



ROLLBOT

Oh no, there's no toilet paper!

"CAN YOU GET ME A ROLL OF TOILET PAPER?"

The infamous request shouted throughout countless households on any given day.

According to a survey commissioned by Charmin and conducted online by The Harris Poll, 58 percent of people ages 18-34 admit to being on the toilet before realizing they had run out of toilet paper.¹

No matter how many times you mean to change the roll – or ask for it to be done – your *bum* is often left *bumped*.

Why does this happen? Well... it's a menial task and we just don't like to do it.² Simple as that.

Butt, what if it can be done for us?

Introducing Charmin's vision for the future of the bathroom... RollBot.

RollBot is a first-of-its-kind robot that, when controlled with a smartphone using Bluetooth, delivers a fresh roll of Charmin to you so you won't have to be left in a bind ever again. Its futuristic design uses self-balancing technology to give it a more *bear-morphous* look.

RollBot will roll in and roll out of the Charmin GoLab in the Procter & Gamble LifeLab booth at CES 2020. It will not be available for retail sale.

1. Harris Poll conducted on behalf of Charmin. March 2019 survey of 2,015 adults, ages 18+.

2. Edward L. Deci, Richard M. Ryan, and Richard Koestner, "The Pervasive Negative Effects of Rewards on Intrinsic Motivation: Response to Cameron (2001)," *Review of Educational Research* 71 no.1 (2001): 43