

STOCK UP NOW!

New! L'OREAL Kids

Little Fish Mean Big Business!
The only kids shampoo marketed to kids.

- \$10MM in TV advertising in first year
- Motivational TV advertising campaign -Phenomenal test scores against both kids and moms
- Mom targeted print ads featuring \$1 coupons

Impactful Eye Catching Displays Are Certain To Reel Them In!




We're worth it, too!

L'Oréal Casts The Line With A Whole New Product!

Introducing **L'OREAL Kids**

Not just another fish story...

Mom's & kids alike will love this product!

- Trusted L'OREAL name
- Safe, effective formula
- No Tears
- No Knots
- Shampoo plus conditioner
- Easy to rinse
- Great Fragrances- Cherry-Almond, Apricot, and Honey-Melon.

3 New extra gentle 2 in 1 shampoos for every hair type!

Rub a Dub Dub there's a fish in my tub!

The only product designed for and marketed to kids

- Kid Size- Soft plastic 9oz bottle
- Kid Shape- Fun, fish shaped toy
- Kid Advertising- Phenomenal kid T.V. spot

