

On-the-Go

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Auscreen has been protecting families from the harsh Australian sun for over 20 years.

- ✓ Handy Pouch – with re-sealable nozzle
- ✓ 50ml – perfect for a few days application
- ✓ Well known and trusted brand
- ✓ Consumer advertising support
- ✓ Portable size
- ✓ Convenient packaging



Code: AUS05007

- #1 suncare brand in units in Woolworths for the 2007-08 season
- #2 suncare brand in value in Woolworths for the 2007-08 season
- Auscreen grew 33.6% in value sales in Woolworths for the 2007-08 financial year



- ▶ Easy to apply, non-greasy formulations suitable for everyday use
- ▶ Quick absorbing, no sticky residue
- ▶ Broad spectrum – screens both UVA & UVB rays
- ▶ Contains Vitamin E and skin moisturisers to re-hydrate and soothe skin
- ▶ Water resistant formulas
- ▶ Suitable for face and body

7 pocket hangsell
containing 3 units of Auscreen SPF 30+ in each pocket.

▶ 21 Auscreen units in total = 3 inners of Auscreen

Just pull out, cable tie, & start selling!

Display comes prepacked in a cardboard tube. Cable ties included.

GREAT VALUE at \$4.49 R.R.P.

Proposed Media Campaign - Season 2009/2010

MEDIUM	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10
Television					
In-store Demonstrations					
Eyelights					
Radio					
Sampling					
Public Relations					
Online Activity					

Prepack code: PREAUS00501

Product Line	Code (INNER)	EAN (Unit)	Shelf Life	Units Per Refill	RRP
Remedies Auscreen – 50ml Handy Pouch	AUS05007	9333388001361	>18 months	7	\$ 4.49

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• Favourite Brands • Portable Sizes • No Waste

Remedies products™

Member Brands

- Disprin®
- Durex®
- Herron®
- Kinetic™
- La Fresh®
- Libra®
- Nature's Way®
- No-Doz®
- No-Doz Plus®
- Nurofen®
- Panadol®
- Refresh®
- Rennie®
- Saturn®
- Strepsils®
- VIG

New Brands

- Auscreen®
- Carmex®
- Gut Balance™
- Immune Plus™
- Milton®
- Nicotinell®
- Slimm™
- Travel Tranquil™
- Whiles™