



Launch of The Downy #NeverFade Campaign

In celebration of International Women's Day, P&G's leading fabric softener brand Downy launched the Downy #NeverFade campaign inspired by the unyielding spirit of Southeast Asian women. The regional campaign is led by Southeast Asia's leading ladies Malaysia actress, model and TV host, Scha Alyahya, Miss Vietnam 2012 Dang Thu Thao, actress Araya "Chompoo" Hargate in Thailand and Miss Universe 2015 Pia Wurtzbach in the Philippines. Together with Downy, they seek to inspire more women in Southeast Asia to #NeverFade.

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