



NEW PRODUCT LAUNCH • MAY 2004

Carter Products Ltd

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



ELEGANT FOAMER LINE

General Information

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

Carter Products Ltd
 Femfresh (UK Market Leader)
 Feminine Hygiene Mousse
 UK and France
 May 2004
 Christine Horgan

Product details

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

M3 pump in Amalia Orange, clear overcap
 150 ml M&H HDPE bottle
 One
 Label on bottle
 £ 3.39
 Boots, Pharmacies and Supermarkets