



# OUR BEST EVER CLAIM INSPIRATION\*

Addressing **10X** different claims routes in **one** document

\*Compared to previous project

There is no doubt claims can persuade and research points to elements of winning approaches with consumers less likely to be persuaded by word puffery and more likely to believe when visual support accompanies and claim or when it aligns to existing beliefs.

Cut-through, comprehension, endorsement and brevity, of course help and are reflected in the guidance points opposite

<b>1.</b>	<b>Addresses key motivation, needs, attributes of customer / buyer is looking for</b>
<b>2.</b>	<b>Presents superior / impressive benefit delivery (ideally quantified)</b>
<b>3.</b>	<b>Succinct, easy to understand and memorable with no vague / 'puffery' words</b>
<b>4.</b>	<b>(Can be) visually supported / demonstrated</b>
<b>5.</b>	<b>Aligned with consumer / customer beliefs (e.g. natural is best)</b>
<b>6.</b>	<b>Fair, transparent and substantiated</b>
<b>7.</b>	<b>&lt; 10 words</b>
<b>8.</b>	<b>Ideally independently endorsed</b>



**Recommended, preferred, used by**

**People you trust, know, or have  
expertise rate it or use it**

# Recommended, preferred, used by



The Proof is  
in the Science



**Dermatologists recommend  
Dove 7X more often than Olay®**

Dove Sensitive Skin has our gentlest cleansers AND NutriumMoisture, to moisturize your skin deep down. Plus it's **unscented**, **soap-free** and **hypo-allergenic** for even the most sensitive skin.

#1 BRAND  
RECOMMENDED  
BY WASHING MACHINE MAKERS  
GLOBALLY.\*



\*More leading washing machine makers recommend Ariel than any other brand globally.

Oil + Pro-V Science

**89%** say YES  
in a **blind test**<sup>™</sup>  
to **less hair fall**<sup>™</sup>

When it comes to strong hair you can trust PANTENE blindly. Women all over Pakistan have seen the proof. That's because PANTENE has fused the power of oil with Pro-V Science. This nourishing formula is deeply absorbed by every weak and damaged hair to strengthen it from root to tip. Try it and soon you'll see yourself with healthy, strong hair. Seeing is believing.

PANTENE  
PRO-V



**MOST TRUSTED  
LAUNDRY DETERGENT  
BY AMERICAN SHOPPERS**



Voted Most Trusted Laundry Detergent  
Keep out of reach of children.



BEST YOUTH  
ENHANCING SERUM



BEST  
INNOVATION

# Recommended, preferred, used by



**CeraVe**  
DEVELOPED WITH DERMATOLOGISTS

DEVELOPED WITH DERMATOLOGISTS

**#1** US DERMATOLOGIST RECOMMENDED MOISTURISER BRAND\*

\*IQVIA, ProVoice Survey



**LA ROCHE POSAY**  
LABORATOIRE DERMATOLOGIQUE

RECOMMENDED BY 100,000 DERMATOLOGISTS WORLDWIDE



**CeraVe HIGH**

SCHOOL BUS

DEVELOPED WITH DERMATOLOGISTS



**Oral-B**

**#1**

Most used brand by Dentists worldwide



**Oral-B**

DENTIST RECOMMENDED BRAND WORLDWIDE

NEW GENIUS TO BRUSH LIKE YOUR DENTIST RECOMMENDS

WITH POSITION DETECTION TECHNOLOGY TO HELP YOU BRUSH LIKE A GENIUS.



**NIVEA**

CELLULAR EPIGENETICS

AGE REWIND SERUM EPICELLINE®

**BEAUTY COSMOPOLITAN AWARDS 2025**

BEST YOUTH ENHANCING SERUM

**marieclair SKIN AWARDS 2025 WINNER**

BEST INNOVATION

**The only one with**

**The only one with this  
unique, special ingredient,  
formula or technology, etc.**

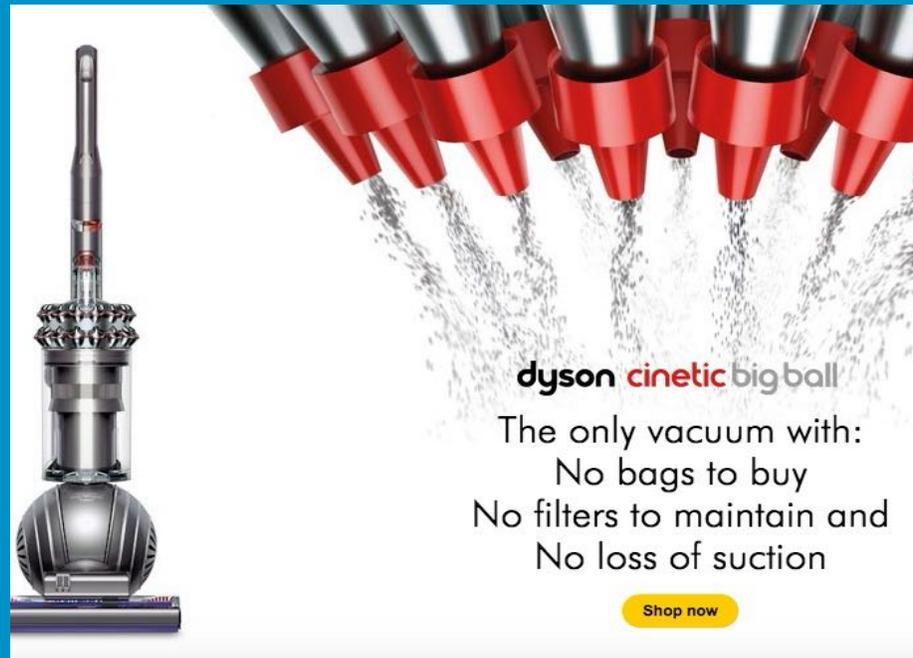
# The only one with

POWERED BY



for reducing dark spots & wrinkles

**in 4 weeks**



dyson cinetic big ball

The only vacuum with:  
No bags to buy  
No filters to maintain and  
No loss of suction

[Shop now](#)

Tackle acne with every cleanse

Microclear<sup>®</sup> Technology

2% Salicylic Acid



Delivers acne-fighting medicine to the source of the breakout

Maximum strength OTC treatment clears and helps prevent acne blackheads

World's 1st  
SmartFoam  
sanitary towel

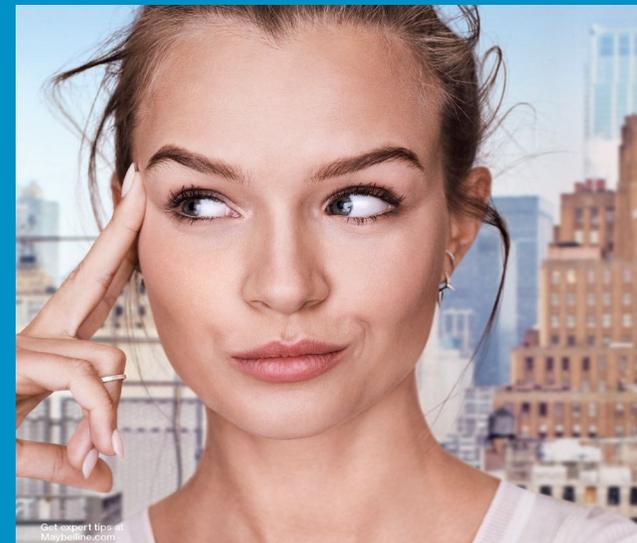


always

Powered by  
5 INTEGRATED TECHNOLOGIES



EXFOLIATING BAR releases trapped hairs for a smooth shave



Get expert tips at [Maybelline.com](#)

Applies evenly, covers completely, Dark circles erased in one genius swipe!

Instant Age Rewind<sup>®</sup> Eraser

Built-in cushion applicator

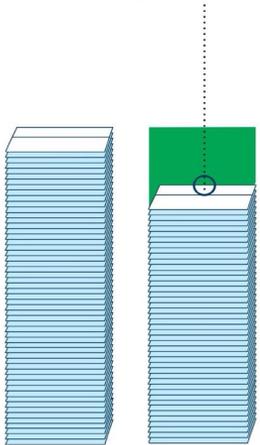


**Better than alternatives**

**This has a better or higher  
level of performance / benefit**

# Better than alternatives

One-at-a-time dispensing cuts consumption\*



\* 2-ply napkin in Counter dispenser compared to Counterfold (Tork Dispenser: 271600 and Tork Refill: 10935)



Premium Omega-3\* formulated for

70% better absorption



\*Seven Seas Omega-3 fish oils are in Triglyceride form, a more absorbable Omega-3 form vs. Ethyl esters.  
\*\*Ethyl Esters

Super Poligrip® Denture Adhesive seals out up to 74% more food particles,\* so you can dig in.

\*vs. no adhesive



Better Stain Removal vs. 2X Powder vs leading detergent on cotton fabric

NEW



No. P10SP111715A



UP TO **35% LONGER LASTING**

VS. THE NEXT LEADING COMPETITIVE BRAND\*  
\*Next leading alkaline based on Nielsen sales data. AA size. Results vary by device and usage patterns.

15%\* CLEANING INGREDIENTS

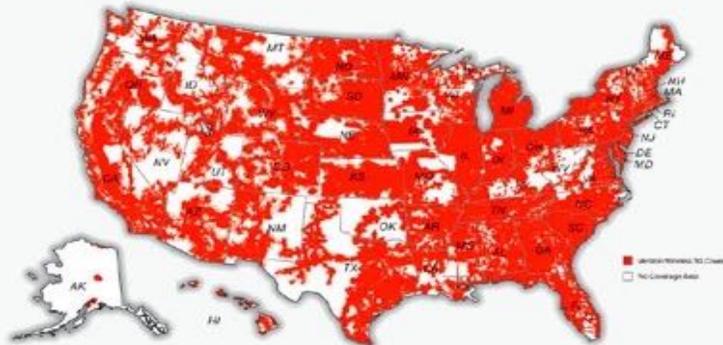
\*Leading bargain brand, base variant vs. Tide PODS® pacs.



90% CLEANING INGREDIENTS

Keep out of reach of children.

Verizon Wireless



Verizon Wireless – Mobile Broadband

AT&T

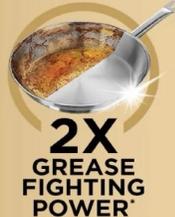


AT&T – DataConnect (HSPA)

# Better than alternatives



**BEST**



**BETTER**



**GOOD**



PACKAGING MAY VARY  
\*VS FINISH POWER

**5X MORE PLAQUE REDUCTION VS BRUSHING AND FLOSSING ALONE\***

ILLUMINATED AREA DEPICTS PLAQUE UNDER UV LIGHT

**Downy**

Longer lasting Freshness vs. **10 Bad Smells**

\*vs Detergent

MOISTURIZING BODY WASH

WITH NATURALLY DERIVED SHEA BUTTER

**NATIVE**

COCOA BUTTER & VANILLA

Moisturizing Body Wash = 7x moisturization Vs Regular Native Body Wash

**L'ORÉAL PARIS**

7 OUT OF 10 WOMEN SAY IT'S THE BEST SERUM THEY'VE EVER USED\*

YOU'RE WORTH IT.

\*CONSUMER TEST, 43 WOMEN, 6 WEEKS

**Colgate ENAMEL HEALTH**

STRENGTHENS ENAMEL

**4X BETTER\***

\*With Colgate® Enamel Health™ toothpaste vs. ordinary fluoride toothpaste, after 1 application to and in the lab.

**Our best yet**

**Our great benefits and / or  
performance is even better**

# Our best yet

Our gentlest cleaning  
thanks to  
our softest wipe

- 20% thicker than regular Pampers Sensitive wipes to absorb more mess with each wipe
- Skin care lotion that helps restore skin's natural pH
- Our most resistant yet softest wipe

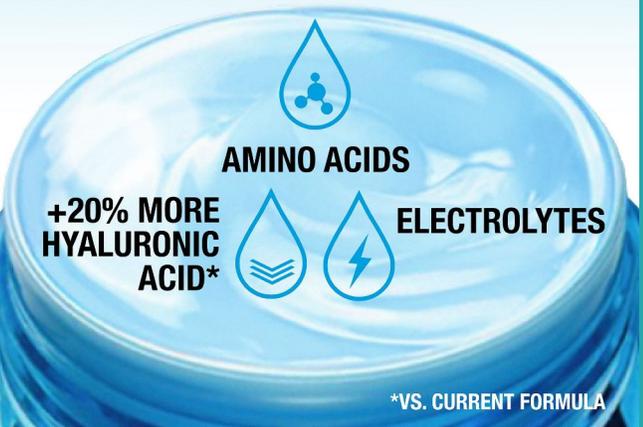


OUR  
**MOST ADVANCED  
WHITENING**  
MEETS ADVANCED FRESHNESS

**BRILLIANCE**



**NEW UPGRADED FORMULA:  
NOW SUPERCHARGED WITH  
HYDRATION BOOSTING  
COMPLEX INGREDIENTS**



**OUR  
BEST  
FORMULA**

**COMPLETE  
SCALP  
PROTECTION**

**INTRODUCING  
OUR MOST  
INTENSE  
PRO-V FORMULA**

**Gillette**

**FEWER MISSED HAIRS :**  
New **FLEXBALL** technology allows the razor to pivot in multiple directions for maximum contact with the skin

**BALANCED**  
Weighted to feel a natural extension of your hand

**LAUNCHING THE NEW  
FLEXBALL**

Gillette's most technologically advanced manual razor

**The first to offer or combine**

**This is the most advanced /  
progressive because it is first to...**

# The first to offer or combine

## Discover

### Lift & Luminate TRIPLE ACTION Serum

Our first anti-ageing serum clinically proven to reduce the appearance of wrinkles, firm the skin and even skin tone.



NEW  
NEW  
NEW

### Try the 1<sup>ST</sup> CAPSULE with STAIN REMOVING MICROGRANULES\*



No7

The UK's first serum clinically proven\* to deliver anti-wrinkle results that get even better over time



NEW!

## CAN ONE TOOTHPASTE HAVE IT ALL?

With its breakthrough all-in-one formula, new Oral-B Pro-Health toothpaste protects ALL of the areas dentists check most...

You've trusted Oral-B manual and power toothbrushes for years, and now you can complete your home oral-care regime with Oral-B Pro-Health – Oral-B's breakthrough new all-in-one toothpaste! Marking a move into the next chapter of

toothpaste technology, Oral-B Pro-Health is the first time industry scientists have been able to stabilise stannous fluoride (known for its exceptional oral health benefits) and combine it with whitening sodium polymetaphosphate – another powerful ingredient – in the one formula.

### ALL-IN-ONE BENEFIT

Because Oral-B Pro-Health protects all these eight areas dentist check most, it serves as an all-in-one alternative to using multiple toothpastes which may only focus on a few benefits.

### DEVELOPED OVER 15 YEARS...

Since the late 1990s, Oral-B scientists have been hard at work stabilising stannous fluoride to develop a new kind of all-in-one toothpaste. The team eventually perfected the formula by combining high-performing dental ingredients and the rest is history!

### BACKED BY SCIENCE

No less than 70 scientific studies went into the development of the Oral-B Pro-Health formula, resulting in a toothpaste that delivers outstanding results across the areas dentist check most.

CAVITIES	✓
GINGIVITIS	✓
PLAQUE	✓
SENSITIVITY	✓
ENAMEL	✓
TARTAR	✓
WHITENING	✓
BREATH	✓



Oral-B  
PRO-HEALTH

Always read the label. Use only as directed. If symptoms persist see your healthcare professional.

BREAKTHROUGH  
MOTIONSENSE<sup>®</sup>  
TECHNOLOGY  
KEEPS WORKING,  
NO MATTER HOW  
MUCH YOU MOVE

✓  
Degree



It Won't Let You Down.

Our only product to combine  
**Omega-3, Glucosamine  
and Turmeric.**



**Delivers against the biggest challenges**

**This really delivers – even in  
the most demanding situations  
or for most demanding users**

# Delivers against the biggest challenges



**NEW**

**INTENSELY HYDRATES TO TACKLE THE KEY SIGNS OF SEVERE DRYNESS FOR VERY DRY, ITCHY SKIN**

OVER 90% SAW A VISIBLE IMPROVEMENT IN

- ✓ FLAKING
- ✓ TIGHTNESS
- ✓ ROUGH TEXTURE

FOR UP TO 72 HOURS

**CeraVe**  
DEVELOPED WITH DERMATOLOGISTS  
**Intensive Moisturising Lotion**  
For Very Dry, Itchy Skin  
Helps restore the skin barrier, continuously hydrates and soothes itchy due to dryness. With 3 essential ceramides & shea butter.  
FAST ABSORBING  
5% HYDRO-UREA™  
**Lait Hydratant Intensif**  
Peaux Très Sèches, Sujettes aux Démangeaisons  
Aide à restaurer la barrière protectrice de la peau, hydrate en continu et apaise les sensations de démangeaisons liées aux sécheresses. Aux 3 céramides essentielles et beurre de karité.  
ABSORPTION RAPIDE



**REMOVES EVEN DRIED-ON GREASE**



**Colgate** MAX WHITE

**Removes deep-set stains\***  
unlike regular whitening toothpastes that only remove **surface stains**

\*Removes ordinary discoloration embedded in the enamel over time, with continuous 2x daily use

**MAX WHITE ULTRA FRESHNESS PEARLS**

**PANTENE**



**VISIBLY ERASE THE DAMAGE OF 100 BLOW DRIES**

**LA ROCHE POSAY**  
LABORATOIRE DERMATOLOGIQUE

**N°1 DERMATOLOGIST RECOMMENDED BRAND FOR SUN PROTECTION IN THE UK**

**ANTHELIOS UVMUNE 400:**  
**THE MOST EFFICIENT UV FILTER AGAINST THE MOST PENETRATIVE UV RAYS\*\*.**  
**NOW ALSO FOR BODY**



\*\*Based on laboratory tests conducted under real world conditions. For more information, visit www.laroche-posay.com. © 2018 Laroche-Posay. All rights reserved.

**ATTACKS EVEN 7 DAY OLD STAINS!**



**Tide** ULTRA OXI

**73 LOADS**

CLEAN DISSOLVE™

For all laundry. POWDER DETERGENT

**Multiple ways and multiple benefits**

**This brand delivers a lot because  
it works in multiple ways to  
deliver multiple results**

# Multiple ways and multiple benefits

**NO OTHER MOUTHWASH IS MORE COMPLETE WITH LESS INTENSITY**



**8 BENEFITS IN 1 ZERO ALCOHOL**

**LISTERINE TOTAL CARE ZERO**

**One bottle. Six benefits. Complete care.**

**EFFACLAR A.Z. GEL CREAM**

**DAILY DOUBLE ACTION: ADULT BREAKOUTS + AGEING**

**VISIBLE RESULTS IN 7 DAYS\***



**5+ SKINCARE INGREDIENTS**



**Old Spice WINDBORN COLLECTION PARADISE COCONUT SKIN CARE BODY WASH FOR EXTRA DRY SKIN**

Infused with: Microencapsulated Shea Butter, BHA, Niacinamide

DERM TESTED VISIBLELY IMPROVES SKIN AFTER 3<sup>RD</sup> USE

SENSITIVE SKIN FRAGRANCES 20 FL OZ (591 mL)

**SHEA BUTTER BHA NIACINAMIDE VITAMIN E PRO-VITAMIN B5**

**VISIBLY REPAIRS 8 SIGNS OF DAMAGE**

**FRIZZ DULLNESS ROUGHNESS BREAKAGE TANGLES FLYAWAYS SPLIT-ENDS DRYNESS**



**PANTENE PRO-V MIRACLES**

**MIRACLE BOND REPAIR KERATIN + VITAMIN E**

**VISIBLY REPAIRS 8 SIGNS OF DAMAGE WITH SYSTEM**

**SULFATE FREE SHAMPOO 13.5 FL OZ (400 mL)**

**MIRACLE BOND REPAIR KERATIN + VITAMIN E**

**VISIBLY REPAIRS 8 SIGNS OF DAMAGE**

**1 MINUTE MIRACLE CONDITIONER 10.9 FL OZ (325 mL)**

**ENAMEL-SMOOTHING 2X ACTION\***

**+REPLENISHES NATURAL CALCIUM AND POLISHES ENAMEL\***



**LOOK & SEE**

**ACID-SOFTENED ENAMEL IS ROUGH**

**HEALTHY ENAMEL IS SMOOTH**

**infuses dry skin with soothing moisture**

**replenishes + nourishes skin barrier**



**super rich repair**

**nourishing heavyweight cream**

**crème réparatrice ultra-nourissante**

**dermalogica**

**Age Smart**

**17.08 FL OZ / 500 mL**

**protects against free radicals**

**INGREDIENTS YOUR SKIN LOVES**



**WITH 20% MORE HYALURONIC ACID\***

**HELPS RETAIN WATER**

**WITH ELECTROLYTES**

**KNOWN TO BOOST INGREDIENT ABSORPTION**

**WITH AMINO ACIDS**

**KNOWN TO SUPPORT & STRENGTHEN SKIN'S DYNAMIC BARRIER**

**WITH PEPTIDES**

**KNOWN TO IMPROVE SKIN SUPPLENESS**

**7 skin benefits.**

**One powerful moisturizer.**



**OLAY TOTAL EFFECTS 7in1 MOISTURIZER**

**Fights 7 Signs of Aging**

- 1 Hydrates
- 2 Smooths
- 3 Firms
- 4 Evens tone
- 5 Brightens
- 6 Minimizes pores
- 7 Reduces dark spots

**Hygienic one-at-a-time dispensing**

**Reduce napkin usage by at least\* 25%**



**Save money and keep self-service areas tidy**



\*compared to traditional napkin dispensers

**Benefits sound big**

**Wow! This 'sounds' like it  
delivers great benefits**

# Benefits sound big

**3D Crest<sup>®</sup> WHITE**  
KEEPS YOUR SMILE UP TO  
**99% AS WHITE**  
AS A PROFESSIONAL POLISH\*

**Tide** REMOVES OVER  
100 STAINS  
IN ONE WASH

Keep that "Just Showered"  
Feeling all day long  
Always Sheer Dailies keep you fresh all day,  
with flexible, no-feel protection.

**NEW**  
**INTENSE HYDRATION**  
**CeraVe**  
Intensive Moisturizing Cream  
**IMMEDIATE RADIANCE**  
FOR EXTRA DRY SKIN

We send the EU **£350 million** a week  
let's fund our **NHS** instead  Vote Leave  
Let's take back control

**NEW**  
**Gillette Fusion PROGLIDE**  
THINNER FINER BLADES\*  
FOR LESS TUG AND PULL\*\*  
TURNS SHAVING INTO GLIDING

INTRODUCING  
**SKINLONGEVITY™**  
GET RIDICULOUSLY GLOWY SKIN

**SKINLONGEVITY**  
VITAL POWER INFUSION  
EMPOWER. REPLENISH. RENEW. FORTIFY.  
SKINMIMETIC TECHNOLOGY  
POWERED BY LONG LIFE HERB, CALIFORNIA POPPY, AND LEMPUYANG GINGER EXTRACTS

**EMPOWER YOUR SKIN TO LOOK HEALTHIER AND YOUNGER. LONGER.**  
This modern lightweight serum essence is infused with the patented\* age defying benefits of Long Life Herb. Get ready to unleash your skin's youthful resilience and healthy looking radiance. #skinsogood

UP TO **3X LESS**  
**BREAKOUTS\***  
UNCLOGS PORES TO HELP PREVENT SPOTS.  
24H HYDRATION.

**FLEXBALL TECHNOLOGY**  
RESPONDS TO CONTOURS AND GETS VIRTUALLY EVERY HAIR

 **FLEXBALL™**

**LISTERINE** **watsons**  
Add To Brushing  
For **5X MORE**  
Cleaning Power\*  
Clinically-Proven\*  
Essential Oils  
Eliminate Bacteria^

**WASH BRAND #1 IN MALAYSIA**  
**ZERO ALCOHOL**  
**LISTERINE TOTAL CARE**

**BRUSHING MISSES 75% OF YOUR MOUTH**  
**LISTERINE**  
CLEANS VIRTUALLY  
**100%**  
OF YOUR MOUTH

**‘Really’ proven to work**

**This is will certainly  
deliver benefits I need**

'Really' proven to work

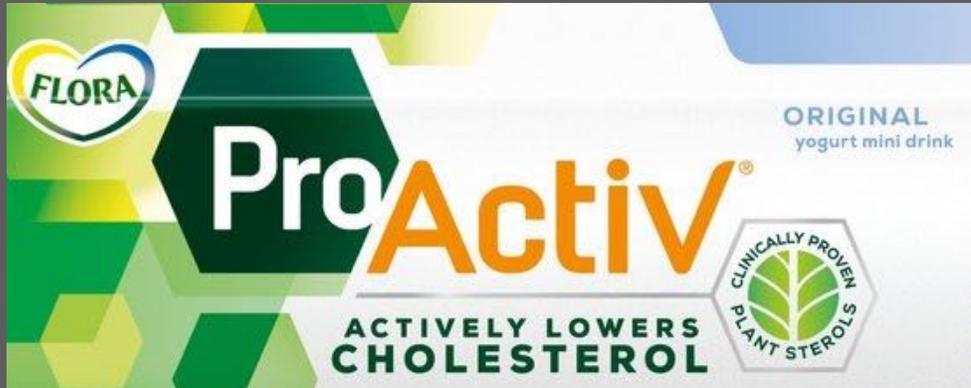


**NEW**

**DURACELL**  
RECHARGEABLE BATTERIES

**LONG LIFE ion CORE™**

**GUARANTEED TO LAST 5 YEARS**



**FLORA**

**ProActiv**

ORIGINAL yogurt mini drink

ACTIVELY LOWERS CHOLESTEROL

CLINICALLY PROVEN PLANT STEROLS



**Crest 3D WHITE**

**3D WHITESTRIPS SENSITIVE & GENTLE**

+ WHITENING LIGHT

**60 DAY MONEY BACK GUARANTEE**



**DEEPLY CLEANSES, HYDRATES & BRIGHTENS**

**PROVEN EFFICACY**

- 98%** AGREE IMPURITIES REMOVED\*
- 87%** SAW RADIANT SKIN\*\*
- 91%** AGREE SKIN FEELS HYDRATED\*

**GARNIER VITAMIN C+ BRIGHTENING CREAM CLEANSER**

VEGAN 250ml/8.45 fl.oz.

\*Self-assessment, 147 subjects  
\*\*Self-assessment, 147 subjects



**98% SAID SKIN FEELS SOOTHED\***

**LA ROCHE-POSAY**  
LABORATOIRE DERMATOLOGIQUE

**MICROBIOME SCIENCE**

TENDANCES À L'ECZEMA ATOPIQUE  
AUSO SUIVABLE POUR L'ECZEMA ATOPIQUE PROFONDE

**LIPIKAR AP+M BAUME**

BAUME TRIPLE-RÉPARATION  
ANTI-GRATTAGE, ANTI-RECHUTE  
APAISEMENT IMMÉDIAT

TRIPLE-ACTION BALM  
ANTI-SCRATCHING,  
ANTI DRY SKIN FLARE-UPS,  
IMMEDIATE SOOTHING

DÈS LA NAISSANCE  
MÊME POUR NEWBORNS  
AVEC DE L'EAU THERMALE DE LA ROCHE-POSAY  
400 ml Made in France

STUDY ON 54 PEOPLE, SELF-ASSESSMENT IMMEDIATELY AND AFTER 28 DAYS



**VISIBLY CLEARER SKIN IN 7 DAYS**

**BEFORE** **AFTER 1 WEEK**



**NEW!** The #1 Best Selling Zinc Lozenge Brand†

**Cold-EEZE**  
COLD REMEDY ZINC  
ZINC GLUCONATE HOMEOPATHIC

**SHORTENS YOUR COLD BY 42%\***

**SOFT-CENTER**

**CLINICALLY TESTED to Shorten Colds\***

**PHARMACIST Recommended**

Helps Soothe Throat

NATURAL LIQUID HONEY LEMON FLAVOR

†NDC 71179-340-25

**Delivers benefit in a better way**

**This works to deliver key  
benefits more quickly, with  
less, for longer, etc.**

# Delivers benefit in a better way

**DEEPLY WHITENS**

**FOR 5x WHITER TEETH\***

**Colgate MAX WHITE STAIN FIGHTER**

\*Self assessment, 55 consumers

**Neutrogena**  
BEAUTY TO A SCIENCE

**Intense relief & skin barrier repair from 1<sup>st</sup> Use\***

**Neutrogena INTENSE REPAIR**  
CICA BODY LOTION  
Very Dry Skin

**10% Glycerin**

\*Self assessment, 55 consumers

10% Glycerin + Centella Asiatica

**Neutrogena**

**8X MORE MORE MORE HYDRATION**

**INSTANTLY STRONGER SKIN BARRIER**

**Neutrogena HYDRO BOOST**  
ULTRA-HYDRATING SERUM

\*VS UNTREATED CONTROL

**LA ROCHE-POSAY**  
LABORATOIRE DERMATOLOGIQUE

**MICROBIOME SCIENCE**

**EFFACLAR**  
C-CLINIQUE SANS T-TRICH-ANT  
Équilibre le pH de la peau  
Sérum à l'acide salicylique, à l'acide glycolique et au salicylate de butyle

**EFFACLAR DUO+M**  
SOIN TRIPLE CORRECTION  
ANTI-IMPERFECTION  
ANTI-IMPERFECTION  
ANTI-IMPERFECTION  
ANTI-IMPERFECTION

**EFFACLAR**  
SERUM  
ULTRACORRECTIF  
ULTRACORRECTIF  
ULTRACORRECTIF  
ULTRACORRECTIF

**VISIBLE RESULTS IN 8HRS\***

**Cetaphil**

**WE DO SKIN YOU DO YOU**

**#1 ECZEMA BRAND GLOBALLY\***

**NEW WITH AD-RESYL™**

**Achieve more than itch relief and build resilience in eczema-prone skin**

**FOR FLARE-UPS** **FOR DAILY HYDRATION**

**Ad-Resyl™**  
Balances skin microbiome to reduce inflammation

**Ceramides**  
Repairs skin barrier

**Filaggrin Technology**  
Increases hydration

**SKIN SENSITIVITY 5 SIGNS**

\*Nicholas Hall's global CHC sales database, D86 (Q4 2021)

**ULTRA CLEAN CAN BE ULTRA GENTLE**

**ultra gentle daily cleanser**  
foaming formula

**ultra gentle hydrating cleanser**  
creamy formula

**Neutrogena**

Dermatologist developed for sensitive skin  
Rinses clean without over-drying

Dermatologist developed for even the most dry and sensitive skin  
Fragrance-free

**Hydrates better than moisturizers that cost 10x more.**

**Visibly younger, healthier looking skin.**

**LOVE THE RESULTS**  
**THE NO7 CHALLENGE**  
**OR IT'S FREE\***

**No7 Protect & Perfect Intense**  
ADVANCED  
Day Cream SPF 15 + 5 UVA  
Suitable for Sensitive Skin

**No7 Lift & Luminate**  
TRIPLE ACTION  
Day Cream SPF 15 + 5 UVA  
Suitable for Sensitive Skin

**No7 Restore & Renew FACE & NECK**  
MULTI ACTION  
Day Cream SPF 15 + 5 UVA  
Suitable for Sensitive Skin

# Delivers benefit in a better way



**dermalogica**  
professional-grade skin care by The International Dermal Institute

intensive moisture balance  
powered by BioReplenish Complex™

**ultra-nourishing moisturizer**

- restores lipids (oil) to depleted skin
- shields the skin's natural microbiome
- strengthens the lipid barrier



deeply hydrates skin for 10+ hours and increases hydration levels over time\*

**dermalogica**  
professional-grade skin care by The International Dermal Institute

circular hydration serum  
long-lasting hydration  
hydration long-lasting

\*Independent clinical test, 30 subjects, 2 applications/day, 28 days. Hydration measurements taken via corneometer before application and at 20 minutes, 2 hours, and 10 hours.

**BIODERMA**  
LABORATOIRE DERMATOLOGIQUE

RECOMMENDED BY **DERMATOLOGISTS**



REVEAL THE INTELLIGENCE OF THE SKIN

N.A.O.S. | AT THE HEART OF ECOBIOLOGY | DERMATOLOGY

**SENSIBIO H<sub>2</sub>O**  
CLEANSES INSTANTLY, RESPECTS SKIN'S BALANCE LASTINGLY

Eau micellaire démaquillante  
Nettoie et apaise  
Peau sensible - visage et yeux  
Micellar water makeup remover  
Cleanses and soothes  
Sensitive skin - face and eyes  
Non-comedogenic / non-irritant / non-alcoolique

30 YEARS OF CARE

**-99%** MICELLAR TECHNOLOGY  
MAKE-UP, POLLUTION, POLLEN\*

\*O2A - 52M - pharmacy market in France - MAY August 2014 - volume  
\*\*Instrumental measurement after a single application, make-up remover efficacy on 10 subjects / pollen-cleaning on 20 subjects / cleaning capacity against particulate modeling atmospheric pollution on 10 subjects.

nourishes skin 10 layers deep\*



**dermalogica**  
professional-grade skin care by The International Dermal Institute

intensive moisture balance  
powered by BioReplenish Complex™

\*Independent clinical test, tape stripping analysis



SKIN BARRIER REPAIR AFTER 1 HOUR

+

48-HOUR LONG-LASTING HYDRATION

Starts to get to work in 8 minutes\* and lasts up to 8 hours\*\*



**NUROFEN EXPRESS**  
200mg Liquid Capsules  
Ibuprofen

\*Refers to absorption. \*\*Based on a 400mg dose. Nurofen Express 200mg Liquid Capsules. Contains ibuprofen. For Pain Relief. Always read the label. RKT-M-33691

6X CLEANING POWER IN HALF THE TIME\*



OR

**he3flo3r**  
FLUORO CLEAN