

Edgar Filing: PLAYTEX PRODUCTS INC - Form 8-K

PLAYTEX PRODUCTS INC
Form 8-K
November 17, 2005

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As filed with the Securities and Exchange Commission on November 17, 2005

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K
CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): November 16, 2005

PLAYTEX PRODUCTS, INC.

(Exact name of registrant as specified in its charter)

Delaware	1-12620	51-0312772
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(State or other jurisdiction of incorporation or organization)	(Commission File Number)	(I.R.S. Employer Identification No.)

300 Nyala Farms Road, Westport, Connecticut 06880

(Address of principal executive offices)

Registrant's telephone number, including area code (203) 341-4000

N/A

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to
simultaneously satisfy the filing obligation of the registrant under any of the
following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

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[] Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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SECTION 8 -- OTHER EVENTS

Item 8.01 Other Events.

On November 16, 2005, Playtex Products, Inc. (the "Company") announced that it has sold its non-core brand assets including Baby Magic, Mr. Bubble, Ogilvie, Binaca, Dorothy Gray, Dentax, Tek, Tussy, Chubs, and Better Off. The brands were sold to Cenuco, Inc., parent company of Lander, a health and beauty care products company.

The purchase price for the brand assets is \$57 million in cash received at today's closing, subject to certain adjustments.

The press release issued by the Company is attached as Exhibit 99.1 to this report and is incorporated herein by reference.

SECTION 9 -- FINANCIAL STATEMENTS AND EXHIBITS

Item 9.01. Financial Statements and Exhibits

Exhibit Number	Title
99.1	Press Release of Playtex Products, Inc. dated November 16, 2005

FORWARD-LOOKING STATEMENTS

This Current Report on Form 8-K contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Exchange Act that are intended to come within the safe harbor protection provided by those statutes. By their nature, all forward-looking statements involve risks and uncertainties, and actual results may differ materially from those contemplated by the forward-looking statements. Several factors that could materially affect the Company's actual results are identified in Part I of the Company's Annual Report on Form 10-K for the year ended December 25, 2004.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

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PLAYTEX PRODUCTS, INC.

Date: November 17, 2005

By: /s/ KRIS J. KELLEY

Kris J. Kelley
Executive Vice President and
Chief Financial Officer
(Principal Financial and
Accounting Officer)

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