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**The Product Knowledge**





# INTRODUCTION

Welcome to the Murrays Product Knowledge. This publication is inspired by The Knowledge learned by the London cabbies, who appear to know where every street in London is.

Similarly it is imperative that every customer facing personnel within our company has a complete knowledge of all our brands and products. This includes our Territory Managers, Key Account Managers, National Account Managers and Customer Service advisors.

We have prepared a single document for all of the brands that we sell. By learning the contents of each brand document you will know more than enough to be able to present these brands to your customers. We have not included pricing or pack sizes as these will change.

We will also make this Product Knowledge available to download to shop staff so that they too become more knowledgeable on our brands and products. This process will help sales of our products to the consumer. I am sure that you will find this publication useful. Make the most of it!

Regards

Paul Murray MBE





# AUDISOL®

## INTRODUCTION

Audisol are owned by Noru Pharma who are a pharmaceutical company which works with pharmacy and personal health chains in UK, Australia, New Zealand, Singapore and Hong Kong.

Audisol offers a range of 4 products which are gentle, effective, non-medicated sprays that help keep your ears clean and fresh. The products are easy to use and a better alternative to cotton buds, especially for children.

## BULLET POINTS

- Better alternative to cotton buds
- Easy to use
- Non medicated
- Suitable for children (age restrictions on each pack)

## CATEGORIES



EAR  
CLEANSING



EAR WAX  
REMOVER



PAIN  
RELIEF



DRY  
EARS

## KEY PRODUCTS

**AUD004 EAR CLEANSING SPRAY 50ML**

**AUD006 EAR WAX REMOVER 15ML**

**AUD016 PAIN RELIEF SPRAY 15ML**

**AUD029 DRY EARS 50ML**

## USEFUL INFORMATION

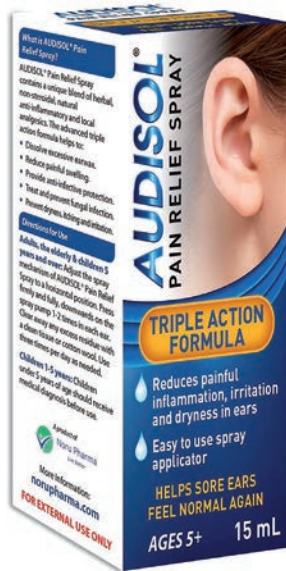
Several studies have shown that saline sprays are an effective treatment for ear wax removal and in many cases, perform just as well as proprietary ear drops. In particular, docusate sodium (e.g Wax sol) was not found to be superior to saline for ear wax removal.

### What causes ear pain?

The external ear canal can become infected because of the accumulation of earwax, trapped water, and dryness of the skin or foreign bodies in the ear. This can cause discomfort, itchiness, and even temporary hearing loss.



# PRODUCT FOCUS



## Audisol Pain Relief Spray

Audisol pain relief Spray contains a unique blend of herbal, non-steroidal, natural anti-inflammatory and local analgesic. The advanced triple action formula helps to dissolve excessive earwax, reduce painful swelling, provide anti-infective protection, treat and prevent fungal infection, prevent dryness, itching, and irritation.

- 1 Adjust the spray mechanism of AUDISOL® Pain Relief Spray to a horizontal position
- 2 Press firmly and fully, downwards on the spray pump 1-2 times in each ear
- 3 Clear away any excess residue with a clean tissue or cotton wool

Use three times per day as needed.

The Pain Relief Spray is suitable for children over 5 years old.



# ACCESS CBD

## INTRODUCTION

A range of premium-quality CBD oils, made available at accessible prices. Across the range, having full control over the process from seed-to-shelf ensuring this CBD is low in price, but high-quality.

CBD ACCESS is an extension of the successful premium Canabidiol® pharmacy range of products. That includes the Best Pharmacy Product of The Year 2020 voted by Independent Community Pharmacy. It is a high range of quality CBD oils but is 80% cheaper compared to other CBD brands.

## BULLET POINTS

- Transparent testing and product information on the label
- Naturally flavoured with real cannabis terpenes (Berry, Citrus and Natural)
- Accessible Prices
- 10% of profits put into Charity Donation Fun
- Vegan Certified
- Manufactured in the UK by BRITISH CANNABIS®.
- Certified THC Free

## CATEGORIES



ORAL SPRAYS

## KEY PRODUCTS

**CBDA0600** ACCESS CBD 600MG CDU 12

**CBDA1200** ACCESS CBD 600MG CDU 12

**CBDA2400** ACCESS CBD 600MG CDU 12

## USEFUL INFORMATION

The range is available in 4 strengths Starter 300mg, Low 600mg, Medium 1200mg and Strong 2400mg all come in 3 flavours, natural, citrus and berry. Easy to use spray bottle with cap which has been UV sterilised prior to application. All bottles come with a QR code which you can scan to view compliance documents unique to this individual bottle and a video from the day of production.

**You CANNOT get 'high' or intoxicated by consuming CBD Oil or any natural product made from Cannabis Sativa L. (Hemp).**



# PRODUCT FOCUS



## Access CBD 600mg CDU

### Access CBD

ACCESS CBD™ Oil 600mg is made by blending multiple cannabis extracts that contain a broad plant spectrum of cannabis phytochemicals suspended in an MCT carrier oil, then enriched with other naturally derived flavours.

Access CBD oils are all naturally flavoured with real cannabis terpenes. Carefully selected 100's of unique cannabis compounds and natural fruit flavours to produce CBD oil flavours such as:

- Berry, reminiscent of homemade Strawberry Jam
- Citrus, a refreshing subtle tang of Orange, Lemon and Lime
- Natural, a perfect mellow earthy CBD flavour

**Each spray of 600mg delivers 8.6mg of CBD**





# Canabidol™ CBD

## INTRODUCTION

Developed for the pharmacy sector, Canabidol™ products meet the exacting standards required by pharmacists for the retail sale of CBD. One of the longest standing brands in the UK, Canabidol™ has spearheaded the industry with its dedication to excellence, passion for compliance and commitment to getting things right. The result has seen Canabidol™ products become the market leading brand in the pharmacy sector, with thousands of customers preferring Canabidol™. It is now the only brand of choice in the UK and the reason our thousands of registered official resellers now stock our products in high streets and major retail outlets across the country.

## BULLET POINTS

- Full Traceability of the products – Canabidol are the only UK supplier that plants, grows, extracts, tests, develops, manufactures and distributes their own products
- They share lab reports on all products with their customers using the batch code on the packaging of each product
- Member of the CTA (Cannabis Trade Association UK)
- FDA registered (The Food and Drug Administration)

## CATEGORIES



REFINED OIL



GEL TABS &  
CAPSULES



CREAM

## KEY PRODUCTS

**CBD10011** CBD REFINED 1000MG OIL

**CBD25001** CBD REFINED GEL TAB 500MG

**CBD75001** CBD RESCUE CREAM 500MG

## USEFUL INFORMATION

### What is CBD?

CBD (Canabidol) is one of the 2 major ingredients found in the Cannabis plant. It is a non-intoxicating component which has enormous therapeutic potential.

The cannabis plant also contains over 400 phytonutrients. Our ground-breaking Extraction methods allow us to extract all of these natural nutrients without using any heat or harmful solvents. Not only are you getting a high concentration of CBD with our products but you are also getting 400+ other nutrients in a natural, safe, easy to use and affordable product.

**You CANNOT get 'high' or intoxicated by consuming CBD Oil or any natural product made from Cannabis Sativa L. (Hemp).**



# PRODUCT FOCUS



## CBD Stand

### CBD Oil

CBD is one of two prominent cannabinoids found in Cannabis and Hemp, the other cannabinoid being tetrahydrocannabinol (THC). We only use CBD in our products, which has no psychoactive effects, meaning it will not get you high. We recommend taking half a dropper under the tongue twice a day. Keep the oil in your mouth for as long as possible. This allows for the oil to dissolve into the bloodstream, swallowing the oil straight away will reduce the bio availability of the CBD.

### CBD Capsules

Canabido!™ 300mg Oral Capsules were the first single dose CBD supplement to be available in the UK. We recommend taking 1-2 capsules twice daily.

### CBD Rescue Cream

The CBD RESCUE CREAM® is the first clinically proven CBD consumer product to repair, restore and soothe your skin. For external use only. Apply CBD Rescue Cream™ to the targeted area of clean skin and massage well.



## INTRODUCTION

Calypso is a British sun care brand which aims to provide customers with high quality sun care products at exceptionally low prices. Calypso is recognised as a trustworthy, quality brand, receiving multiple awards from consumer watchdog Which and the Ethical Company Organisation.

In a category where NPD is difficult, Calypso always lead the way. From opening up the 'Once a Day' category to the masses, to sun care for kids that goes on blue and dries clear once it is rubbed in. You can always count on Calypso for new product innovation.

## BULLET POINTS

- Made in the UK
- High quality
- Affordable prices
- Press and protect system
- Which Best Buy award winners
- High star ratings
- Paraben free formulations

## CATEGORIES



SUN LOTION



OILS & TANNING



AFTER SUN

## KEY PRODUCTS

**CYCAL30200** CALYPSO SUN LOTION SPF30 200ML

**CYCALT30MO** CALYPSO MONOI TAHITI DEEP TAN SPF30

**CYCAL94** CALYPSO COOLING AFTER SUN GEL 250ML

**CYCALC30** CALYPSO ONCE A DAY PROTECTION SPF30

## USEFUL INFORMATION

Ever wondered how much Sun Cream you should be applying at the Beach? The Calypso dispenser ensures you use exactly the right amount of Sun Lotion to keep your whole family safe.

The unique system delivers a carefully measured dose of water-resistant lotion and the press and protect chart on the back of the Lotion bottle tells you exactly how many presses to use for each part of your body.



## PRODUCT FOCUS



## Calypso Once A Day Sun Protection

Ensuring more time is spent enjoying the Summer months, Calypso's Once A Day range allows for one thorough application, promising sun safety for the rest of the day. The water resistant and non-greasy products are available from SPF10 to SPF50+ and provide protection from both UVA and UVB rays. Taking into consideration different skin types, Calypso's Once A Day SPF40 is specially designed for children's delicate skin.

Simply apply the product to clean, dry skin at least 15 minutes before sun exposure. Make sure you apply a sufficient amount of sunscreen to ensure you cover your whole body (around 35ml), if you reduce the required amount then the level of SPF protection will decrease significantly.

Don't forget Once a Day protection is ideal for school in the Summer. Simply apply before going to school – then your children are set for the whole day!



## INTRODUCTION

One of Cuxson Gerrard's product ranges is the Carnation range of foot care products, which are manufactured to be sold to the public through pharmacy and retail outlets. In 1922 Cuxson Gerrard invented the Corn Cap, calling it 'Carnation' and the Carnation Brand has become one of the company's most famous consumer brands.

The Carnation Brand continues to prosper both at home and abroad. The range now comprises more than 60 products and is marketed in every continent apart from Antarctica.

## BULLET POINTS

- Large range of products covering foot care
- Bright consistent packaging
- Competitive pricing
- Widely ranged in most pharmacies in UK

## CATEGORIES



COMFORT



INSOLES & SUPPORT



TREATMENT

## KEY PRODUCTS

**CN105 CORN SHIELDS**

**CN910 CUSHION COMFORT INSOLES**

**CN153 CRACKED HEEL CREAM 50ML**

**CN040 FOOT MOUSSE INTENSIVE REHYDRATION**

## USEFUL INFORMATION

By adulthood, deviation of the big toe has already occurred in many cases, so bunions are an all too frequent probability.

Up until the age of eleven years, boys and girls stand an equal chance of toe deviation. After this, women appear to out-number the men ten to one. The culprits are very frequently high heeled pointed shoes that force the toes to the front and crowd them for more than a couple of hours each day.

If your job entails standing for many hours, take a pair of roomy shoes or sandals that will allow your feet to swell without distortion. When buying winter shoes, remember that you could be wearing them with thicker socks or tights so allow extra room.



## PRODUCT FOCUS



### Carnation Foot Mousse Intensive Rehydration

Carnation Foot Mousse Intensive Rehydration is designed to deliver an effective urea 12.5% humectant action to maintain epidermal and dermal hydration.

It also contains Aloe barbadensis to help reduce skin irritation through its anti-inflammatory properties.

The consistency of a spray mousse created by its saponin rich botanical complex enables the emollient components to be rapidly absorbed without surface residue, which makes this type of application suitable for use on diabetic skin where over hydration between toes, with risk of maceration, is not advised.

The foam is sprayed onto the hand and immediately applied to the foot and leg. Suitable for Diabetics



# Cassandra

## INTRODUCTION

Cassandra is a complete range of hot water bottles, covered hot water bottles and heat packs. The bottles come with a five year guarantee and we can offer this due to the quality standards of the product. Our specification of the bottle is set above the usual British Standard with strict requirements for wall thickness, seam strength and rubber content with a thorough quality control and testing procedure in place to ensure the consistency of manufacture. Our factory is FFCA audited and approved for responsible sourcing. The covers are designed in the UK and updated every season to reflect the latest trends.

## BULLET POINTS

- 5 year guarantee
- Manufactured to exceed BS1970:2012
- Rubber thickness minimum 1.6mm (British standard requirement is 1.4mm)
- Made from natural rubber

## CATEGORIES



PLAIN HOT WATER BOTTLES



COVERED HOT WATER BOTTLES



LONG HOT WATER BOTTLES



HEAT PACKS

## KEY PRODUCTS

**HW0101 SINGLE RIB HOT WATER BOTTLE**

**HW0118 FAUX FUR HOT WATER BOTTLE**

**HW1164 TARTAN COTTON HEATPACK**

## USEFUL INFORMATION

Cassandra natural rubber hot water bottles

**HW0100 PLAIN HOT WATER BOTTLE** 1.8 litre in blue, pink and red. 1.8 litre, suitable for replacing the bottle in a covered set.

**HW0101 PLAIN HOT WATER BOTTLE** one side with a ribbed surface of the other, giving maximum heat on one side and a gentler heat on the other to aid comfort during use.

**HW0102 DOUBLE RIB HOT WATER BOTTLE** giving a gentler heat on both sides to aid comfort during use and keeping the bottle warm for longer.



# PRODUCT FOCUS



## The Cassandra Covered Range

### Covered Hot Water Bottles

Cassandra covers are designed in the UK and updated every season to reflect the latest trends. As well as being personal and visually appealing, the covers have a practical use to assist the bottle to retain heat for much longer periods and to prevent the hot water bottle and the skin being in direct contact with each other. Covered bottles are available in 3 key sizes:

**Standard (1.8 Litre)**    **Kids Size (0.7 Litre)**    **Mini (0.3 Litre)**

### Covered Heat Packs

Our lightweight and affordable multi-purpose microwavable heat packs are made in the UK with 100% natural wheat. They are a great product to keep you warm and help with pain relief. Available in 100% Cotton Tartan or various colours of our super soft fleece.

### Covered Long Hot Water Bottles

Our latest addition to the Cassandra Range, the 78cm long hot water bottle and cover, so more parts of your body can be kept warm at the same time.





## INTRODUCTION

The brainchild of brothers Marc and Benjamin Shipman, GO2 is the first UK-based company to launch 100% natural essential oil inhaler sticks to the market. Born out of need, the GO2 stick was initially developed to aid Marc with his growing anxiety trying to juggle a growing business, family and life as a freestyle wrestler. After witnessing first hand the positive affects the blends were having on his own anxiety and sleep deprivation, Marc wanted to bring the product to the masses to ensure that everyone in the UK has easy and affordable access to a natural product that would be a total mood changer.

The benefits of Essential Oils have been known for 6000 years, but with today's scientific advancements those benefits are now proven.

## BULLET POINTS

- 100% natural
- High grade essential oils
- Made in Britain
- Cruelty free
- Affordable
- Synthetic free

## CATEGORIES



INHALER  
STICKS

## KEY PRODUCTS

- GO2001CDU GO2 ENERGY STICK
- GO2002CDU GO2 FOCUS STICK
- GO2003CDU GO2 CALMING STICK
- GO2004CDU GO2 SLEEP STICK

## USEFUL INFORMATION

### What are essential oils....

Essential Oils are a mixture of volatile & organic compounds found in plants; the volatility allows the molecules in the oil to change state, dispersing quickly throughout the air and releasing sensory aromas. The quality of Essential Oils used in the product are paramount. The Essential Oils used in all GO2 products are produced by cold pressing the plants and extracted using water or steam distillation, ensuring complete purity and quality.

### How do essential oils work...

There are three main ways to benefit from Essential Oils; topically through your skin, internally through your digestive system or aromatically, which is how the GO2 stick works. When inhaling the blend, odour molecules are released. The receptors in our nose send electrical signals to the neocortex and limbic system, which then send messages to the area of the brain that transfers the messages to other parts of your body. Different messages will be sent to the body based on the different odour molecules, hence four different blends in the range.



## PRODUCT FOCUS



### GO2 Inhaler Sticks Range

#### Energy Inhaler Stick

Helps support performance, be it with sports, work or life in general. This stick will support you with an added boost of energy.

Contains: **Eucalyptus, Peppermint and Lemongrass.**

#### Focus Inhaler Stick

Helps with focus and concentration. If you are sitting in front of a computer, studying or simply need to focus, this is the aid for you.

Contains: **Rosemary, Peppermint and Lime.**

#### B.Calm Inhaler Stick

Helps promote inner peace in those times when you are feeling stressed, anxious, overwhelmed or simply need a break.

Contains: **Lavender, Bergamot and Sweet Orange.**

#### Sleep Inhaler Stick

Helps promote your quality of sleep, assisting to help give you a deeper and better sleep.

Contains: **Lavender, Red Mandarin and Frankincense.**

## INTRODUCTION

The Kedley team has 15+ years' experience in the design and manufacturing of medical grade orthopaedic supports. Kedley has been developed for pharmacy, with the pharmacy and its customers in mind. They have a comprehensive professional range with manageable number of SKU's, with a focus around key products and injuries. All products are medically graded within a budget and they have made the packing professional and informative.

All Kedley supports and braces are registered as 'Class 1 Medical Devices' with the MHRA (Medicines and Healthcare Products Regulatory Agency, UK).

## BULLET POINTS

- Class 1 medical device stamped on the packaging
- Ranges are colour coded
- All products are in a pack size 1
- Each product has a chart on the packaging with its graded level of support

## CATEGORIES



SUPPORTS



TAPE



THERAPY

## KEY PRODUCTS

**KD019 NEOPRENE KNEE SUPPORT**

**KD001 ELASTICATED KNEE SUPPORT**

**KD025 AERO-TECH HINGED KNEE SUPPORT**

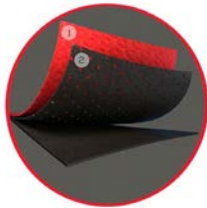
## USEFUL INFORMATION

Over 75% of Kedley items are designed as one size fits most. What this means for the pharmacy:

1. Less stock holding
2. Elimination of wrong size returns
3. More scope to put a wider range of products on shelf
4. More choice to the consumer and therefore less risk of a lost sale



## PRODUCT FOCUS



### Kedley Aero Tech Range

A range of firm level supports for sports, stability and rehabilitation use.  
The Aero-tech neoprene range is their most advance range.

It is made from comfortable and breathable neoprene with terry cloth lining and reinforced edging.

These layers move moisture away from the body, keeping you comfortable for long periods of time.

The Airflow neoprene construction allows air to circulate and keeps the skin dry due to its inner layer being diamond dimple shaped.

These special features result in allowing the skin to function as normal in spite of the therapeutic warmth being provided by the neoprene layer.



## INTRODUCTION

Lorem was created to make people aware that there are natural alternatives to the use of prescribed drugs and medication. Lorem's first aim was to further the use of emu oil. Emu oil has been used for thousands of years as an ancient Aboriginal remedy for relieving aches and pains, healing bruises and wounds and protecting their skins from the wind and sun. The oil contains Vitamins A, E and Omegas 3,6 and 9. The natural oleic acid gives it the ability to penetrate deep into your skin through the barrier layers, taking its healing properties to where it is needed most.

## BULLET POINTS

- 100% natural
- Removes toxins
- Eases joint pain, in particular Arthritis
- Easy to use
- Immediate results
- Apply overnight
- Made in the UK

## CATEGORIES



PAIN RELIEF

## KEY PRODUCTS

**EM1100** EMU OIL BALM

## USEFUL INFORMATION

### Uses

Arthritis, Sciatica, Migraine, Headaches Tennis Elbow, Fibromyalgia, Plantar Fasciitis, Repetitive Strain Injury, Frozen Shoulder, Growing Pains, Sports Injuries, Back Pain, Knee Pain.

### How to use

Apply a small amount to the desired area and massage into the skin until the oil has been absorbed. Use as required, do not exceed 4 applications per day. For external use only. Avoid contact with eyes and broken skin.



## PRODUCT FOCUS



### Lorem Emu Oil Balm

Emu Oil. Anti inflammatory, highly penetrating oil, which carries the essential oils deep into the body tissues.

#### Contains:

**Coconut Oil.** Moisturising and soothing for the skin.

**Arnica.** Anti inflammatory pain reliever, which reduces healing time and bruising.

**Wintergreen.** Anti inflammatory, methyl salicylate, like liquid aspirin, it's pain relieving.

**Lemongrass.** Anti inflammatory, pain relieving and relaxes tight muscles.

**Clove Bud.** Anti inflammatory, pain relieving, increases your body's metabolism by increasing blood circulation.

**Rosemary.** Helps aching and cramped muscles and improves poor circulation.

**Lavender.** Anti inflammatory, relaxes tight muscles, soothes headaches and migraines.

**Clary Sage.** Anti bacterial and antiseptic, soothes headaches and migraines and relieves spasms and muscle cramps.

**Sweet Majoram.** Anti bacterial and antiseptic, soothes headaches and migraines and relieves spasms and muscle cramps.

**Juniper.** Reduces fluid retention on damaged tissue.

# PHILIPS sonicare

## INTRODUCTION

Philips provide an oral health care solution for the market which includes the Sonicare range that is the 'Number one dental professional recommended' electric toothbrush. We have a range of Philips electric toothbrushes and brush heads which offer a complete clean that you can really feel the benefits from. Philips also offer a unique alternative to dental flossing with their AirFloss solution.

The Philips oral health care range has been developed to give you fresh breath and whiter teeth, so you never have to worry about your smile.

## BULLET POINTS

- Sonicare offers 31,000 to 62,000 brush head strokes per minute
- Sonicare have designed a unique 'gentle pulsing' technology
- Customisation with a variety of brush head options available
- AirFloss gets rid of plaque in just 60 seconds

## CATEGORIES



ELECTRIC  
TOOTHBRUSHES



REPLACEMENT  
HEADS



AIRFLOSS



KIDS

## KEY PRODUCTS

**HX687047 SONICARE PROTECTIVE CLEAN 6100**

**HX680003 SONICARE PROTECTIVE CLEAN 4300**

**HX606412 OPTIMAL GUM CARE**

**HX322401 DAILY CLEAN**

**HX601426 PRO RESULTS STD HEAD FOUR PACK**

## USEFUL INFORMATION



### Sonicare technology

The Philips Sonicare ranges holds a unique technology that's been proven to deliver fantastic results for oral hygiene. Sonicare sends gentle pulses of water between your teeth to break up plaque and sweep it away.

The unique technology includes an incredible 31,000 brush head strokes per minute. Users can customise their brushing experience as Philips have developed an interchangeable range of brush heads to suits all requirements.



## PRODUCT FOCUS



## Difference Between Philips Sonicare & Oral B

Philips uses Sonic technology whilst Oral-B uses an Oscillating-Rotating approach.

The sonic technology seen on Sonicare brushes uses 2 methods to clean the teeth. The first is a mechanical side-to-side cleaning motion of the brush to remove plaque by essentially sweeping and scrubbing the surfaces, like a manual brush (although the motor moves the bristles, not you).

The second is a non-contact approach that uses the sonic technology that disrupts plaque beyond the tips of the bristles.

The strokes of the brush vary in speed with most Sonicare models achieving around 31,000 movements per minute, but the more premium and powerful models range offer up to 62,000. The number of movements is depicted by the cleaning mode.

Non-contact cleaning is all based on vibrations. The brush head must vibrate at a speed that falls within the range of frequencies that humans hear (20-20,000hz). This intense vibration agitates fluids that surround the teeth and can loosen and remove dental plaque in locations that are beyond the physical touch of the toothbrush.

The brush head on a sonic brush is a lot like a manual toothbrush in its size and shape.

Oral-B's cleaning is completed via an Oscillating-Rotating series of movements.



# Piksters™

## INTRODUCTION

Designed by a dentist. Piksters range of products are recommended, and used by dental professionals, and are perfect for the whole family.

Piksters interdental brushes are recommended by dentists and hygienists because of their superior cleaning ability.

For the times when an interdental brush is not appropriate, Piksters offers a range of toothpicks and flosses. Piksters unique product the toothpaste and torch system highlights plaque under a blue light.

## BULLET POINTS

- Wide range of sizes in the interdental brushes
- Offer an eco-alternative
- Bright and colour packaging
- Designed by dentists

## CATEGORIES



TOOTHPICKS  
& FLOSS



INTERDENTAL  
BRUSHES



TOOTHPASTE

## KEY PRODUCTS

**PKP30 PIKSTIX TOOTHPICKS**

**PK110 INTERDENTAL BRUSHES SIZE 1**

**PKB36 BAMBOO PIKSTER RIGHT ANGLE SIZE 3 - 6 PK**

## USEFUL INFORMATION



Piksters interdental brushes are recommended by dentists and hygienists because of their superior cleaning ability. Unlike traditional flosses the Piksters bristles access hard to reach places and remove plaque from the smallest crevices.



The spaces between your teeth make up 40% of your tooth surface but account for up to 80% of dental problems. Piksters interdental brushes have superior plastic coated wire (safe for implants), durable bristles, and individual hygienic caps for storage.



## PRODUCT FOCUS



### Piksters Bamboo Interdental Brushes

The world's first bamboo interdental brush!

Piksters Bamboo - Straight, use exactly the same brush as traditional Piksters, just with a biodegradable bamboo handle.

Available in multiple sizes, from size 00 (ultra-fine) through to size 6 (large).

Available in an assorted 8 pack which has one brush of each size. Each brush comes with a hygienic cap made from a corn-starch derived polymer.

The cap and packaging are 100% recyclable. After use cut the wire and the handle can go into the compost bin.



## INTRODUCTION

### What are Pro-Nation Orthotics?

Pro-Nation Orthotics are supportive insoles that sit inside the shoe and help the feet to lower the forces which go through them as they strike the ground during standing, walking and running.

### What conditions can Pro-Nation Orthotics be used for?

Pain can arise in the feet where the tissues within the feet cannot effectively off load the forces that occur during standing, walking and running. The Pro-Nation Orthotics are designed to help the feet to effectively offload these forces and can be used for:

**Back Pain**

**Knee Pain**

**Ankle Pain**

**Heel & Arch Pain**

## BULLET POINTS

- 3 sizes available
- POS available for stores
- Shelf ready deal is available which include all 3 sizes
- Informative packaging

## CATEGORIES



ORTHOTIC  
SHOE INSOLES

## KEY PRODUCTS

**CNPROSP PRONATION ORTHOTIC MIX SIZE**  
**CNPRODEAL ORTHOTIC DEAL 3xS 3xM 3xL**

## USEFUL INFORMATION

### What is pronation?

Pronation is a normal and complex movement within the joints of the feet; it allows the feet to come into contact with the ground during walking and running in a controlled manner and helps the feet to reduce the shock when striking the ground.

However, if the movement of pronation continued to occur within the foot for too long when the foot is in contact with the ground, then this can lead to imbalance and overloading within the joints and soft tissues of the foot, ankle, knee and potentially the lower back, causing pain.



## PRODUCT FOCUS



### Pro-nation Orthotic Deal

Pro-Nation is available in 3 sizes, Small, Medium and Large.

Our best seller in the range is the Pro-Nation Orthotic Deal which includes 3 of each size.

It comes in a shelf ready tray which is perfect to sit at a till point in one of your pharmacies.

Make sure you pick up some POS for your customer, either the poster or the leaflet which is very informative.

We also stock a smaller deal which is a mixed pack of 1 of each size.



## INTRODUCTION

Safe and Sound Health is a Murrays own brand that has been keeping families Safe and Sound for over 35 years. The brand acts as a 'one stop shop' for health accessories and offers a wide range of high quality and competitively priced health care, wound and medical products designed to cater for common health related problems and help users maintain a healthy, active life.

With over 35 years' experience the brand has evolved and grown over time and is now the largest of the Murrays brands. Safe and Sound is the number one leading healthcare brand in the UK with strong distribution. It is stocked in 10,800 pharmacies and multiple major retailers including Boots, Tesco, ASDA, Lloyds, Well Pharmacy, Rowlands, WH Smiths, Superdrug and Argos.

Over the last two years, Safe and Sound Health has had a strong B2C marketing backing that includes regular digital campaigns including a strong social media presence and a dedicated inbound consumer website that encourages sell through.

## KEY POINTS

- 96% of pharmacies trust Safe and Sound Health
- Leading healthcare brand
- Strong distribution
- Comprehensive range
- B2C website and marketing backing

## CATEGORIES



WOUND CARE



THERMOMETERS



PILL BOXES



SUPPORTS



READING GLASSES



FOOT CARE



DENTAL CARE



SUNDRIES

## KEY PRODUCTS

**SA8314 7 DAY PILL BOX**

**SA8099 RIGID DIGITAL THERMOMETER**

**SA2762 NIT COMB**

**SA8431 EXTRA AM & PM 7 DAY PILL BOX**

**SA8390 7 DAY PILL REMINDER**

**SA4061 ANTISEPTIC SPRAY**

**SA8923 LATEX EXAMINATION GLOVES**

**SA8385 SPECIMEN CONTAINER 60ML**

**SA4018 ANTISEPTIC WIPES**

## USEFUL INFORMATION

### Safe and Sound Extra

The Safe and Sound Extra range was originally developed with Boots as a 'trade up' offering for the consumer. The Extra range is a more premium quality product with additional features such as Push Button Pill Boxes with 2 patient record cards - one to be kept at home the other to be carried with them in case Paramedics are called out.

**SA8384 PUSH BUTTON PILL BOX** featuring the 'push button' opening; making it perfect for users with limited dexterity.

**SA8092 NON-CONTACT THERMOMETER** uses a non-contact technology, as well as body temperature the thermometer can be used to measure room and liquid (bath water) temperature. With the option of audio voice readings this thermometer is also ideal for the visually impaired.

**SA2760 NIT COMB** features a built-in magnifying glass to easily identify nits and lice.



## PRODUCT FOCUS



### Safe and Sound Extra, Pill Box Range & Pill Reminder App

The Safe and Sound Extra range was originally developed with Boots as a 'trade up' offering for the consumer. The Extra range is a more premium quality product with additional features such as Push Button Pill Boxes with 2 patient record cards - one to be kept at home the other to be carried with them in case Paramedics are called out.

Safe and Sound are pill box specialists with an extensive range to suit every need. Our pill boxes come in a variety of designs, ranging from once daily to four times daily. We also have a selection of different style openings from push-button to flip-open lids.

All the pill boxes are BPA free and tested for 'materials in contact with food'. This ensures the plastic used is 100% safe and doesn't contain any harmful chemicals that can come into contact with pills or medication.

Recently Safe and Sound has launched an app. The 'Safe and Sound Health Pill Reminder' is a smart way for users to manage their medication and offers an alternative to patient cards. The app can be downloaded from the Apple and Google App Store.



## INTRODUCTION

Safe and Sound Travel is specially designed to meet the needs and expectations of the modern-day traveller.

The brand was launched in 2011 when a gap in the market was noticed for good quality travel accessories at competitive prices.

The brand launched with a capsule range of just 25 travel items. Over the years Safe and Sound Travel has seen substantial growth, carved a name for itself as a leading travel accessories brand and is now stocked in Waitrose, ASDA and Tesco.

Safe & Sound Travel covers a wide range of products that are ideal for the frequent traveller. From travel passports holders and wallets, eye masks and ear plug sets to TSA approved padlocks we provide the essentials any traveller should need.

## BULLET POINTS

- Combines comfort and security for the modern-day traveller
- Comprehensive range
- Offers a choice of both economy and premium products
- Smart packaging design to limit the use of plastics

## CATEGORIES



LUGGAGE  
ACCESSORIES



TRAVEL  
ADAPTORS



TRAVEL  
ESSENTIALS



TRAVEL  
STORAGE

## KEY PRODUCTS

TRAVEL ADAPTORS  
TRAVEL LOCKS  
TRAVEL BOTTLES  
MINI FANS

## USEFUL INFORMATION

### Travel accessories market

Travel accessories are used during business or personal travels. Consumers use travel accessories for both small and long-haul travels as they make the whole trip more comfortable and convenient. Demand for travel products is increasing greatly and numbers of travellers in European countries is comparatively higher than other regions.

**SA6029** – for use in more EU countries. Complies with British Standards.

**SA6033** – accepted and recognised by TSA. Inspection alert indicator.

Re-settable 3-dial combination lock.

**SA6019** – help prevent DVT by improving blood flow. Firm support. Complies with British Standards.

**SA6036** – relieve travel sickness, morning sickness and other causes of nausea. Suitable for adults and children. Drug free sickness relief with no unpleasant side effects.



# PRODUCT FOCUS



## Safe and Sound Travel TSA Products

Within the Safe and Sound Travel range there are Travel Sentry (TSA) alternatives for padlocks and luggage straps.

Using a Travel Sentry Approved (TSA) lock or luggage strap is not mandatory however many people prefer to use a TSA approved lock with the knowledge that customs reserve the right to break open a lock or strap if they need to access your luggage.

A TSA lock or luggage strap allows your luggage to be unlocked, inspected and relocked by security authorities during security screening without damage.

All the TSA locks and luggage straps come in a choice of colours ranging from dark greys to eye catching oranges.





VITAMINS & SUPPLEMENTS

## INTRODUCTION

Valupak was one of the first brands to be developed and distributed by BR Pharmaceuticals in 1995, providing high quality, low cost vitamins to the consumer.

Valupak was initially launched offering a small selection of supplements and vitamins for just 99p, unheard of in the 1990s. The 99p price point suddenly opened up a world of supplements and vitamins to a new consumer audience that had never had the budget to indulge in lifestyle or health products on a regular basis.

## BULLET POINTS

- Low cost
- Extensive range
- High quality
- Availability in thousands of pharmacies

## CATEGORIES



VITAMINS & SUPPLEMENTS

EFFERVESCENT

HERBALS

KIDS

## KEY PRODUCTS

**VKVP061 VITAMIN D3 TABLETS**

**VKVP535 MAGNESIUM TABLETS**

**VKVP040 MULTI VITAMIN AND IRON TABLETS**

**VKVP422 VITAMIN C EFFERVESCENT TABLETS**

**VKVP057 CHEWABLE VITAMIN C TABLETS 80MG**

**VKVP101 CALCIUM WITH VITAMIN D TABLETS 400MG**

## USEFUL INFORMATION

Valupak offer fantastic value vitamins and supplements allowing consumers to enjoy lifestyle and health products without breaking the bank.

The great range of products are not only fantastic value for money, they are also the highest quality so you can relax and enjoy the benefits. Finding Valupak products couldn't be easier. The extensive range is available in thousands of pharmacies and multiple retailers across the UK.



## PRODUCT FOCUS



### Valupak Effervescent Range

#### Valupak Effervescent Vitamin C

Effervescent vitamin C plays a significant role in the function and strengthening of the immune system. It is also important for metabolic processes and the maintenance of good health. It is recommended for common colds, protection against harmful free radicals caused by exercise and as a tonic for overall good health.

#### Valupak Effervescent Energy Release

An effervescent tablet that dissolves in water to create a refreshing orange flavour energy release drink. It contains a high amount of vitamins b and c plus minerals that help you release energy so that you stay on top form.

#### Vitamin C Plus Zinc

Vitamin C plus Zinc effervescent tablets provide dual action immune support in one refreshing blackcurrant flavoured drink. Vitamin c is only stored in the body in small amounts so a regular intake is important zinc and vitamin c help support a healthy immune system.



# BAYLIS & HARDING

ENGLAND

## INTRODUCTION

Founded back in 1970 in the heart of England, Baylis and Harding is a family business which has grown from humble beginnings to become an international success.

Beautifully made, beautifully packaged and beautifully fragranced, Baylis and Harding create gifts that are opened with delight and products to make the home feel more wonderful.

Baylis have an enthusiasm for perfection, focussing on affordability, quality and design and by closely monitoring the global fragrance and fashion trends, Baylis and Harding are able to bring in the best in innovation and style!

## BULLET POINTS

- Baylis and Harding handwash is found in 1 in 2 households in the UK
- UK's No.1 ladies toiletries gift brand
- Affordable
- Family run business
- Sustainable luxury
- Generosity bottled

## CATEGORIES



HANDWASH



TWIN SETS



BATH & BODY

## KEY PRODUCTS

**BHBMHWBP** BLACK PEPPER AND GINSENG HAND WASH

**BHBMABHW** ANTI BACTERIAL HAND WASH

**BHBMSSHW** SENSITIVE HAND WASH

**BHBMHWMG** SWEET MANDARIN & GRAPEFRUIT HAND WASH

**BHBMABALHW** ALOE VERA, TEA TREE & LIME ANTIBAC HANDWASH

## USEFUL INFORMATION

Baylis and Harding Bath & Body is split into **five main categories**:

**Signature:** A COR range of contemporary toiletries, created using the finest ingredients.

**Beautecology:** A range of fun and vibrant on trend toiletries.

**Fuzzy Duck:** Inspired by their boutique Inn, these indulgent fragrances have been carefully created to remind you of your favourite tipple.

**Goodness:** A serious and luxurious range with the key focus being on sustainable luxury. The packaging is made from 100% recyclable bottles, is a certified vegan formula and completely SLS and Paraben free.

**Royale Garden:** A stylistic range inspired by the quintessential English garden.



## PRODUCT FOCUS



### Baylis & Harding Sweet Mandarin & Grapefruit Handwash

Sweet Mandarin and Grapefruit is Baylis and Harding's most renowned, iconic fragrance. A subtle yet spicy fusion of soothing jasmine and orange blossom behind zesty top notes of sweet mandarin, grapefruit and lemon. This iconic scent both balances and refreshes.

Sweet Mandarin and Grapefruit forms part of the Signature Collection and is available in the following products – Hand Wash, Hand Wash and Lotion Set, Bath Soak and Shower Crème, not to mention the huge selection of gifts available both for Christmas and AYR gifting.



## INTRODUCTION

Tired of experimenting on friends' hair in her kitchen at home co-founder Alex Brownsell took a break from working as a hairstylist on fashion shoots to open her own hairdressers with her best friend Sam Teasdale. The result was Bleach London... the worlds first salon focussing on colouring rather than cutting. With their pioneering techniques and styles, a second and then a third London Salon was opened. After a while customers wanted to take home the amazing products the girls were using in the Salon and Bleach saw their opportunity. In 2013 they launched Bleach London, a truly innovative hair range, which is now shipped all over the world.

Bleach London are known for single-handedly reinvigorating haircare and have an extremely loyal VIP client following. Celebs come to Bleach for treatments and products because they have a reputation for being the best at super cool colour!

## BULLET POINTS

- Pioneering
- Innovative
- 100% vegan
- PETA approved
- Cult following
- 4 step application process

## CATEGORIES



TONING SHAMPOO & CONDITIONERS



BLEACH & TONER KITS



TREATMENTS

## KEY PRODUCTS

**BL70020010** BLEACH LONDON SILVER SHAMPOO 250ML

**BL70230000** BLEACH LONDON WHITE TONER KIT

**BL70060000** BLEACH LONDON REINCARNATION MASK 200ML

## USEFUL INFORMATION

Not content with leading the way in colour innovation, Bleach London are setting the standard high when it comes to sustainability.

Vegan products, cruelty free ingredients and recycled cardboard and plastic packaging. They are completely socially aware, from the decision not to photoshop models to their involvement with charities both at home and abroad.



# PRODUCT FOCUS



## Four Step Bleach Basics

### Step One

It all starts with the Bleach. Our Bleach Kits lift your hair up to seen shades lighter for the perfect base layer.

### Step two

Bleach lifts hair to a warm blonde. Use our Toner Kits to banish any unwanted yellow and achieve your preferred shade.

### Step Three

Apply a super cool colour for a stunning semi-permanent shade that washes out over time.

### Step Four

Keep your bleach banging and your colour fresh with our toning Shampoos & Conditioners. Use every other wash for best results.



## INTRODUCTION

Developed in 2004 by a team of dedicated but frustrated health hair enthusiasts, Cantu is the fastest growing texture hair brand in the UK and US, with multiple award-winning products in their portfolio. Noticing a distinct lack of products for wavy, curly and coily hair types in the market, Cantu was created out of frustration and a lack of assortment to cater for these unique needs. Specialising in shea butter infused products, Cantu uses ultra-moisturising and high-quality ingredients to cater for all textured hair types. Cantu has been created to encourage the nation to embrace their natural wave!

## BULLET POINTS

- Award winning
- Innovative
- Ultra-moisturising
- Sulphate free
- Paraben free
- Silicone free

## CATEGORIES



CLEANSE



CONDITION



STYLE

## KEY PRODUCTS

**OA3020007 CANTU COCONUT CURLING CREAM**

**OA3020010 CANTU SULFATE-FREE CLEANSING SHAMPOO**

**OA3020014 CANTU DAILY HOLD MOISTURISER**

**OA3020004 CANTU SHEA BUTTER CONDITIONING REPAIR CREAM**

## USEFUL INFORMATION

Cantu caters for the four main hair types:

**Straight** – Straight, shiny fine hair with no curl pattern

**Wavy** – Bendable hair, from fine to coarse that has definitive ‘S’ pattern but lays closer to the head.

**Curly** – This can range from loose, buoyant loops to tight springy corkscrews which have some sheen but are prone to frizz.

**Coily** – Coily hair is naturally very dry in texture, can be soft and fine or coarse and wiry. Strands form a very tight, small curls or zig zags right from the scalp & are prone to major shrinkage.



## PRODUCT FOCUS



### Cantu Leave In Conditioning Repair Cream

This deep penetrating conditioning treatment is made with pure shea butter and other natural oils to stop and mend breakage, repair split ends, and add manageability and shine with every application. When used daily, Cantu Leave-In Conditioning Repair Cream helps promote stronger, healthier hair. Great for relaxed, textured, coloured and permed hair.

#### Benefits include:

- Intensely moisturising leaving hair soft and manageable.**
- Formulated for damaged, dry or coarse hair.**
- Mends breakage, repairs split ends and reduces frizz.**

#### How to use:

**Daily styling** – Apply a generous amount of product to ends of damp hair and work towards the roots. Comb through for even distribution.

**Leave-in treatment** – Apply as directed above, cover with a plastic cap overnight for maximum absorption and intense conditioning.

**Frizz free hair** – Apply daily to split ends or damaged areas.





# CLAIROL

## INTRODUCTION

Clairol is an American personal care-product division of company Coty, specializing in hair colouring and hair care, that was begun in 1931.

The company was widely recognized in its home country, the United States, for its “Miss Clairol” home hair-colouring kit introduced in 1956. Currently, Clairol manufactures hair-colouring products sold under the brand names “Nice’n Easy”, “Root Touch-up” and “No Ammonia”.

## BULLET POINTS

- Part of Coty haircare range
- Long heritage and expertise within the hair colour industry
- Allure beauty expert 2018

## CATEGORIES



NICE'N EASY



ROOT TOUCH-UP



NO AMMONIA

## KEY PRODUCTS

**CL81649317** NICE N EASY ULTRA LIGHT NTRL BCH BLND  
**CL40004702** NICE N EASY ROOT TOUCH UP DARK AUBURN  
**CL40014838** NICE N EASYLASTING NEW LIGHT ASH BRN

## USEFUL INFORMATION

Clairol's target audience is every person that wants an affordable but professional hair colouring range.

Whether one chooses the Nice'N Easy range (permanent hair colour technology that helps block damage), the Root Touch-up range (permanent root coverage crème) or No Ammonia range, there is something for everyone.



## PRODUCT FOCUS



### Clairol Nice'n Easy Crème

Clairol Nice'n Easy Crème, a natural looking permanent home hair colour, with a blend of 3 tones and highlights and conditioners at every step. Nice'n Easy Crème is gentle on hair and scalp due to its oil infused colour.

It provides 100% grey coverage, with soft and shiny results. 96% of women would recommend to a friend\*. Colour as real as you are!

- **Permanent colour cream hair dye.**
- **Gentle on your hair and scalp.**
- **Oil infused with conditioners built into every step for incredibly soft and shiny hair.**
- **100% grey coverage, long-lasting hair colour performance.**
- **Natural looking colour with a blend of 3 salon tones and highlights in 1 simple step.**



## INTRODUCTION

The Coty Body, Bath and Fragrance category encompasses brand and celebrity perfumes and colognes, body sprays, shower gels and aftershaves.

Coty Inc. started as a fragrance business later expanding itself by including cosmetics as well. However, the core of Coty Inc. is in perfumes, especially affordable perfumes open to the general public, and one of the oldest long-lasting brands of perfumes is Coty L'aimant.

Later on, Coty have started collaborating with all the other perfumes brands such as Adidas, David Beckham, Vera Wang, Jovan, Katy Perry and Beyoncé parfums.

## BULLET POINTS

- Affordable branded perfumes & colognes, body wash and body sprays
- Celebrity & recognised brands
- Extensive range of products

## CATEGORIES



BODY



BATH



FRAGRANCE

## KEY PRODUCTS

- BY78281100** BEYONCE HEAT WILD ORCHID EDP 30ML
- BK10396000** BECKHAM INSP BY RESPECT EDT & SHOWER GEL
- JV74625000** JOVAN MUSK FOR MEN DEO SPRAY 150ML

## USEFUL INFORMATION

### The celebrity fragrances market

Most of us like to smell nice, so it is no wonder that the luxury perfume business is worth around £20billion. And these days, celebrity perfumes are where big business is at.

In the last decade, there were over 70 celebrity scents launched and 31 of the top 100 perfumes were created or endorsed by a celebrity, prompting it to be called the 'decade of the megastar scent', according to The Telegraph. Celebrity fragrances are reportedly worth £255 million in the UK alone every year.



## PRODUCT FOCUS



## Coty Celebrity Fragrances

### Jovan Musk

Launched in 1973, Jovan Musk has become almost synonymous with “musk”. **Jovan Musk Deodorant Body Spray** is a popular classic that reminds a man of his youth yet remains seductive for the man of today. A blend of exotic spices and woods meets with the seductive power of musk. The result is a masculine, powerful, persuasive fragrance.

### Coty L’Aimant

By giving L’Aimant a fluffy, vaguely powdery bed of **sweet vanilla and sandalwood** and a pinch of fruit, Coty makes L’Aimant approachable and easier than No. 5 for some people to wear.

### Vera Wang

Vera Wang Perfumes is all about elegance. One of its iconic perfumes, Princess, closely resonates with Vera Wang’s philosophy, whereby attention to detail is everything.

**Princess:** a sexy scent with top notes of waterlily, heart notes of pink guava and base notes of chiffon vanilla

### David Beckham

Whether you are talking about **Instinct, Homme, Classic Blue** or **Inspired By Respect**, David Beckham’s range is synonymous with drive, passion and excellence on and off the field.



## INTRODUCTION

As the UK's original and best-loved False Nail brand, only market leaders Elegant Touch can tap into years of expertise to offer consumers the best in quality, innovation and choice. Elegant Touch do what nail polish can't! Perfect, long-wear nails, trend-inspired designs, mind blowing variety plus all the insider tips and tricks to help consumers be their own pro nail technician!

Elegant Touch offers a comprehensive range of False Nails and Manicure and Pedicure Accessories with the emphasis being on high quality at affordable pricing.

## BULLET POINTS

- Brand leader
- 24 nails in each box
- Fashion forward
- Constantly innovating
- Long lasting – ping proof
- Consumer confidence

## CATEGORIES



COLOUR



FRENCH



BARE



ACCESSORIES

## KEY PRODUCTS

**OA4016277 POLISHED NANCY RED**

**OA4002007 BRUSH ON GLUE 6ML**

**OA4020414 FRENCH NAIL 126 S PINK**

## USEFUL INFORMATION



Every pack of Elegant Touch False Nails includes 24 nails. Most other brands only have ten nails in a pack (I mean, we only have ten fingers, right?!), however Elegant Touch understand that everyone's nails and nail beds are different shapes and sizes.



Rather than having a one size fits all approach (as we know that is not the case), they offer a range of sizes in each pack so that all customers can use the false nail that best fits their nails, without having to trim and alter the nail in any way.



## PRODUCT FOCUS



### Elegant Touch Protective Nail Glue

The best-selling Elegant Touch Quick Dry Nail Glue is a brush on glue that provides an ultra-strong bond within 4 seconds.

The high-end formulation has an extra strength bond offering ultra longwear, ping free nails.

The component has a precision tip for easy application and the glue itself dries completely clear, hiding any accidental slip ups when applying.

Not all False Nails on the market come with the glue already in the box, which is one of the reasons this product is such a good seller.

That partnered with a long-lasting quality that cannot be matched!



## INTRODUCTION

Eylure was created over 70 years ago when two canny make-up artists to Hollywood's elite spotted a need for good quality false lashes. From the not so humble beginnings, Eylure are still trail blazing today, leading the way on that fashionable flutter!

Whether you are looking for a dazzling night-time look or finishing touch to an everyday style Eylure have got every angle covered with their large, comprehensive range of lash styles.

## BULLET POINTS

- Real hair
- Naturally holds curved shape
- Glue included
- 18 hour hold
- Vegan friendly
- Reusable – minimum 5 wears
- Innovative

## CATEGORIES



PRE-GLUED  
LASHES



MAGNETIC  
LASHES



STRIP  
LASHES



PRO INDIVIDUAL  
LASHES

## KEY PRODUCTS

**OA6001113 EYLURE VOLUME LASHES**

**OA5301021 EYLURE PRO LASH DYLASH BLACK**

**OA6001981 EYLURE NATURALS PRE GLUED O31 LASHES**

**OA5301003 EYLURE PRO BROW DYBROW BROWN**

**OA6001964 EYLURE MAGNETIC LASHES OPULENT**

## USEFUL INFORMATION

The bulk of Eylure sales come from lashes and there are 8 key lash styles within the Collection:

Light Styles: **Naturals, Lengthening** and **Fluttery Light**.

Fulllest Styles: **Fluttery Intense, Volume** and **Dramatic**.

**Individual Lashes.**

**Luxe Lashes.**

However, there are also some key accessory lines that should be stocked in all outlets. Such as their best selling Lashfix glue (this can be used on any lashes, not just Eylure) and their innovative Brow Products that let you bring Salon level treatments to the comfort of your own home.



## PRODUCT FOCUS



### Eylure Pro Brow Dybrow

The best-selling Dybrow product is the ideal way to get dark glossy brows for up to 6 weeks and all applied in the comfort of your own home.

The proven formula will darken lighter brows to ensure an even colour and beautifully defined brows. This product is perfect all year round, but especially in the summer months. With an easy to mix and apply process, brows will be ready in under 15 minutes...imagine all that time saved every day from drawing brows on!

Each tube has up to 12 applications and must be patch tested prior to application. Instructions on how to patch test and what to do if you have a reaction can be found on the Eylure website.





# FAITH IN NATURE

## INTRODUCTION

One of the original natural beauty pioneers, Faith in Nature has been creating products from naturally derived sources for over 45 years.

This forward-thinking brand is a family owned business with one clear vision, to create a luxurious yet affordable brand, with a focus on protecting nature through the use of recycled and recyclable packaging.

They only use the best natural and vegan ingredients which are cruelty free and developed to be gentle on both our bodies and the planet.

## BULLET POINTS

- Natural
- Vegan
- Cruelty Free
- Ethical
- SLS and Paraben Free
- Ingredients are a minimum 99% Natural in Origin
- Made in the UK
- Affordable conscience

## CATEGORIES



HAND CARE

HAIR CARE

BODY CARE

## KEY PRODUCTS

**F110111706 GRAPEFRUIT 100GR SOAP**

**F110510703 COCONUT SHAMP COND DUO**

**F110111806 GRAPEFRUIT & ORANGE BODYWASH**

## USEFUL INFORMATION

Faith in Nature is split into three main categories:

**Hand Care** – Both their Hand Soap and Hand Wash products are naturally powerful detergents and effective at removing dirt and bacteria.

**Hair Care** – All their Shampoos and Conditioners contain herbal extracts and organic oils to leave hair feeling both smooth and glossy.

**Body Care** – The award-winning range of Body Washes are each created with an individual characteristic and benefit to provide you with the best that nature has to offer.



# PRODUCT FOCUS



## Shampoo Bar

The innovative Shampoo Bar is completely plastic free and offers a more sustainable way of reducing waste in your beauty care regime. Completely handmade and Vegan, the shampoo bars are perfect for anyone wanting to be as kind to the planet as they are to their hair and with it being a solid bar it is ideal for travelling....no more wash bag explosions!

The bars themselves are packaged in cardboard wrappers that are compostable and recyclable making them as close to zero waste as possible. All the ingredients are 100% natural in origin, meaning you aren't rinsing any nasty chemicals down the plughole when washing your hair.

- **Plastic free**
- **Paraben and SLS free**
- **100% Natural**
- **Vegan society approved and cruelty free**
- **100% Natural Ingredients and Recyclable cardboard packaging**



## INTRODUCTION

The LaModa brand covers hair accessories, brushes and combs and is split between LaModa Accessories and LaModa Princess. LaModa Accessories is aimed primarily towards young teenagers to adults whereas LaModa Princess is aimed at young children from 3-10 years of age. We carry out many competition shops both in store and online to ensure we are on trend with what we are launching in store and are being competitive in terms of pricing.

LaModa Accessories is split into two ranges. The fashion lines are your 'trend lead' or occasion-wear hair accessories and the core lines are the hair accessories you would wear on a day to day basis.

LaModa Princess is also split into two ranges; fashion and school.

LaModa also has a wide range of hair brushes and combs, from detanglers to pocket combs.

## BULLET POINTS

- Wide range of hair accessories, brushes and combs
- Fashion lines
- Everyday wear
- Perfect for school

## CATEGORIES



LAMODA  
FASHION



LAMODA  
CORE LINES



LAMODA  
PRINCESS  
FASHION



LAMODA  
PRINCESS  
SCHOOL



HAIR BRUSHES  
& COMBS

## KEY PRODUCTS

LM5300BL HAIR GRIPS MEDIUM BLACK  
LM3754 COMFORT GRIP PONYTAILERS  
LM8021 RAINBOW DETANGLER PADDLE BRUSH  
LM8022 RAINBOW DETANGLER SLIM BRUSH

LM5061B THICK BLACK HAIR BANDS  
LM5300BR HAIR GRIPS MEDIUM BROWN  
LM5221 DUAL PURPOSE HAIR BAND  
LM5102 POCKET HAIR COMB

## USEFUL INFORMATION

### Types of brushes

**Detangler:** Smooths wet or dry hair without causing breakage and is pain free.

**Paddle:** Perfect for taming unruly hair. You can use it to blow dry your hair quicker. Can be used on wet or dry hair.

**Cushion:** Perfect for smoothing unruly hair. This brush will quickly smooth out any bumps without separating the hair.

**Vent:** Best for drying hair quickly. The holes in the brush allow hot air from the hair dryer to blow through whilst blow drying to speed up the drying process.

**Barrel:** Helps to dry hair quickly as the metal part of the brush heats up when using alongside the hair dryer. Helps tame frizz and give the hair some volume.



## PRODUCT FOCUS



### LaModa Rainbow Detangler Hair Brushes

The rainbow detangler brushes are designed with zig-zag pins which works through knotted hair and gently remove any tangles without breakage.

Less pressure is exerted on both the scalp and hair, resulting in a soft and silky-smooth finish and a pain free process.

The air-cushioned pad allows the brush to follow the contour of your head for a more comfortable use, can be used on wet or dry hair and is suitable for all hair types.

The bright and eye-catching design makes it perfect for all ages and comes in two sizes; The paddle brush which is large and flat and the slim brush which is smaller and perfect for your handbag.



## INTRODUCTION

Mason Pearson hairbrushes have been loved by generations, a British design icon that still outperforms its rivals. First created over 130 years ago, the famous orange pad fills with air through a small hole in the top of the brush, giving the hairbrush a luxurious soft cushion. The high quality boar bristle ensures beautiful results and longevity of use.

The plastic handle shape was developed from the original wooden models, which are still made in small quantities. These handles are hand-finished to remove any sharp edges and make the hairbrush more comfortable to hold.

Originally made by hand, Mason Pearson developed an inspirational pneumatic bristle-boring machine to apply the bristles to the cushion. This brush hasn't changed since the 1920s and the model names are still with us today.

## BULLET POINTS

- Made in the UK
- Very high quality
- Innovative design
- Ethically sourced bristle
- Family run business

## CATEGORIES



HANDLED  
BRUSHES



MILITARY  
SHAPE



COMBS

## KEY PRODUCTS

**HBBN1** LARGE BRISTLE & NYLON BRUSH

**HBB4** POCKET PURE BRISTLE BRUSH

**HBC7** RAKE COMB

**HBBN4** POCKET SIZE BRISTLE & NYLON BRUSH

## USEFUL INFORMATION

### Types of tuft

Regular brushing plays an important part in the condition of your hair. Mason Pearson are made to suit a variety of hair types and lengths, so there are three types of tuft used in a Mason Pearson Hair Brush to ensure there is something to suit every individual:



### Boar Bristle

For fine to normal hair with sensitive versions for fine or thinning hair.

### Boar Bristles and Nylon

For normal to thick hair.

### Nylon

For thick, harder to manage hair.



## PRODUCT FOCUS



### Mason Pearson Pocket Bristle and Nylon Brush

This best selling hair brush is made from both boar and nylon bristles, making it ideal for normal to thick hair. The cushion is made from 5 rings of fine Boar Bristle and Nylon Tufts embodied in a hand finished plastic handle. The Iconic Pocket Bristle and Nylon Brush is available in Dark Ruby, Blue, Ivory White and Pink.

**Don't forget the Pocket Brush is available in all three types of tufts:**

#### **Boar Bristle**

For fine to normal hair with sensitive versions for fine or thinning hair.

#### **Boar Bristles and Nylon**

For normal to thick hair.

#### **Nylon**

For thick, harder to manage hair.



# MAX FACTOR X

## INTRODUCTION

Max Factor, a line of cosmetics from Coty, was founded in 1909 as Max Factor & Company by Maksymilian Faktorowicz, a beautician from Poland. Max Factor specialized initially in movie make-up, designing looks for Hollywood actresses such as Marilyn Monroe and Bette Davis. Women's appetite to look glamorous like Hollywood actresses grew immensely and thus, in 1916, Factor launched his range of cosmetics to the general public.

By the early 1920s, Factor was on a path to spreading the message that, given the right tools and makeup artistry skills, any women could achieve movie-star glamour, and this legacy continues today. From mascara to foundation, eye shadow to lip gloss – Max Factor put the transformative tools for makeup artistry into the hands of every woman, enabling her to maximize her unique potential.

## BULLET POINTS

- Long lasting heritage within the beauty and make-up industry
- Loved by millions of women all over the world
- Staple products such Pan-Stik and Pan Cake - first commercially available foundation
- Make-up phrase coined by Max Factor himself

## CATEGORIES



FACE



EYES



LIPS

## KEY PRODUCTS

**MF10014001 LASH REVIVAL MASCARA**  
**MF50010001 2000 CALORIE MASCARA**  
**MF81610291 PINK PRINCES LIP LINER**  
**MF30040030 LIPFINITY**  
**MF50065040 RADIANT LIFT FOUNDATION**  
**MF50040045 FACE FINITY 3-in-1**

## USEFUL INFORMATION

Max Factor's long-standing stance in the beauty industry is a statement to their professionalism and dedication to art and beauty. Max Factor himself coined the phrase make-up, now a ubiquitous phrase all over the world. The first commercially available foundation and concealer were introduced by Max Factor as well as the first mascara to be applied for a tube with a wand, a staple in the beauty industry nowadays.



# PRODUCT FOCUS

## Max Factor Range

### Radiant Lift Foundation

Lightweight, multi-tasking foundation designed to hydrate the skin all day long. Smudge-proof with a glowy finish, designed to achieve a natural looking effect.

### Radiant Lift Concealer

Long-lasting yet lightweight concealer with a luminous formula, designed especially to disguise dark circles and wake up dull, tired eyes

It's packed with vitamin C & E and light-reflecting pigments that leaves the skin with a lit-from-within glow.

### Lash Revival Mascara

Mascara designed especially for fuller, longer and stronger lashes in just 4 weeks. Infused with bamboo extract, it also features a curved wand to help volumize lashes without any clumps.

### Crème Puff Powder Compact

Amazing light reflecting particles give a soft, subtle glow. Proven skin compatibility so is good for all skin types. Use alone with moisturiser or on top of foundation.

### Lipfinity Lip Colour

Long-lasting, highly pigmented lip colour duo. The perfect duo to create a smooth, and sheer finish with two simple steps. It features a rich colour lipstick and a moisturising topcoat that lasts up to 24 hours.







## INTRODUCTION

The Meridiana brand offers many everyday essential bathroom products ranging from facecloths to sponges to children's bathroom toys to biodegradable and environmentally friendly items.

Frequent competition shops are carried out where we review the market to ensure that we are sourcing and providing relevant and up to date products for our customers. The products remain relatively simplistic in order for them to slot into any type of bathroom design. Our focus now is to expand on our successful environmentally friendly and multi-use products.

## BULLET POINTS

- Biodegradable and environmentally friendly products
- Everyday bathroom essentials
- Children's bath toys

## CATEGORIES



FACECLOTHS



BATHING



STORAGE



KIDS



NAIL BRUSHES



MIRRORS  
& SCALES

## KEY PRODUCTS

**ME004 BATH SPONGE**

**ME005 MASSAGE SPONGE**

**ME032 ASSORTED NAIL BRUSH BASKET**

**ME454 NAIL BRUSH WITH HANDLES**

**ME020 SUPER SOFT BODY BUFF**

**ME007P FACECLOTH PINK**

**ME007B FACECLOTH BABY BLUE**

## USEFUL INFORMATION

### Ways to make bath time fun

Bathing young children can be a troublesome affair so introducing bath toys such as the Meridiana Alphabet Bag Set or the Meridiana Build a Boat set will not only help make bath time fun but also encourage cognitive learning.



## PRODUCT FOCUS



### Meridiana Biodegradable Range

These new bathroom products are made of the increasingly popular wheat fibre. Whilst they do also contain PP, the content is greatly reduced.

Wheat fibre PP is made from leftover agricultural waste and is created with fewer toxic chemicals therefore making it a more environmentally friendly alternative to other materials and is becoming a top choice of material for manufacturers.

These products are durable, reusable and also fully compostable and can be composted either at home or in a commercial composting system.



# MURRAY'S beauty

## INTRODUCTION

Murrays Beauty is a comprehensive range of manicure, pedicure and beauty accessories. As our third largest brand the range has been developed over many decades and constantly improved and includes the latest development in beauty tools and accessories.

Murrays Beauty is a leading manicure and pedicure brand within UK Pharmacy. The tools are sourced from across the world from leading manufacturers in the UK and the Far East. The factories are technically and ethically audited. The ranges are constantly updated to incorporate the latest beauty trends.

## BULLET POINTS

- Leading manicure and pedicure brand within UK Pharmacy
- Entry level and better level qualities
- Comprehensive range of tools
- Technical and ethical audited factories
- Constantly updated range

## CATEGORIES



BEAUTY



MANICURE



PEDICURE

## KEY PRODUCTS

**MM2580 TOE NAIL PLIERS**  
**MM2105 EMERY BOARDS 11CM**  
**MM2410 TOE NAIL CLIPPER**  
**MM2400 NAIL CLIPPER**

**MM2138 CURVED EMERY BOARD**  
**MM2330 GOLD TIPPED TWEEZERS ASSORTED ENDS**  
**MM2421 MANICURE SET 5 PIECE**

## USEFUL INFORMATION

### Murrays Manicure

A range complete for all of your manicure requirements. From the best selling 11cm 8 emery board and black emery board pack to the longer lasting professional emery boards. A range of 2 way, 4 way and 6 way nail buffers to shape and shine the nails prior to polishing. Reliable carbon steel nail clippers and stainless steel nail scissors to shape and cut with precision.

### Murrays Pedicure

Toe Nail pliers and clippers for a clean looking and comfortable pedicure. Stainless steel foot-files and hard skin removers to enhance the pedicure experience by exfoliating and revitalizing the skin on the foot and legs.

### Murrays Beauty

Over twelve tweezers options including, straight, slanted, pointed and precision. In carbon steel, stainless steel and a wide number of finishes including gold plating, painted and rubberised. A vast collection of beauty tools including eyelash curlers, foam puffs, hairdressing scissors and eyelash applicators.



## PRODUCT FOCUS



## Murray's Beauty Rose Gold Range

When it comes to the list of most-coveted shades, the rose gold trend seems to reign supreme.

In 2016 colour experts Pantone chose rose gold as its Pantone Colour of the Year. This helped spread its influence into fashion, accessories and beauty.

Following the trend, Murray's Beauty released its own range of beauty, manicure and pedicure lines for a little touch of luxury featuring tweezers, emery boards, nail scissors, nail clippers and a compact mirror.



# NAILS.INC®

Be Your Incredible Self

## INTRODUCTION

The UK's number one nail brand, Nails.Inc is renowned for first to market innovation, prestige colour quality and immaculate gloss finish. Founded in 1999, Nails.Inc resonates with a trend conscious consumer with high expectations. The brand has luxury Nail Bars in esteemed retail locations such as Selfridges and Harvey Nics and always has high quality at the forefront of their mind when developing any new product.

The key to Nails.Inc's success is a high-quality product at affordable pricing. With this in mind; value for money is key with Nails.Inc – High quality product with an inc-redibly keen RRP.

## BULLET POINTS

- Innovative, patented bottle design for a flawless manicure
- Revolutionisers in clean beauty
- 100% vegan
- 100% cruelty free
- Affordable pricing
- Innovative NPД
- Added value

## CATEGORIES



NAIL TREATMENTS



DUOS



NAIL COLOUR



MASKS

## KEY PRODUCTS

**NC6278A** NAILKALE BASE COAT

**NC9545** DUO SPARKLE UNICORN

**NC11293** NAIL POLISH REMOVER HAND & TOE

**NC10480** NAILS INC THIRSTY HANDS MASK CDU

**NC10481** NAILS INC THIRSTY FEET MASK CDU

## USEFUL INFORMATION



### The brush and Lid

Nails.Inc's patented brush is ergonomically designed - a wide hugging and flat brush that works with the shape of the nail, minimising the number of strokes required and perfectly creating a flawless finish. The cap can be removed, and the unique curve used as a finger rest, to ensure a flawless finish.



### Try before you buy

You can 'try before you buy' with the bottle's unique curve at the bottom of the bottle. Just place your finger underneath so you can see how the colour would look when painted.



## PRODUCT FOCUS

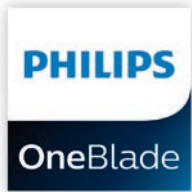


### Nails Inc. Nailkale Superfood Base Coat

The UK's number 1 best-selling base coat. Infused with superfood ingredient kale, this base coat is perfect for treating all nail concerns. Alongside hero ingredient Kale, this breakthrough formula also includes Keratin and a Vitamin Complex (A, C and K) to strengthen and moisturise.

The first product of its kind to market harnessing the power of superfood ingredients for nail care, Nail Kale has been successfully trialled as a treatment product. Over 94% of participants finding their nails looked brighter after applying the super food base.

Nail Kale should be used as a weekly treatment to improve nail health or as a nourishing base coat under your favourite polish.



## INTRODUCTION

The Philips OneBlade...

A tool to precisely trim, edge and shave any stubble style.

Philips invented the OneBlade as consumers didn't have an easy fix to get the style they wanted. There's no need for three devices and tools, with the OneBlade you can get a clean shave, trim and maintain your stubble or short beard, and clean up the edges for a completely unique look.

Since the OneBlade launched in 2016 Philips have been changing the way men trim, edge and shave like nothing else can. Grooming habits are changing, men want to be able to switch up their style depending on how they feel, and maintaining a stubble is a huge trend currently in the UK.

## BULLET POINTS

- Unique OneBlade technology with fast moving cutters
- Each blade lasts up to four months
- 3 click on stubble combs 1mm, 3mm and 5mm
- Water resistant so can be used wet or dry

## CATEGORIES



ONEBLADE  
ORIGINAL



ONEBLADE  
FACE & BODY



REPLACEMENT  
BLADES

## KEY PRODUCTS

**OB252025** ONEBLADE WITH 3 COMBS

**OB22050** 2 x REPLACEMENT BLADES

**OB262025** ONEBLADE FACE & BODY

## USEFUL INFORMATION

The unique Oneblade technology produces 200x per second fast moving blades which powers through even the longest of hair. The dual sided blade styles edges and creates clean lines by moving the blade in both directions. The OneBlade offers a dual protection system for glide coating and has rounded tips which are designed to make shaving even easier on the skin. The rechargeable long-lasting battery delivers 45 minutes of constant performance after an eight hour charge.

**Here's some key male stats:**

44% have a stubble

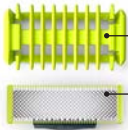
20% have a trimmed beard

7% have a full beard

29% are cleaned shaved



## PRODUCT FOCUS



### **Skin Guard**

Click-on skin guard for extra protection.



### **Unique OneBlade technology**

Fast moving cutter (200x per second) powers through even the longest hair.



### **Dual-sided blade**

Use the dual-sided blade to style your edges and create clean lines by moving the blade in any direction.

### **Dual protection system**

Glide coating and rounded tips are designed to make shaving easier on your skin.

### **Each blade lasts up to 4 months**

Replacement blades fit on all OneBlade handles.

### **Wet & dry**

You can shave with or without foam, whichever you prefer. OneBlade is water resistant, so it's easy to clean: just rinse it under the tap.

### **Long lasting battery**

Rechargeable battery delivers 45 minutes of constant performance after an 8 hour charge

## Philips OneBlade Face and Body

The OneBlade grooming solution then became even better as Philips developed the brand one step further, introducing the OneBlade Face and Body groomer.

Men do not only want to groom their facial hair; they are looking for a total body grooming solution. Designed to be used on the chest, arm pits and other areas too (yes even those very sensitive areas!).

The Face and Body groomer includes a unique clip-on accessory for the body to help evenly trim coarser hair, even in those all-important delicate areas.

Each Face and Body pack contains one blade for the face, one blade for the body, three stubble combs and one body comb.





**PHILIPS**

Personal Care

## INTRODUCTION

Philips is the world's number one electric shaving brand; they provide a range of solutions for popular grooming requirements. Our male grooming range includes hair clippers, beard trimmers, detail trimmers, body groomers and multi groomers.

Philips range several female grooming products, for us it's all about hair removal. 'Beauty tools designed for all your needs'. Hair removal includes Lumea, epilators, electric shavers, bikini trimmers and precision trimmers. These products have won various awards including Beauty Shortlist Awards winners for 2019 and the Pure Beauty Awards London Silver winner in 2019.

## BULLET POINTS

### Male Grooming

- DualCut blades
- Self-sharpening blades
- Lift and trim system

### Female Grooming

- Lumea – for smoothness month after month

## CATEGORIES



EVERY DAY  
LOW PRICE



MALE  
SHAVING



GROOMING



FEMALE  
BEAUTY

## KEY PRODUCTS

**MULTIGROOM  
NOSE TRIMMER  
SERIES 1000 / 3000 & 5000 COMFORT & EFFICIENT SHAVERS**

## USEFUL INFORMATION

### Philips shavers

For a faster, efficient and more comfortable shave.

Philips have a range of shavers starting with the low price point SKU's that are targeting 'comfort & efficiency' all the way through to their prestige models that are aimed at 'ultimate comfort and closeness for any skin'. There really is a range for each customer!



## PRODUCT FOCUS



### Philips Nose Trimmer Series 3000

Meet the next generation of nose trimmers from Philips.

The current new Philips nose trimmers have significantly improved design, performance and ease of use versus their predecessor.

The series 3000 has a ProtecTube Technology that has a rounded metal guard. With eight single sided cutting slots which guide hairs to the reciprocating teeth and all slots can cut hairs in one stroke.

This unique technology is far better than the most common nose trimmers in the market, as they tend to use rotary technology which have a rotating core and hairs must pass through the core one by one.

The unit is fully washable and is AA battery operated. Each pack comes with two eyebrow combs and a pouch.

- No pulling guaranteed
- 100% showerproof, AA battery
- Guard system, angled design
- 2 eyebrow combs 3 & 5 mm, pouch



**RIMMEL**  
LONDON

## INTRODUCTION

Rimmel (commonly known as Rimmel London) is a British cosmetics brand, now owned by Coty, Inc. The House of Rimmel was founded by Eugène Rimmel as a perfumery in 1834 in Regent Street, London, England. Within a year of opening, Eugène Rimmel came to create many make-up products, including his best-known, mascara. It gave rise to the term 'rimmel' being used to mean 'mascara' in many Mediterranean languages.

Today, the brand is one of the world's most popular make-up producers, with its company motto "Live the London look" known worldwide. What does it mean? It encourages people to be true to themselves, to express their own personality and beauty.

## BULLET POINTS

- RIMMEL means MASCARA in many Mediterranean languages
- Promoter of #IWILLNOTBEDELETED, RIMMEL partnered with The Cybersmile Foundation against beauty cyberbullying
- NO to animal testing
- On trend brand with a plethora of make-up and beauty products

## CATEGORIES



EYES



FACE



LIPS



NAILS



TANNING

## KEY PRODUCTS

**R107209001 PRO EYEBROW PENCIL DARK BROWN**  
**R157030100 LASTING FINISH FOUNDATION IVORY**  
**R140040001 LASTING FINISH KATE**

## USEFUL INFORMATION

Rimmel is all about being true to oneself. Live the London look, their motto, is all about expressing one's own personality, one's own boldness and uniqueness.

Being in the business of self-expression since 1834, London became the playground for Rimmel and it was a match made in heaven. London makes its own rules, its own colours, it gets down and dirty but does it with a wink and a smile. And this is what Rimmel London is all about!



## PRODUCT FOCUS

### Rimmel's Iconic Product Range

**Super Gel nail colour** works concomitantly with the **Super Gel Top Coat**, acting as perfect replacements for nail polishes that require UV lamp. **60 Seconds Super Shine** does what it says: deliver high pigmented, long-lasting colours within 60 seconds after application.

**Lasting Finish 25 Hours Foundation** with Comfort Serum is a long-wear, full-coverage liquid foundation that blends seamlessly into skin. It's sweat-, heat-, humidity-resistant and transfer-proof. Infused with Hyaluronic Acid, this foundation is perfect for all skin types.

**Lasting Matte Foundation** is a long-wear, full coverage liquid foundation that delivers a matte finish to the skin. It instantly hides blemishes, spots and dark circles and makes pores look visibly minimized. It's matte but not drying so it leaves the skin feeling hydrated and balanced for up to 12 hours.

**Lasting Radiance Foundation** is a skin-smoothing medium coverage liquid foundation with added luminosity-boosting pearls. It uses Urban Shield Technology to protect skin from pollution and SPF25. It delivers 24-hour hydration for a healthy looking complexion.

**Wonder'Luxe Volume Mascara** is a conditioning mascara that's infused with argan, maracuja, marula and camellia oils. It has a smudge-proof formula and delivers volume to the lashes. It is dermatologist and ophthalmologist tested.





## INTRODUCTION

Sally Hansen Inc. is an American beauty brand, first founded in 1946 by Sally Hansen herself. Since then, the brand has become a household name, famous for its dedication to making innovatively formulated, affordable beauty products for everyone.

### Beauty that really works.

Launched with just two nail products, including the iconic “Hard As Nails”, the award-winning brand now includes nail colour, nail care and sunless tanning.

## BULLET POINTS

- Over 50 years of effortless, self-made beauty
- Miracle Gel: Allure Beauty Expert 2017 Best Of Beauty Award Winner
- Salon manicure: 7 benefits in 1 bottle
- Nail care range: strengthens soft, fragile nails

## CATEGORIES



MIRACLE  
GEL



SALON  
MANICURE



NAIL  
CARE



AIRBRUSH LEGS  
TANNING LOTION  
AND SPRAYS

## KEY PRODUCTS

**SN95488500** MIRACLE GEL NAIL POLISH MAD WOMEN  
**SN94236620** SALON MANICURE NAIL COL WINE NOT  
**SN72904003** AIRBRUSH LEGS SPRAY TAN GLOW

## USEFUL INFORMATION

### Key ingredients for nail products

**Silk proteins and retinol** (found in products like Hard as Nails) protect against everyday hazards such as water, detergents and housework and give nails a natural gloss and encourages them to grow longer, stronger and more beautiful.

**Chamomile and Aloe** (found in products such as Instant Cuticle Remover) are well-know for their soothing and moisturising properties.

**Miracle Gel™** is a patented technology that helps the nail polish to last longer and be chip-resistant without the use of a UV lamp.

**Salon Manicure** nail polishes are all formulated with a keratin complex that helps deliver up to 64% stronger nails.



## PRODUCT FOCUS



### Sally Hansen Nail Care Range

Get on your way to beautiful, healthy nails that don't break, split, peel or crack!

The Nail Care range includes products formulated especially for the treatment and care of nails.

Ingredients such as retinol, nylon and omega 3, found in products such as Advanced Hard As Nails, strengthen the nails and act as a perfect base for the application of nail colours whilst the Insta-Dri Top Coat, formulated with exclusive acrylic polymer, hardens and dries any nail colour to the touch in just seconds.

But before any nail care or nail colour process, it all starts with the basics such as the Strengthening Nail Polish Remover formulated especially for weak, thin nails and the Instant Cuticle Remover product, formulated with chamomile and aloe, that helps leave the cuticles smooth and soft and is also perfectly formulated to deal with calluses as well.



## INTRODUCTION

### The Sanjo brand includes:

#### Cosmetic and toiletry bags

We carry out frequent competition shops where we look to see what colours, patterns and styles are currently on trend in the market and where we can be as competitive as possible when it comes to pricing. We provide bags of all different shapes and sizes for both adults and children so there is an option for everyone.

#### Mirrors

Sanjo mirrors are perfect for on the go travel, as well as practical and stylish larger mirrors for your bedroom or bathroom that are perfect for when applying make-up.

#### Umbrellas

Sanjo also provides a range of umbrellas in both compact and regular sizes and in many colours and patterns including the very useful transparent dome design.

## BULLET POINTS

- Travel/bathroom mirrors
- Cosmetic bags
- Children's bags
- Umbrellas

## CATEGORIES



ATSTREA BAGS & MIRRORS



BEAUTY & MENS BAGS



DRAWSTRING BAGS



KIDS



REUSABLE SHOPPERS



UMBRELLAS

## USEFUL INFORMATION

### Cosmetic bags

We have a large range of different cosmetic bags that all vary from large, printed makeup bags to sleek leather styles to drawstring bags. They come in different sizes so whether the customer is searching for a small travel cosmetic bag, a large makeup bag with compartments, or a lady's wash bag, they can find something to suit their everyday needs.



## PRODUCT FOCUS



### Sanjo Drawstring Bags

It's important to always have an easy packing solution whenever you are on the move.

A drawstring bag is a very convenient, easy and comfortable way to carry around your everyday essentials and there is no limit to the uses you can put these bags to, from toiletries and cosmetics, a gym kit, school books or even a holiday backpack.

The material used allows the bags to hold a substantial amount of weight and can expand and contract depending on the size of the items within the bag.

They are machine washable and durable in poor weather conditions and are excellent value for money.





SKIN [SKG labs]  
generics

## INTRODUCTION

It all started with a trip to Korea... Having discovered the secrets behind Korean cosmetics in a trip Seoul; SKG brought their learnings from the culture and beauty rituals of the Korean society back to mainland Europe.

With a desire to provide a solution to any skin problem, their products are effective, honest and affordable. Skin Generics believe that the effectiveness of cosmetics depends on the quality of their ingredients and the percentage of active in ingredients concentrated in its formulations.

While the usual percentage of active ingredients used in cosmetics varies from 2 to 12.7%, Skin Generics offers up to 4 times more active ingredients than other leading brands.

## BULLET POINTS

- High percentage of Active Ingredients (AI)
- Effective
- Affordable
- Korean Based Formulations
- Innovative Textures
- Dermatologically Tested
- Paraben Free
- Cruelty Free

## CATEGORIES



MOISTURISING

ANTI-AGING

BRIGHTENING

CLEANSING

## KEY PRODUCTS

**SKCL001** MICELLAR WATER CHAMOMILE COMPLEX

**SKFC002** MOISTURISING CREAM HYALURONIC ACID

**SKS002** LIFTING SERUM ORGANIC SILICIUM

**SKS004** ANTI DARK SPOT SERUM ARBUTIN

## USEFUL INFORMATION

Skin Generics can be categorised in for key areas:

**Moisturising** - Designed to Nourish, Revitalise, Pro-elasticity, Restore, Prevent Wrinkles and Calm Skin. This category is perfect for all skin types.

**Anti-Ageing** - Designed to Prevent Wrinkles, Give Lifting Effects, Pro-elasticity, Restore and Eradicate Dark Circles. This category is perfect for both Pre-Mature and Mature Skin.

**Brightening** - Designed to Regulate Melanin, Lighten, Provide Antioxidant Effect, Regenerate Cells and Moisturise. This category is perfect for Mature Skin.

**Cleansing** - Designed to Remove Make Up, Soothe, Moisturise, Remove Blackheads, Control Sebum, Exfoliate and Revitalize. This category is perfect for all skin types.

All Skin Generics products have a superior quality cosmeceutical solution that contains an extraordinary percentage (up to 30%) of active complex in its formulations, but at an affordable price. The unique texture based on Korean formulations, boosts penetration of active ingredients into the skin and increases its effectivity.



## PRODUCT FOCUS



### Organic Silicium Lifting Serum

The Organic Silicium Lifting Serum forms part of the Anti-Ageing category, with its unique ability to lift, firm and smooth skin it is an absolute hero product.

The flash effect serum has 22% active complex with optimal results after a daily use. The Hibiscus offers a flash lifting effect as well as improving moisture, Silicium boosts firmness and moisture whilst also protecting from free radicals.

The Phospholipids Complex provides a long-lasting lifting effect while the Hawaiian Algae acts like a film to avoid dehydration and Soybean regenerates skin and reduces depth of wrinkles.

#### Active Complex:

- 6% Silicium (Lifting)
- 5% Hibiscus (Anti-wrinkle)
- 5% Hawaiian Algae (Moisturising)
- 3% Phospholipids Complex (Firming)
- 3% Soy (Lifting)



## INTRODUCTION

As an international leader in the manufacturing of products for the professional barber and salon trade, consumer personal care and styling and massagers.

Wahl is dedicated to delivering products that are built to perform and constantly push the boundaries of innovation. Wahl blades are engineered using high precision grinding technology ensuring the best cutting performance. The consistency and sharpness of each tooth on the precision ground blade creates a better cut that is more even and better quality than any competitor using stamped blades.

As the brand used by professionals, Wahl has created a range of grooming, styling and personal care which offer an unrivalled quality that you can trust.

## BULLET POINTS

- Competitive price points
- Promotional lines available
- Wide range of products in each category
- Informative packaging

## CATEGORIES



CLIPPERS



HAIR STYLING



MULTI-GROOMERS



GIFT SETS



MASSAGERS



TRIMMERS

## KEY PRODUCTS

**WL00982 TRAVEL HAIR DRYER**

**WL00911 CURLING TONG**

**WL93075 CORDED T-PRO TRIMMER KIT**

**WL793053 CORDED HAIR CLIPPER**

**WL55988 RECHARGEABLE MULTI GROOMER**

**WL00017 POWERPIK 2 1500W HAIRDRYER**

## USEFUL INFORMATION

We now cover a wide range of Wahl products from Clippers, Trimmers, Styling Trimmers for Afro hair, Hair styling tools, Women's hair removal and Massagers.

There is a promotional calendar available on a number of lines within the Wahl range which helps keep us competitive.



## PRODUCT FOCUS



### Wahl Clipper Deluxe Gift Set

This stylish male grooming gift set includes an adjustable hair clipper, trimmer perfect for stubble, beards, hairlines and body grooming plus an ear, nose and brow trimmer.

All the tools you need to get that all over well-groomed look. All packed in a deluxe, durable carry case ideal for storage & travel. Mains operated clipper allowing you to perform haircuts to a professional standard.

Personalise your cut with the guide combs from grades 1-8 (3-25mm), plus left and right ear taper guide combs. Plus the taper lever, which allows you to further adjust the length of cut between guide comb lengths quickly and easily without changing guide combs.

Battery operated trimmer ideal for beards and stubble as well as tidying up hair lines and other body grooming. Battery operated ear, nose and brow personal trimmer, designed for removing unwanted hairs.



## INTRODUCTION

Wella specializes in hair care and styling products and it includes brands such as Shockwaves and Silvikrin.

Shockwaves is a range of hairstyling products aimed at a younger demographic and includes products such as textured gum, volume mousse and styling gel. They have their own dedicated B2C website that has tutorials on hair styling.

Silvikrin is a range of hairspray products for a more mature demographic.

## BULLET POINTS

- Inspires women through hair styling and care
- Shockwaves: aimed at the young and rebellious
- Silvikrin: reliable hold wherever you are

## BRANDS



SHOCKWAVES



SILVIKRIN

## KEY PRODUCTS

**SW81658718 SHOCKWAVES ULT EFFECT TEXTURISING GUM**

**SW40009195 SHOCKWAVES U STRONG POWER HOLD HAIRSPRAY**

**SV40009014 SILVIKRIN FIRM STRENGTH HAIRSPRAY 75ML**

**SV40009191 SILVIKRIN MAX STRENGTH HAIRSPRAY 250ML**

## USEFUL INFORMATION

Wella Shockwaves, targeted towards those young and rebellious, has everything you need to style your hair, from hairsprays, mousses to gels and gel sprays. Wella's Shockwaves simple motto "Your Style Your Way" speaks volumes to what Wella Shockwaves stands for: simple, affordable and reliable styling products for everyone.

UK's Number 1 Hairspray, Wella Silvikrin, provides perfect control of your hairstyle with reliable hold and volume that you can enjoy for longer.



## PRODUCT FOCUS

### Shockwaves Surfer Texture Gum



Used to create texturized and re-mouldable hairstyles. Work the gum through dry hair and define individual areas while adding instant texture for a long-lasting undone look with a strong hold.

Re-mould and restyle adding impromptu style and definition you want with an amazing texture you will be proud of.

**For a messy look**  
**High hold**  
**Remouldable**

### Silvikrin Firm Strength Hairspray



WELLA Silvikrin classic firm hold hairspray 75 ml enables you to create the ideal style for your hair and keep it in place for up to 48 hours.

This lightweight travel size hairspray provides reliable, long-lasting hold, while keeping your hair flexible and natural with no sticky feeling and easy to comb. It also includes UV protection.

**Long-lasting hold for up to 48 hours**  
**Provides UV protection**  
**Does not dry out your hair**



## INTRODUCTION

7th Heaven is a multi-award winning brand and one of the market leaders for face mask sachets, offering effective, inexpensive skin care for all ages and all skin types across the globe. Driving a high volume impulse purchase. 7th Heaven offers a range of Essentials blockbusters, trend and benefits-led products for all skin types. Their portfolio offers a wide variety of mask formulations including Mud, Peel-Off, Sheet, Hydrogel, Scrub, under eye masks, pore strips and Hair. The ranges enhance the customer experience, as well as suit all needs and occasions.

## BULLET POINTS

- Affordable price points
- Cruelty free
- Wow ingredients
- All products are vegetarian and vegan where possible

## CATEGORIES



FACE MASKS



HAIR MASKS



PORE STRIPS

## KEY PRODUCTS

**TJ8103 CUCUMBER PEEL OFF MASQUE**

**TJ8013 GREEN TEA PEEL OFF**

**TJ9127 MANUKA HONEY PEEL OFF MASK**

**TJ7100 PINK GUAVA PEEL OFF MASK**

**TJ5110 SUPERFOODS AVOCADO CLAY MASK**

## USEFUL INFORMATION

7th Heaven is a cruelty-free company and a member of BUAV/ Cruelty-Free International and PETA.

The products are known for their 'wow' fragrances, natural and innovative ingredients and formulas free from parabens, phthalates, petrochemicals, microplastics and silicones.

A range of clip strips, shelf trays and floor stands are available for your customers.



## PRODUCT FOCUS

### SUPERFOOD



## 7th Heaven Superfood Range

The Superfood range is becoming our fastest growing range within 7th Heaven having only launched at the end of 2019.

The natural and clean beauty industry is on the rise, with “free from” chemical claims becoming much more apparent consumers are embracing more healthy and active lifestyles, and therefore are more aware of the products they apply to their skin. Rates of superfood new product development have tripled in the past five years.

Hemp has become the next budding superfood. Becoming extremely popular in all types of applications, with its unique benefits of calming and soothing properties, this is why it has become an essential to the superfood range.





## INTRODUCTION

Dr Brown's® has over 20 years' experience helping parents combat windy colic and launched a new enhanced design bottle in August 2019 - Dr Brown's® Options+™ Anti-Colic Bottles.

Not all vented bottles are created equal. Dr Brown's Options+® unique internal vent system continues to create 100% vacuum-free feeding, which is clinically proven to help reduce windy colic. This is what makes Dr Brown's® the number one choice of UK Health Professionals for the relief of colicky symptoms.

## BULLET POINTS

- With the vent in place Dr Brown's is clinically proven to help reduce colic, burping and wind
- BPA Free
- Bottles can be used with or without the vent
- Breast like teat

## CATEGORIES



**BABY BOTTLES,  
TEATS, WARMERS  
& STERILISERS**



**SOOTHERS**



**STARTER  
SETS**



**ACCESSORIES**



**CUPS**



**TEETHERS**

## KEY PRODUCTS

**DB2201** OPTIONS LEVEL 2 TEATS

**DBWBO3605** OPTIONS STARTER KIT

**DB4201** OPTIONS + LEVEL 4 TEATS 2PK FC

**DB3201** OPTIONS + LEVEL 3 TEATS 2PK FC

**DBOPT292** OPTIONS PREMIE 60ML BOTTLE

**DBWB51600** OPTIONS + SINGLE 150ML BOTTLE

**DB700** OPTIONS BOTTLE BRUSH

## USEFUL INFORMATION

The breast-like teat shape is correctly contoured for a proper latch and a more natural bottle-feeding experience - perfect for switching from breast to bottle and back again! Each teat is specially engineered to offer the same consistent natural flow, so you and baby know what to expect in every feed.

Dr Brown's Options+ grows with baby, allowing easy removal of the vent system when baby no longer experiences feeding problems or you want the convenience of a teat-vented bottle. The teat venting creates a controlled flow, offering babies an easy and convenient way to feed at their own pace.



## PRODUCT FOCUS



### Dr Brown's Options+ Bottles Range

Dr Brown's Options+™ anti-colic Baby Bottles recommended by 92% of UK Health Professionals for the relief of colicky symptoms.

The bottles have a unique feeding system that grows with baby and helps alleviate the symptoms of windy colic – Don't wait until baby develops colic, use Dr Brown's Options+™ bottles from birth as they are the best anti colic bottles and prevention is better than cure!

Almost half of babies in the UK develop colicky symptoms. The unique internal vent system and teat work together, so we recommend keeping the vent system in place to experience the full health benefits synonymous with Dr Brown's bottles.

However some parents find removing the vent a convenient option as their baby's feeding becomes more developed or if baby is fortunate not to suffer from colic.



# dreamgenii®

## INTRODUCTION

The multi-award winning Dreamgenii® Pregnancy Support and Feeding Pillow has been enjoyed by hundreds of thousands of women around the world to help achieve a more restful sleep during pregnancy. For over 14 years, Dreamgenii® has offered a range of UK Midwife recommended pregnancy support and feeding pillows.

Boasting a patented design, you'll only need one pillow to help you through a comfortable, safe pregnancy and for afterwards with baby as a feeding support pillow. Its unique shape encourages you to sleep on your left side, in the recovery position, which, if used regularly from the second trimester, can encourage baby to get into the optimum position for birth.

## BULLET POINTS

- Aids a restful sleep
- Helps you to lie on your left side, the best position for you and your baby
- Prevents you rolling onto your back during sleep
- Encourages maximum blood flow between mother and baby whilst you sleep
- Helps you to achieve optimal foetal positioning
- Doubles as a feeding support pillow

## CATEGORIES



**PREGNANCY  
PILLOWS**



**BABY  
CARRIERS**

## KEY PRODUCTS

**DG115010 WHITE COTTON PILLOW**

**DG416010 SNUGLEROO BABY CARRIER**

## USEFUL INFORMATION

The Dreamgenii® comes in an array of stylish designs with removable washable cotton fabric covers in fashion-led designs to complement any bedroom or nursery. There is also a sumptuous white jersey fabric which is comfortable and cool fabric making the Dreamgenii a must-have from the second trimester onwards.



## PRODUCT FOCUS



## Dreamgenii White Cotton Pillow

The dreamgenii® Pregnancy Pillow boasts a unique patented design for Support and Feeding – this one pillow has a dual function, so you will only need to purchase one pillow to help you through a comfortable, safe pregnancy. The pillow can also be used as a feeding pillow once baby arrives. The dreamgenii® Pregnancy Support and Feeding Pillow has been enjoyed by hundreds of thousands of women around the world and is recommended by UK Midwives.

- Aids a restful sleep
- Supports your bump, back and knees
- Helps you to lie on your left side, the best position for you and your baby
- Prevents you rolling onto your back during sleep
- Encourages maximum blood flow between mother and baby whilst you sleep
- Helps you to achieve optimal foetal positioning
- Doubles as a feeding support pillow
- Recommended by midwives



## INTRODUCTION

Mandy Haberman created her first invention called the Haberman Feeder which was specifically for a special need. There is no bottle or teat available in the marketplace to help her daughter Emily who is born with feeding difficulties. The Haberman Feeder goes on to become an essential medical tool that is widely used for a variety of feeding difficulties.

Inspiration for the next Haberman invention unfolds when Mandy observes a toddler spilling blackcurrant juice all over her friend's carpet. Mandy set about inventing the valve that would feature in the first totally non-drip toddler trainer cup (also known as a 'sippy cup'), that sealed between sips.

## BULLET POINTS

- All cups are BPA Free
- All cups are microwave and dishwasher safe
- Leak proof cups
- Fun colourful cups

## CATEGORIES



**BOTTLES &  
TEATS**



**CUPS**

## KEY PRODUCTS

**HMCC01BLK ORIGINAL COW CUP**

**HMCB01 ORIGINAL COW BEAKER**

## USEFUL INFORMATION

The Haberman range also covers bottle feeding. The Suckle Feeder is a baby bottle designed for mothers who want to combine breastfeeding and bottle feeding, or those that aren't breastfeeding at all. Recommended for paced feeding by healthcare professionals and lactation specialists

The Suckle Feeder is the essential baby feeding product because there are clear and demonstrable health differences between babies fed with a traditional bottle and breastfed babies and yet the vast majority of babies are fed using traditional bottles. Most traditional bottles teach babies a different way to feed; there are no other baby bottles on the market where the baby needs to actively suckle.



## PRODUCT FOCUS



### Haberman AnywayUp Cow Cup

The Haberman anywayup® cow cup is a training cup (**also known as a sippy cup**) with a snap-on lid and a spout that lets your child drink without spilling.

Full of character (they're asked for by name) and designed with a purpose, the anywayup® cow cup aids development allowing baby to have great fun learning to feed independently. They are strong, easy to clean, are tooled and manufactured in the EU using the best materials, and tested to the highest standards.

Designed for babies age 6 months+ who are starting to drink independently, the easy-to-grip handles make the anywayup® cow cup manageable for little hands. Perfect for babies who are at weaning stage and making the transition from nursing or bottle-feeding to a regular cup as they improve hand-to-mouth co-ordination.



## INTRODUCTION

Junior Macare is a range of feeding and weaning baby products.

The brightly coloured collection of bottles, teats and soothers have been developed for the newborn infant right through till toddler age group.

The range is manufactured in one of the worlds leading baby product factories in Thailand.

The factory is a highly specialised and sedex audited.

## BULLET POINTS

- Range of feeding and weaning baby products
- BPA Free
- Sedex audited factory
- Reduces colic
- Ranges are colour coded

## CATEGORIES



**BOTTLES  
& TEATS**



**SOOTHERS  
& TEETHERS**



**BABY CARE**



**TODDLER  
WEANING**

## KEY PRODUCTS

**JM1000 MULTICARD SOOTHERS**

**JM4222 BOTTLE 8OZ**

**JM4020 ORTHODONTIC SILICONE SOOTHERS**

**JM2532 SCISSORS AND NAIL CLIPPERS SET**

**JM4601 SOFT WRAP BIB**

**JM1001 MULTICARD SOOTHER ORTHODONTIC**

**JM4225 JUNIOR MACARE REGULAR BOTTLE 4OZ**

## USEFUL INFORMATION

### **Baby care – Green packaging**

Our Junior Macare baby range is easy to identify by its green packaging. The baby range includes 4oz and 8oz bottles, gripper bottles, orthodontic soothers, manual breast pumps and fast, medium and slow flow teats. All of our products are BPA free and available in a wide variety of colours and sizes.

### **Toddler care – Orange packaging**

Our Junior Macare toddler range is easy to identify by its orange packaging. The toddler range includes non spill cups, soft tip spoons, travel feeding sets and soft wrap bibs for the growing baby or toddler.



# PRODUCT FOCUS



## Junior Macare Baby Bottles

Our Junior Macare bottle range starts with a 4oz/125ml capacity. For a new born infant this is the perfect size. All of our bottles are BPA free and come with an anti-colic valve in the teat. There are three teat types and these can be purchased separately:

### Slow Flow

This comes with the 4oz/125ml capacity bottle and is ideal for newborn babies and preemies. This teat can be used from day one and when switching from breastfeeding to bottle feeding.

### Medium Flow

The medium flow teat is recommended for babies over 3 months.

### Fast Flow

This teat is recommended for babies over 6 months.

**Our best selling standard bottle is the 8oz/250ml capacity that comes with a slow flow teat.**





Lansinoh.

## INTRODUCTION

Lansinoh has a great range of products to support whilst going through the stages with your baby. From mums returning to work, or who just want a bit more flexibility throughout the day, their breast pads come in disposable, gel and normal formats so you can feel protected without worrying about leaks.

Lansinoh has created a wide range of breastfeeding products that will help you throughout the feeding routine. Whether you want an electric breast pump for speed and convenience, or you need something that can be discreetly used when out and about. The Lansinoh range is made with every mum in mind.

## BULLET POINTS

- Tight range of products covering each category
- Multi award winning products
- Over a million samples of Lanolin nipple cream are given to pregnant women each year
- Multiple uses for the Lanolin nipple cream, including lip balm

## CATEGORIES



BREASTFEEDING  
EQUIPMENT



BREASTFEEDING  
CARE

## KEY PRODUCTS

**LN20054 DISPOSABLE NURSING PADS**

**LN44302 LANOLIN NIPPLE CREAM**

## USEFUL INFORMATION

Lansinoh are very active on their website and social media giving parents advice articles on each stage of pregnancy, breastfeeding, postnatal and weaning.

They also offer The Happy Tummy Club! Which is a community dedicated to supporting mums on their journey through pregnancy and post birth. Healthcare professionals offer practical free advice from bump to breastfeeding and beyond.



# PRODUCT FOCUS



## Lansinoh Nipple Cream

Lansinoh HPA® Lanolin has been developed for breastfeeding mothers to soothe and protect sore and cracked nipples.

Sore nipples are very common during breastfeeding and can often be a result of the uncomfortable positioning of your baby at the breast. Whilst it is vital to address the cause of this, Lansinoh's HPA® Lanolin is proven to help soothe and protect sore cracked nipples.

Lansinoh HPA® Lanolin is composed of an ultra-purified grade of lanolin which has been refined using a unique process, making it safe for both mum and baby, with no need to remove before breastfeeding. 100% natural without any preservatives or additives, it is naturally hypo-allergenic. It is also the only lanolin product to have received the British Allergy Foundation Seal of Approval.

**Available in 2 sizes: 40ml tube and 10ml tube.**



## INTRODUCTION

At Nuby, they are home to everything you need for a happy and healthy baby and toddler. Within their nursery and new-borns department all the way through to back to school range, you can find all the essentials you need to help them flourish at every phase. From the tricky teething stage to their wobbly first steps, at Nuby, they've created an extensive range of award-winning products to help them and you through each stage of their early development.

From Nuby's breastfeeding pumps to their bibs, bottles and weaning sets, at Nuby, they have got mealtimes covered.

With essentials for both home and on-the-go, you can ensure your little one is entertained, engaged, soothed and settled wherever they are.

## BULLET POINTS

- No.1 in cups and teethers
- Wide range of products
- Continuous development on product ranges
- Colourful and fun products

## CATEGORIES



**BOTTLE FEEDING**



**TODDLER FEEDING & CUPS**



**BATHTIME & TOYS**



**TEETHERS, SOOTHERS & ACCESSORIES**

## KEY PRODUCTS

**NB00178 NASAL ASPIRATOR**

**NB10069 SIMPLY GRIP N SIP**

**NB00455 ICY BITE KEYS TEETHER**

**NB00668 CHEEWBIE TEETHER 2PK**

**NB05364 NUBY GARDEN FRESH NIBBLER**

## USEFUL INFORMATION

### Types of cups

Sippy, flippy or flexy straw? From those first sips to keeping toddlers and kids hydrated, the Nuby drinking range has an option to suit everyone.

New to cups? Range from Nuby's baby beakers and baby cups – great for little mouths just getting the hang of drinking. Is your little one thirsty for more?

The 12+ cup and soft spout cups ranges are the perfect choice for tots on their way to independent drinking. Baby beakers boasting adorable designs featuring dinosaurs, robots, flowers and wildlife, and discover options that your children will adore.



## PRODUCT FOCUS



perfect for  
small hands

### Nuby Icy Bite Keys Teether

Every baby has a fascination with keys right? Well this super cool set of must-have keys provide soothing relief for painful teeth as they're coming through. They stay cool for longer using Purelce™ Gel (even more so than standard water filled teethers) so simply pop them in the fridge to cool the gel.

Perfect for teething tots there's a mixture of textures including bumps & ridges that'll give the relief they'll need & they'll also encourage those all-important motor skills, which helps the development of their cute little lips, tongue, jaw and hard and soft palates.

You can also rest easy that these clever keys are 100% BPA free & from the UK'S No.1 teether brand.



## INTRODUCTION

NUK offers an extensive range of baby products including breastfeeding aids, bottles & teats, soothers, cups, weaning products and many others. They work with trusted experts including child nutrition specialist and author, Annabel Karmel and breastfeeding consultant, Clare Byam-Cook, to ensure that our products meet the needs of the people who matter most: the parents and children who use them. They also offer licensed ranges that offer all the benefits of NUK combined with classic Disney designs.

## BULLET POINTS

- Wide range of product categories
- Licensed Disney products
- Large range of soothers with great designs
- Glass bottles available

## CATEGORIES



BOTTLES & TEATS



BREAST FEEDING



DISNEY BY NUK



SOOTHERS



TODDLER FEEDING



ACCESSORIES

## KEY PRODUCTS

**BOTTLES & TEATS**

**SOOTHERS**

**NASAL DECONGESTANTS**

## USEFUL INFORMATION

**Mother natures shape**

The NUK shape, as found on all NUK Bottles and Teats, is inspired by mother-nature. It closely mimics the shape of a mother's nipple, which changes shape during breastfeeding, this makes it easier for babies to accept and reduces the risk of nipple confusion, it also enables mums to more easily switch between breast and bottle-feeding should they choose to combination feed.

Because the NUK orthodontic shape closely mimics mother-nature it is designed to perfectly fit baby's mouth, which encourages the healthy development of their jaw and teeth.

All NUK Bottles and Teats also feature an innovative Anti-Colic Air System which reduces the risk of infant colic.



## PRODUCT FOCUS



### NUK Space Soothers

New-born babies not only have a mind of their own right from the start, but also completely different physical characteristics. Babies' young and delicate skin is particularly sensitive.

NUK has designed the new NUK Space Silicone Soother to protect this skin in the best possible way and to ensure the greatest comfort for your new-borns at all times.

The soother impresses with its particularly flat and thin baglet, which offers sufficient space for the natural sucking movement. The NUK Space Soother fits optimally into the mouth when the baby sucks on it.

More than 95% of babies accept the NUK Soother.

The NUK Space Soother also has particularly extra-large ventilation holes that ensure maximum air circulation and allow the baby's delicate skin to breathe.

For this reason, 99% of mothers would recommend the NUK Space Soother for babies with delicate skin.





## INTRODUCTION

Avent is Philips mother and child care range.

Philips provide the market with a range of mother and child care products including pumps, bottles, teats, sterilisers, starter sets, soothers and more!

Right by your side, along every step of your babies' journey. Avent provides solutions for two clear age segments, firstly, get your little one off to a healthy start with the 'starting out' 0 – 6 months range. Then as your child grows, so does the Avent range with their 'growing up' 6 months – 2 years range.

## BULLET POINTS

- Number one brand recommended by mums worldwide
- Ranges from newborn to toddler
- Soothers with the latest trends
- Natural and anti-colic bottles

## CATEGORIES



**BABY BOTTLES,  
TEATS, WARMERS  
& STERILISERS**



**SOOTHERS**



**BREAST  
PUMPS**



**STARTER  
SETS**

## KEY PRODUCTS

**AV04327 AVENT NATURAL 2.0 TEAT 3M+**

**AV04427 AVENT NATURAL 2.0 TEAT 6M+**

**AV17022 AVENT SILICONE SOOTHER TRANS 6-18M**

**AV17018 AVENT SILICONE SOOTHER TRANS 0-6M**

**AV63327 AVENT AIRFLEX MEDIUM FLOW TEAT 3M+**

**AV40315 PHILIPS AVENT ANTI-COLIC BOTTLE 9OZ X1**

**AV03317 AVENT 9OZ NATURAL 2.0**

**AV40015 PHILIPS AVENT ANTI-COLIC BOTTLE 4OZ X1**

## USEFUL INFORMATION

Philips Avent soothers are a key part of our mother and baby care range. Some key features include BPA free, orthodontic, durable and they also support the natural palate development. These Avent classic soothers are designed for essential comfort for use both day and night.

The designs will be updated and upgraded to the latest trends to ensure the range is current and modern. With soothers created for two key age brackets, 0-6 months and 6-18 months, there really is a great all-round soother to suit your child's comforting needs.



## PRODUCT FOCUS

### Avent Natural Bottles Range



The Avent Natural baby bottle is designed for mums who want to combine breast and bottle feeding. The soft, breast shaped teat encourages a natural latch on, making the switch between breast and bottle as smooth as possible for you and your baby. When you're wanting to create a smooth bottle-feeding experience for your baby, it can help to keep things as natural as possible. That's why we created a teat with an ultra-soft texture that's designed to mimic the feel of your breast.

A flexible spiral design has been incorporated into the teats and petals to ensure it naturally flexes and doesn't collapse when your little one is feeding, so your baby can enjoy an uninterrupted feed. The Natural bottle also has an integrated anti-colic valve in the bottle, designed to reduce colic and discomfort by venting air into the bottle away from your baby's tummy.

### Anti-colic with AirFree™ Vent



The AirFree™ vent is designed to help your baby swallow less air. The teat stays full of milk, even when horizontal, for upright feeding. Reducing the air a baby ingests can help ease common feeding issues like colic, gas and reflux.

The teat stays full of milk, even when the bottle is horizontal, so your baby can drink in a more natural, upright position. This can help reduce reflux, aid digestion and make feeding time more comfortable for you and your little one.

The unique AirFree™ vent draws air away from the teat, so your baby swallows less air as they drink. This can help reduce common feeding issues such as colic, reflux and wind.





## INTRODUCTION

Tomme Tippee is a feeding bottle and childcare brand. Being a parent takes energy, courage, strength, and creativity every day. It's a role parents can never truly prepare for. Because when a baby is born, so are parents. Tomme Tipsees first creation was a baby cup that would not tip over.

A long time ago three brothers created a new kind of cup that didn't tip over, it was great for babies and almost as important, meant less mess for parents too. They never stop inventing. From award-winning breast-like teats to sleep-saving bottle preparation, they create ingenious products that make life a little easier for parents all over the world.

## BULLET POINTS

- Large product range offering
- New products to help make parents life easier
- Award winning products
- Support for parents through brand website
- Colourful toddler feeding and drinking cups

## CATEGORIES



CUPS



WEANING



BOTTLE FEEDING



BIBS



SOOTHERS



ACCESSORIES

## KEY PRODUCTS

- TT433238 TT CHERRY SOOTHER 6-18MTH
- TT43111045 ESSENTIAL FREE FLOW FIRST CUP
- TT422592 TT 260ML PP EASIVENT BOTTLE
- TT42214042 CTN VARI FLOW TEAT 2PACK

## USEFUL INFORMATION

Feeding and Cups is one of Tomme Tipsees bestselling categories. They make sure their products are bright, bold and easy to use. A good example is the First Weaning Spoons, which feature a super-soft collapsible silicone base that deposits the food gently onto the baby's tongue.



## PRODUCT FOCUS



### Closer to Nature Baby Bottle 260ml 2pk

Tommee Tippee award-winning Closer to Nature bottle features an easy-latch-on teat that mimics the flex, stretch and shape of mum's breast. So your baby is guaranteed to accept it.

We have available 6 variations of their bottle to suit any customers from a single bottle which would be great in smaller pharmacies as a parent panic pick up line to coloured triple packs.

All bottles come with a slow teat and we are stocking Vari, Medium and Fast teat which is a guaranteed sell along side the bottles.



## INTRODUCTION

First developed in Australia at the Queen Victoria Hospital, Melbourne in 1975, QV is a complete range of emollient therapy products designed to improve the nations skin conditions at a competitive price. QV has natural humectants (Glycerin) and is free of irritants.

The brand is made up of two categories – Cleansers and Moisturisers. The Cleansing Products are formulated to clean the skin, whilst leaving the skin biologically intact; and the Moisturising Products provide protection to sensitive skin whilst helping to maintain the natural properties of “normal skin”.

**QV is the fastest growing Emollient Brand in the UK and available on the Drug Tariff!**

## BULLET POINTS

- Available on the Drug Tariff
- pH Balanced
- Dermatologically Tested
- High Quality
- Affordable
- Non Comedogenic
- Fragrance Free

## CATEGORIES



GENTLE WASH



BATH OIL



SKIN LOTION



CREAM



INTENSIVE OINTMENT

## KEY PRODUCTS

**QV3273307 QV EMOLLIENT BATH OIL 500ML**

**QV3273323 QV EMOLLIENT CREAM 500G**

**QV3639150 QV INTENSIVE OINTMENT 450G**

**QV3639176 QV EMOLLIENT GENTLE WASH 250ML**

## USEFUL INFORMATION

### What is an Intensive Moisturiser made up of?

There are three main types of Moisturising Agents:

- Emollients – Emollients provide an oily film over the surface of the skin, trapping in moisture and closing the cracks of chapped skin, thus restoring the epidermal (upper layers of skin). Emollients prevent the penetration of irritants and allergens.
- Humectants – Humectants absorb water from the product and promote water retention, acting like a biological sponge.
- Occludents – Occludents form a film or barrier on the skin and can penetrate into and trap water into the upper layers, protecting against any moisture loss.

The heavier the moisturiser, the better effect. So therefore, a heavier and more intensive moisturiser would be required for a customer with very dry and sensitive skin conditions.



## PRODUCT FOCUS



### QV Gentle Wash Cleanser

QV Gentle Wash Cleanser is a soap free alternative for the treatment of dry, scaly skin and relieves symptoms of atopic or infantile eczema and psoriasis.

It is a mild, foaming cleanser that is pH balanced to moisturise sensitive skin. The hypoallergenic formulation will gently clean and moisturise without stripping away any of the skin's natural oils. **This award-winning** product should be used daily in the Shower or Bath, simply apply the desired amount to wet skin and lightly massage onto skin, rinse off and gently pat the skin dry.

The Gentle Wash is also suitable for hair washing to help manage dry, flaky and sensitive scalps.



## INTRODUCTION

First established in 1988, SunSense are market innovators, developing the worlds first cosmetically acceptable Sunscreen offering broad spectrum UVA and UVB protection, using physical protection blockers and UV absorbers.

Based in Australia and with over 30 years of R&D, the SunSense range is specifically formulated using high quality ingredients to provide specialised choices for all ages and skin types including sensitive skin and the delicate skin of young children.

**SunSense is the UKs number one prescription Sunscreen and available on the drug tariff!**

## BULLET POINTS

- UKs number one prescription Sunscreen
- Made in Australia
- High Quality Ingredients
- Very High SPF 50+
- Broad Spectrum Protection
- Contain Antioxidants and Vitamin B3

## CATEGORIES



ULTRA



KIDS



DAILY FACE



SENSITIVE

## KEY PRODUCTS

**SU2764017 SENSENSE DAILY FACE SPF50**

**SU2764025 SENSENSE ULTRA SPF50 125ML**

**SU2764066 SENSENSE KIDS SPF50 125ML**

**SU3158094 SENSENSE SENSITIVE SPF50**

## USEFUL INFORMATION

In Australia, the home of SunSense, sun protection is taken very seriously. All of SunSense sunscreens exceed both the Australian and European Union requirements for protection from damaging UV radiation.

SunSense offers broad spectrum protection. This means the products will not only protect you against UVA rays (which can prematurely age your skin, causing wrinkling and age spots) but also against UVB rays (that can burn your skin).



# PRODUCT FOCUS



## Ultra Sunscreen

SunSense Ultra is the UK's number one prescription Sunscreen. The Ultra range is a light, smooth and easy to apply lotion for the whole family.

Providing SPF50+ protection with up to four hours water resistance, this high quality lotion can be easily applied and readily absorbed, providing even coverage for overall protection.

The Ultra range contains Moisturising Vitamin B3 to help improve the appearance of skin tone and texture as well as replenish dry skin.

The product is suitable for all skin types, completely fragrance free and dermatologically tested.



## INTRODUCTION

Clinisept+ Mouthwash is one of a range of products produced by Clinical Health Technologies Ltd, containing their unique high purity hypochlorous technology. The technology is a uniquely effective antimicrobial (bactericidal, fungicidal, virucidal and sporicidal), but is also completely skin and tissue compatible.

It passes all relevant EN Standard tests necessary to prove its performance in a fraction of the contact times allowed, however it also has a skin neutral pH (5.8), is non-irritant, no sensitising, non-cytotoxic and non-toxic.

The Clinisept+ chemistry delivers highly effective protection against infection whilst simultaneously providing optimum conditions for skin cell regeneration and therefore, healing.

## BULLET POINTS

- Contains no Chlorhexidine, alcohol, colouring, or flavouring
- Non-irritant to teeth or gums
- Causes no staining
- Skin neutral pH
- Non-cytotoxic and hypoallergenic.

## CATEGORIES



MOUTHWASH

## KEY PRODUCTS

**CS40012 CLINISEPT+ MOUTHWASH 400ML**

## USEFUL INFORMATION

Clinisept+ Mouthwash is different to many mouthwashes in that it does not kill bacteria by toxicity, but by oxidation. This means that it leaves no chemical burden and is especially effective in providing high levels of oral hygiene as well as soothing and aiding the recovery of sore or sensitive oral mucosa - for example from ulcers or damaged tissue.



## PRODUCT FOCUS



### Clinisept+ Professional Mouthwash

Clinisept+ Professional Mouthwash cleanses, deodorises and protects against the harmful bacteria that cause gum disease and tooth decay, but without stinging or causing irritation.

It has been developed in conjunction with dentists, for dentists, and for patients who desire professional levels of oral hygiene. Unlike almost all other mouthwashes, Clinisept+ Mouthwash contains no chlorhexidine or alcohol, colouring, or flavouring, and yet it delivers high levels of microbial control without causing oral sensitisation.

This has led to it being hailed as a 'step change' in dental care by many of the UK's leading dental surgeons and is why it is being recommended as the aftercare of choice following a dental procedure and also great for daily cleaning.





# HANX

## INTRODUCTION

Hanx is a sexual wellness brand founded by two best friends back in 2017. The standard condom product offering you'd see on the shelves is very well known and can be quite embarrassing to be seen purchasing.

They wanted to tackle this and have worked very hard to create a sex-positive, sustainable, good looking sexual wellness products which appeals to everyone and discrete to buy.

The range consists of single packs, triples pack and 10 packs of condoms also available in large size and a lubricant.

## BULLET POINTS

- Vegan and Cruelty Free
- Discrete and premium packaging
- Condoms are biodegradable
- Condoms are made from 100% natural fair rubber latex
- Ultra-Thin Condoms
- Lubricant is compatible with the condoms
- Water based Lubricant
- All free from unnecessary chemicals

## CATEGORIES



CONDOMS



LUBRICANT

## KEY PRODUCTS

- HNC003 HANX STANDARD CONDOM 3 PACK**
- HNC003L HANX LARGE SIZE CONDOM 3 PACK**
- HNC010 HANX STANDARD CONDOM 10 PACK**
- HNLO50 HANX LUBRICANT 50ML**

## USEFUL INFORMATION

Hanx best sellers are the 3 pack and 10 pack of Condoms, they all come individually wrapped inside the box and the boxes will easily stand alone on shelf. All the condoms are lubricated, ultra-thin with a clean scented smell. They are also biodegradable and are made from 100% natural fair rubber latex.



## PRODUCT FOCUS



### Hanx Display Tray

We are offering a tray which includes the standard sizes condoms in the single pack, 3 pack, 10 pack and the lubricant. This is the perfect display to sit on shelf or next to the till point. The display will include 4 of each product. All Hanx products are natural, vegan certified and clinically proven.



## INTRODUCTION

Here We Flo are an organic femcare brand started by two women having a classic bathroom chat in 2013. It is a range of cotton tampons and bamboo pads that are biodegradable, hypoallergenic, sanitized naturally and free from 'nasties' like chlorine bleach, dyes and fragrances, all wrapped in zero plastic wrappers.

In addition, they also have a range called Glo which consists of 4 bamboo pads to help women with urinary incontinence. 5 per cent of sales also goes towards fighting period poverty.

## BULLET POINTS

- Every product is Organic
- Vegan and cruelty free
- Bright Fun Packaging
- Plant Friendly Materials
- Variety packs of Tampons and Pads

## CATEGORIES



PADS



TAMPONS

## KEY PRODUCTS

- FLO0001 FLO ORGANIC BAMBOO LINERS**
- FLO0025 FLO NON APPLICATOR TAMPONS**
- FLO0063 FLO ECO APPLICATOR TAMPONS**
- FL55411 FLO ORGANIC BAMBOO PADS**

## USEFUL INFORMATION

Flo is their best-selling range so far, there are 4 products in the range to suit every women's needs. The eco applicator tampons which comes in a variety pack of sizes, the non-applicator tampons also available in variety pack of sizes. The bamboo pads which are ultra-thin and winged and lastly the bamboo liners. All organic with biodegradable wrapping.



## PRODUCT FOCUS



### Flo Eco Applicator Tampons

The Flo Eco Applicator Tampons comes in pint sized ice cream container that is much more fun and would look great on the bathroom shelf compared to a regular box of tampons. Each tub contains 8 regular and 6 super tampons perfect to support the changes throughout the flow cycle.

All the tampons are made from organic cotton which means no toxic substances & higher labour standards. It is also ridiculously soft. Naturally! They only use plant friendly materials even the applicator is made from sugarcane which is biodegradable.



## INTRODUCTION

It all started in 1979 when SmoothSkin founder Professor Marc Clement accidentally discovered that a laser can remove a hair from the back of your hand permanently, which is exactly what happened to him.

Professor Clement was later commissioned by the UK government and Swansea University to develop medical devices focused on light therapy. In 2002, the SmoothSkin's parent company 'Cyden' was formed. Fast forward to 2009, this was the UK launch of the first home use IPL device for hair removal.

## BULLET POINTS

- Ultrafast and intelligent IPL devices
- Beautiful designs, sleek and easy to manoeuvre
- Awarded the Queens Award for Enterprise
- Global brand with particular success in China, Australia and America

## CATEGORIES



INTENSE PULSED LIGHT  
HAIR REMOVAL

## KEY PRODUCTS

**SZ001522 SMOOTHSKIN BARE+**  
**SZ001584 SMOOTHSKIN PURE**

## USEFUL INFORMATION

SmoothSkin solely focus on developing, manufacturing, and bringing to market intense pulsed light (IPL) based technology beauty devices to the market. With waxing and shaving frequent reapplication is required and the hair always comes back so consumers are constantly fighting a losing battle, unlike these hair removal methods IPL actually prevents hair regrowth rather than simply removing it as it grows back. IPL only requires top up treatments every 2-4 weeks after the initial 12 week treatment phase.

SmoothSkin are the only brand dedicated to manufacturing IPL hair removal products, unlike their competitors they do not produce other products such as toasters or vacuum cleaners – they are experts in IPL and offer the most advanced IPL technology on the market. SmoothSkin provide consumers with honest and measurable results, in a category which is already damaged by over-promising claims.



## PRODUCT FOCUS



### SmoothSkin Bare+

The Bare+ is the entry level product within the SmoothSkin range. It provides an intense pulse light hair removal system for silky smooth skin that lasts so long that you never have to worry about stubbly legs or prickly underarm again.

Bare+ offers ultra fast 100 flashes per minute technology, the fastest on the market in its price range. 30% extra power versus the previous Bare+ model. The beautiful design is ergonomic and cues to luxury skin care. It functions with a simple one touch operation, which makes the process of hair removal extremely straight forward!



## INTRODUCTION

125 years ago Philips started as a family business. It was a venture of two brothers and their father on a mission to improve people's lives through innovation. Fast forward to today, their vision is simple – be the go-to domestic appliance brand for consumers and customers. Philips customer promises include being simple, transparent, relevant and different.

## BULLET POINTS

- Revolutionised at home cooking with the first AirFryer with Rapid Air Technology
- Transformed ironing with OptimalTemp technology, guaranteed no burns on all ironable fabrics!
- Philips launched the first ever app connected air purifier allowing people to control from anywhere
- AI Steam Generators that detect the fabrics you are ironing!

## CATEGORIES



**KITCHEN  
APPLIANCE**



**GARMENT  
CARE**



**AIR  
PURIFICATION**

## KEY PRODUCTS

**DA183201 PHILIPS VIVA COLLECTION JUICER**

**DA453226 AZUR STEAM IRON**

**DA02600 FABRIC SHAVER BLUE**

**DA205291 DAILY COLLECTION BLENDER**

## USEFUL INFORMATION

Philips is a global household brand with a strong heritage across many product ranges - the Domestic Appliance category is no different. Philips operate in key segments within DA category and continue to bring to the market innovative products that are enjoyed by people and improve their lives at home. Key product categories for us are Garment Care and Kitchen Appliances as these are already very well-established categories. Air Purification will continue to develop into another key range as the consumer focus on health and wellbeing continues to strengthen.



## PRODUCT FOCUS



### Viva Collection Juicer

Introducing the Philips Viva Collection Juicer, maximum juice with minimum fuss! It is the number one juicer in the UK! This juicer is our entry level juicer and is a consumer favourite! It has everything you expect from a juicer and all in a compact design that is up to half the size of other juicers, so it takes up limited counter top space or is easily stored away. Features include:

- Juice up to 1.5 litres in one go
- Clean within one minute thanks to QuickClean technology
- Integrated 1 litre pulp container
- Dishwasher safe parts
- On the go tumbler included
- Drip stop spout to keep the counter clean





# ALTRUIST

DERMATOLOGIST SUNSCREEN

## INTRODUCTION

Founded by partners Dr Andrew Birnie (a Dermatologist) and David Westerbeeck van Eerton, Altruist is a Suncare brand with one clear mission – to reduce the rates of Skin Cancer through the increased use of quality, affordable Sunscreen, partnered with better consumer education and awareness.

Together with the help of the best scientists in Europe and BASF they created an exceptionally high-quality Sunscreen at the lowest possible price.

Altruist are a non-profit organisation, investing all profits into Charity, Skin Research and NPd.

## BULLET POINTS

- Made in the Europe
- Incredibly High Quality
- Affordable Prices
- Hypoallergenic
- Sensitive
- High SPF
- Fast Absorbing
- Recommended by Dermatologists, GPs and Skin Cancer Specialists

## CATEGORIES



SUNSCREEN  
LOTION



SUNSCREEN  
SPRAY



ANTI REDNESS



DRY SKIN  
REPAIR CREAM

## KEY PRODUCTS

**AL27023815 ALTRUIST SPF50 SPRAY**

**AL27023822 ALTRUIST ANTI REDNESS SPF50**

**AL53245434 ALTRUIST SPF50 CREAM**

**AL53245489 ALTRUIST SPF30 CREAM**

## USEFUL INFORMATION

The definition of Altruist is “A willingness to do things that bring advantages to others” and that encapsulates everything this brand is about. Not only do they bring a high quality, affordable product to the masses, they also give all profits away in charitable ventures.

Altruist support two major charities in South Africa – Under the Same Sun and Stichting Afrikaanse Albino's. Albinism is a genetic condition, more prevalent in Africa, resulting in a person looking white due to the lack of pigmentation in the hair, skin and eyes. People with albinism are highly vulnerable to sun exposure resulting in high rates of skin cancer.

The brands founders travel to Tanzania to deliver their donated sunscreen in person and help to teach the kids how to apply it correctly. As well as their efforts in Africa, Altruist support skin research programmes here in the UK to help further strengthen the fight against skin cancer.



## PRODUCT FOCUS



### Anti Redness and Pigmentation

Altruist Anti-Redness and Pigmentation is a green tinted Moisturiser and Day Cream which conceals, treats and long-term protects red and sensitive skins through its unique technology and advanced photoprotection, leaving a light brown even finish on the skin. High quality, broad spectrum SPF50 and 5-star UVA Sunscreen with additional protection against visible light (including high energy blue light found in screens).

Altruist Anti-Redness and Pigmentation is great for those suffering from rosacea, acne prone skin, sensitive red skin and redness associated with scarring, irregular pigmentation on the face and hormonally induced pigmentation.

