key Benefits for Active Users:

• Reliable Adhesion: Sticks to cotton or microfiber even with minimal mounting pressure, ensuring the liner remains secure throughout the day.

• Enhanced Performance: Grows in adhesion strength to cotton or microfiber as the textile becomes wet, providing peace of mind during workouts or humid days.

• Residue-Free Removal: Easily removes from textiles without leaving any residue, preserving the quality and comfort of the user's favorite underwear.

Consumer Study: Performance of Full-Care® 6550 SecureFix Adhesive

At H.B. Fuller, we understand that real-world performance is crucial for evaluating product success. To validate the effectiveness of Full-Care® 6550 SecureFix compared to industry standards, we conducted an initial consumer study with 24 active women. This study assessed the adhesive's performance under high-moisture conditions, such as during workouts.

Key Findings:

- 71% of participants reported that Full-Care® 6550 had better adhesion during active use compared to the industry standard.
- 100% of participants confirmed that Full-Care® 6550 did not leave any adhesive residue on undergarments after removal.
- 67% of people would buy a liner with Full-Care® 6550 positioning adhesive again.

These results demonstrate that Full-Care® 6550 SecureFix provides superior adhesion in high-moisture environments, ensuring that products stay in place during exercise, without leaving behind any residue - a common challenge with standard adhesives.

Empowering Active Lifestyles:

Full-Care® 6550 SecureFix is more than just an adhesive; it's a commitment to empowering women to lead active lifestyles without compromise. By addressing the challenges of moisture and movement, Full-Care® 6550 ensures that women can stay focused on their activities, not their feminine hygiene products.

H.B. Fuller is proud to bring this innovative solution to market, reinforcing our dedication to improving products and lives through adhesive technology. We believe Full-Care® 6550 SecureFix will set a new benchmark in the feminine hygiene industry, offering both manufacturers and consumers a product that truly sticks to its promises.