



NEW PRODUCT LAUNCH • MAY 2004

The Boots Company Plc

- Instant foam
- High foam quality
- Precise Dosage
- Easy-to-use
- Better spread of effective ingredients
- No chemical propellants



F2 FINGER PUMP FOAMER

General Information

Customer (name and country)
 Brand name
 Application (detailed as possible)
 Launching countries
 Launch date (mm-yy)
 ASI contact

The Boots Company Plc
 Botanics Men's Range
 Gentle Shave Foam
 UK
 May 2004
 Christine Horgan

Product details

Pump specifications (incl. colour)
 Bottle specifications (size and material)
 Formulation variants
 Special decorations
 Retail price
 Distribution channels
 Any other interesting details

F2 metocene
 200 ml PET
 None
 None
 £2.89 (approx Euros 4.25)
 Boots branches only
 First shave foam in the UK to be launched that is available in a non niche High Street store