

BODYGLIDE^{brand}

**Speaks to women -
to buyers & merchandisers, too!**

NEW!

600 doors - and climbing!

11/16/09



- bras •
- thighs •
- feet •

new size
for her!

net wt 0.80 oz (22.68 g)

comfort matters

trusted since 1996



based on
the original
anti-chafe
formula

selling points

1st Again! The first product in the category to target women!!

1 Women outnumber men...

in most sports channels. In many (most) running stores, 60-70% of their customers are women.

2 "For Her" attracts women...

The package brings together the image of an active woman in her colors - white, pink, light blue.

3 "For Her" calls out her needs...

bras, thighs, feet.

4 "For Her" fits with her merchandise...

the packaging is an ideal fit with sports bras, women s apparel and shoes.

5 NEW hanging/standing clamshell...

flexibility for shelves & sports bra racks, as well as hooks

6 "For Her" is more than a performance product ...

this package and the benefits of the product are attractive to all women regardless of their level of activity - and whether they shop for performance or fashion.

7 "For Her" is from BODYGLIDE!