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## **COMP/M.5828 – PROCTER & GAMBLE / SARA LEE Air Care**

### **SECTION 1.2**

#### **Description of the concentration**

On 10 May 2010, the Commission received notification of a proposed concentration following a referral procedure by the German competition authority pursuant to Article 22 of the EC Merger Regulation by which The Procter & Gamble Company (“Procter & Gamble”) will acquire sole control over the assets comprising the worldwide air care business of Sara Lee Corporation (“Sara Lee Air Care”).

The business activities of the undertakings concerned are as follows:

For Procter & Gamble: the manufacturing, development, distribution and marketing of household care, beauty care, health care and well being, baby and family care products.

For the acquired Sara Lee Air Care business: the manufacturing and marketing of air care products under the *Ambi Pur* brand.

The acquisition concerns the markets for air care products. The Parties’ activities overlap only to a limited extent in some segments of the air care market.