

There is provided a distribution material for personal care products which is a fabric which wicks artificial menses according to a horizontal wicking test a distance of about 1 inch in less than about 1.5 minutes. Materials meeting this performance criteria generally have a pore size distribution with a high percentage (usually more than 50 percent) of pore diameters between about 80 and 400 microns and a density below about 0.15 g/cc. There is also provided a personal care product system having a distribution/retention layer and a pad shaping layer wherein each layer has a stain length ratio of 0.5 or less and the distribution/retention layer has a saturation profile of 4 or less.