



Latifa Raafat said “Yes” to Molfix!

The Global Baby Diaper Brand Molfix Has Announced Latifa Raafat as Morocco’s Brand Ambassador

As a global baby diaper brand, giving great importance to the health and happiness of babies, Molfix has announced its cooperation with Morocco’s legendary singer Latifa Raafat by releasing its first advertising campaign on TV. Reaching millions of babies and mothers in more than 100 countries and ranking the first or the second in the markets it enters, Molfix became the first brand that Latifa Raafat has endorsed after long years. Having her first baby at the end of year 2019, Raafat made a statement as follows: *“I have never worked for a brand that I don’t trust. I tried Molfix for my little baby and the differences with other diapers immediately stroked me. Molfix does not leak, has good absorption power and friendly for my baby skin. It was exactly like how a baby diaper should be! My experience with Molfix has been amazing.”*

In the advertising campaign, Latifa Raafat tested and approved that Molfix Open Diaper is 10 times drier than the best-known diaper*. She also emphasized that: *“I want 10 times more for my baby, that’s why I preferred Molfix”* and recommended Molfix to the Moroccan mothers.

**According to 2020 German TÜV Rhein Laboratory results...*