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(54) Title: ABSORBENT ARTICLE HAVING COLORED REGIONS

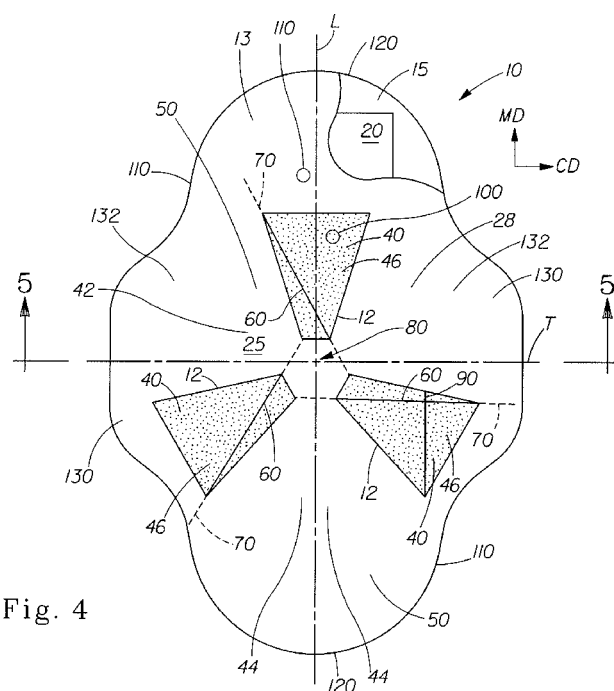


Fig. 4

(57) Abstract: An absorbent article having colored regions. The absorbent article has at least three colored regions. The colored regions are spaced apart from one another. Each colored region has a major axis. The major axis of each colored region converges towards a common focal region on the longitudinal centerline of the absorbent article. The purpose of the colored regions arranged as described herein is to create the visual impression of depth, e.g. that the absorbent article is thick enough to deliver excellent absorption performance. Designers can provide for high absorbent capacity by employing advanced absorbent materials that are thin yet still are able to absorb a large quantity of fluid. By creating the visual impression of depth, designers of absorbent articles may provide to consumers absorbent articles that use less material, that will thus be less expensive, while they still appear to be thick.

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