

bodycology®

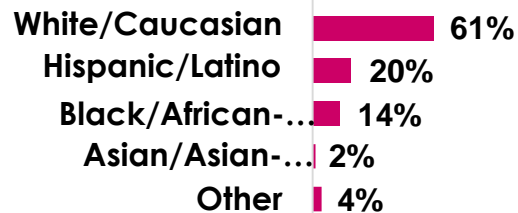
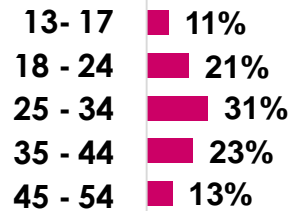
2019 INNOVATION



WHO IS THE BODYCOLOGY CONSUMER TODAY?



Female



WOMEN, MILLENNIALS, BATHERS

63% of Bodycology users are under age 35
 •Millennials (52%) •Gen Z (11%)

54% of Bodycology users are ages 25-44
 •Young, active moms

Ethnically Diverse, Bodycology over-indexes among Hispanic/Latino and Black/African American Women

BATHERS

84% of Bodycology users take baths, compared to 74% of category users



bodycology®



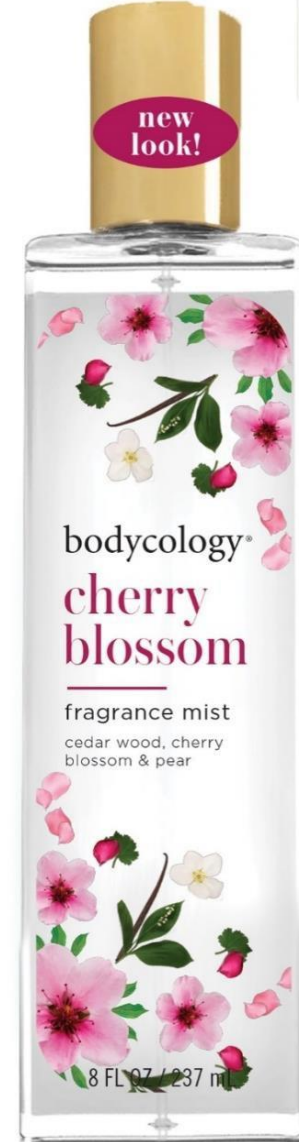
INTRODUCING A NEW LOOK FOR BODYCOLOGY

Design Drivers:

1. Make the brand feel more modern, younger & more premium at shelf (following best trends from Specialty)
2. Feel pretty & attractive
3. Maintain clear fragrance communication



- Premium gold finishes; sleek, trendy rectangular bottle; modern fonts and airy, vibrant labels
- Pretty imagery descriptive of fragrance & bold fragrance name



BODYCOLOGY'S NEW LOOK



YOUNGER SHOPPERS (MILLENNIALS) PREFER THE NEW LOOK!

bodycology®

“Which one body spray would you be most likely to buy, if it were available at a retailer you shop for an affordable price?”



	Current Design	New Design	Other
Women 18-29 Mass Shoppers, Category Users	19%	46%	35%
Women 18-44 Mass Shoppers, Category Users	32%	38%	30%

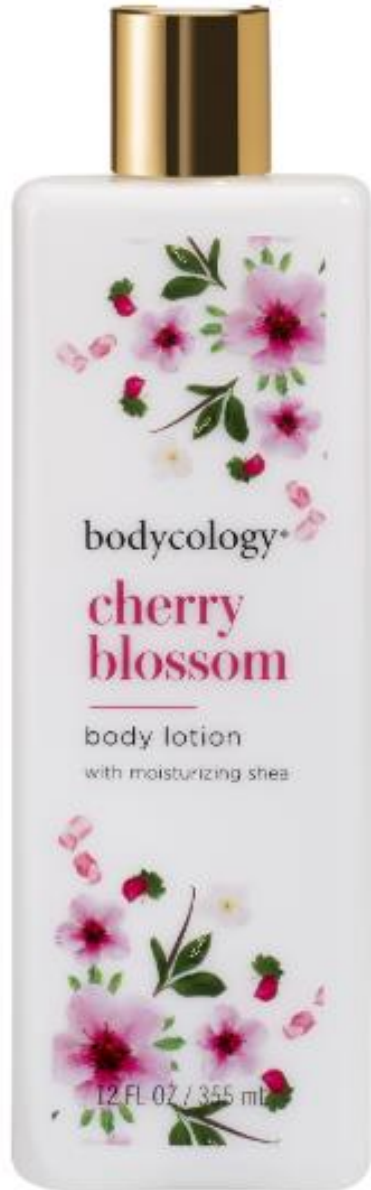
NEW! 2 IN 1 BODY WASH & BUBBLE BATH

A new execution of the traditional body cleanser

- New 2 in 1 Body Wash & Bubble Bath formula for dual use occasions in shower & bath
- Now with moisturizing Shea Butter
- Optimized shelf space with reduced footprint by $\frac{3}{4}$ inch
- Paraben & phthalate free formula
- Premium gold cap and modern bottle



PREMIUM UPDATES TO BODY LOTION & BODY CREAM:



- Now with more Shea Butter!
- Reduced shelf footprint by ½ inch
- Paraben & phthalate free formula
- Premium gold cap and modern square bottle



- Now with more Shea Butter!
- Paraben & phthalate free formula

NEW SHELF-READY PACK OUTS:

With packaging transition, all Bodycology items will ship in shelf-ready displays

- Color coordinated for fragrance color blocking at shelf: aiding in overall product presentation and ease of shop-ability
- Trays helps to stabilize product, plus body creams having added vac tray to help product stand





from

to

bodycology®

NEW! Fragrance

PINK VANILLA WISH

Embrace your heart's wish with this sparkling blend of warm vanilla, almond and pink peony.

Fragrance Notes

Top: Cassis, Pear, Pomegranate

Mid: Raspberry, Vanilla, Jasmine, Pink Peony

Dry: Sugared Almond, Beach Musk, Sandalwood



Specialty Inspirations:



Pink Vanilla Wish	Item	UPC	Inner GTIN	Case GTIN	Packout
8 oz Fragrance Mist	103893-CT	885645038935	10885645038932	20885645038939	4/12
8 oz Body Cream	103929-CT	885645039291	10885645039298	20885645039295	4/12
16 oz 2in1 Wash	103913-CT	885645039130	10885645039137	20885645039134	3/12

TRANSITIONING ITEMS



New Packaging!

CHERRY BLOSSOM

Blushing cherry blossom blooms with fragrance to produce a blissful and radiant scent.

Fragrance Notes

Top: Sweet Apple Blossom, Peach, Cherry Blossom

Mid: Rose Petals, Muguet, Night Blooming Jasmine

Dry: Sensual Vanilla Bean, Creamy Sandalwood, Patchouli Musk

TRANSITION DETAILS:

- Updating bottles, labels and shipper configuration to pack out shelf-ready trays
- Hard Transition – work with Customer Ops for account-specific transition timing



SPECS

To:

Cherry Blossom	Item	UPC	Inner GTIN	Case GTIN	Packout
8 oz Fragrance Mist	102608-CT	885645012300	10885645038840	20885645038847	4/12
8 oz Body Cream	102567-CT	885645012287	10885645039267	20885645039264	4/12
16 oz 2in1 Wash	102629-CT	885645012256	10885645039090	20885645039097	3/12
12 oz Lotion	102579-CT	885645012270	10885645039342	20885645039349	4/12
8 ct Bath Fizzies	103395-CT	885645033954	10885645039403	20885645039400	3/12
2 oz Fragrance Mist	102983-CT	885645029834	10885645038963	20885645038960	6/24
2 oz Hand Cream	103601-CT	885645036016	10885645039366	20885645039363	6/24

From:



Cherry Blossom	Item	UPC	Inner GTIN	Case GTIN	Packout
8 oz Fragrance Mist	102608-4PN	885645012300		20885645012304	4/4
8 oz Body Cream	102567-12/3PN	885645012287	10885645012284	20885645012281	3/12
16 oz Body Wash	102629-4PN	885645012256		20885645012250	4/4
12 oz Lotion	102579-4PN	885645012270		20885645012274	4/4
8 ct Bath Fizzies	103395-12/2PK	885645033954	10885645033951	20885645033958	2/12
2 oz Fragrance Mist	102983-24/6PN	885645029834	10885645029831	20885645029838	6/24
2 oz Hand Cream	103601-16/4PK	885645036016	10885645036013	20885645036010	4/16

New Packaging!

COCONUT HIBISCUS

An exotic and enticing combination of sweet coconut and blooming hibiscus.

Fragrance Notes

Top: Pineapple, Mint, Mandarin, Melon

Mid: Jasmine, Water Lily, Muguet

Dry: Coconut Lactone, Vanilla, Musk

TRANSITION DETAILS:

- Updating bottles, labels and shipper configuration to pack out shelf-ready trays
- Hard Transition – work with Customer Ops for account-specific transition timing



SPECS

To:

Coconut Hibiscus	Item	UPC	Inner GTIN	Case GTIN	Packout	
8 oz	Fragrance Mist	103401-CT	885645034012	10885645038895	20885645038892	4/12
8 oz	Body Cream	103405-CT	885645034050	10885645039182	20885645039189	4/12
16 oz	2in1 Wash	103409-CT	885645034098	10885645039052	20885645039059	3/12
12 oz	Lotion	103416-CT	885645034166	10885645039328	20885645039325	4/12
8 ct	Bath Fizzies	103536-CT	885645035361	10885645039427	20885645039424	3/12
2 oz	Fragrance Mist	103609-CT	885645036092	10885645038987	20885645038984	6/24
2 oz	Hand Cream	103603-CT	885645036030	10885645039380	20885645039387	6/24

From:

Coconut Hibiscus	Item	UPC	Inner GTIN	Case GTIN	Packout	
8 oz	Fragrance Mist	103401-4PK	885645034012		20885645034016	4/4
8 oz	Body Cream	103405-12/3PK	885645034050	10885645034057	20885645034054	3/12
16 oz	Body Wash	103409-4PK	885645034098		20885645034092	4/4
12 oz	Lotion	103416-4PK	885645034166		20885645034160	4/4
8 ct	Bath Fizzies	103536-12/2PK	885645035361	10885645035368	20885645035365	2/12
2 oz	Fragrance Mist	103609-24/6PK	885645036092	10885645036099	20885645036096	6/24
2 oz	Hand Cream	103603-16/4PK	885645036030	10885645036037	20885645036034	4/16



New Packaging!

SWEET LOVE

Indulge your feminine side with the delicate fragrance of whipped cream and sweet rose.

Fragrance Notes

Top: Mandarin, Sparkling Red Pear, Strawberry
 Mid: Tiare Flower, Cherry, Water Lily, Vanilla Orchid
 Dry: Amber, Creamy Sandalwood, Musk

TRANSITION DETAILS:

- Updating bottles, labels and shipper configuration to pack out shelf-ready trays
- Hard Transition – work with Customer Ops for account-specific transition timing



SPECS

To:

Sweet Love	Item	UPC	Inner GTIN	Case GTIN	Packout	
8 oz	Fragrance Mist	101775-CT	885645017756	10885645038871	20885645038878	4/12
8 oz	Body Cream	101773-CT	885645017732	10885645039229	20885645039226	4/12
16 oz	2in1 Wash	101771-CT	885645017718	10885645039076	20885645039073	3/12
12 oz	Lotion	101772-CT	885645017725	10885645039335	20885645039332	4/12
8 ct	Bath Fizzies	103398-CT	885645033985	10885645039410	20885645039417	3/12
2 oz	Fragrance Mist	102986-CT	885645029865	10885645038970	20885645038977	6/24



From:

Sweet Love	Item	UPC	Inner GTIN	Case GTIN	Packout	
8 oz	Fragrance Mist	101775-4PK	885645017756		20885645017750	4/4
8 oz	Body Cream	101773-12/3PK	885645017732	10885645017739	20885645017736	3/12
16 oz	Body Wash	101771-4PK	885645017718		20885645017712	4/4
12 oz	Lotion	101772-4PK	885645017725		20885645017729	4/4
8 ct	Bath Fizzies	103398-12/2PK	885645033985	10885645033982	20885645033989	2/12
2 oz	Fragrance Mist	102986-24/6PK	885645029865	10885645029862	20885645029869	6/24
2-oz	Hand Cream	103602-16/4PK	885645036023	10885645036020	20885645036027	4/16

*Sweet Love 2 oz Fragrance is NOT transitioning to new packaging

New Packaging & Expanded Offering!

DARK CHERRY ORCHID

A flirty blend of dark cherry orchids and luscious Empress peach.

Fragrance Notes

Top: Grapefruit, Blood Orange, Passion Fruit, Island Guava Nectar
 Mid: Night Blooming Jasmine, White Muguet Petals, Pink Cherry Blossom
 Dry: Empress Peach, Fir Balsam, Sensual Skin Musk

TRANSITION DETAILS:

- Updating bottles, labels and shipper configuration to pack out shelf-ready trays
- Now available in 8 ct Fizzies & 2 oz Mist
- Hard Transition – work with Customer Ops for account-specific transition timing



SPECS

To:

Dark Cherry Orchid	Item	UPC	Inner GTIN	Case GTIN	Packout	
	8 oz Fragrance Mist	103586-CT	885645035866	10885645038857	20885645038854	4/12
	8 oz Body Cream	103587-CT	885645035873	10885645039243	20885645039240	4/12
	16 oz 2in1 Wash	103588-CT	885645035880	10885645039021	20885645039028	3/12
	8 ct Bath Fizzies	103943-CT	885645039437	10885645039434	20885645039431	3/12
	2 oz Fragrance Mist	103899-CT	885645038997	10885645038994	20885645038991	6/24

New!
New!



From:

Dark Cherry Orchid	Item	UPC	Inner GTIN	Case GTIN	Packout	
	8 oz Fragrance Mist	103586-4PK	885645035866		20885645035860	4/4
	8 oz Body Cream	103587-12/3PK	885645035873	10885645035870	20885645035877	3/12
	16 oz Body Wash	103588-4PK	885645035880		20885645035884	4/4

New Packaging! PURE WHITE GARDENIA

The rich, floral scent of fresh gardenias promotes love, peace and good spirits.

Fragrance Notes

Top: Sheer Citrus Bouquet, Orange Blossom

Mid: Gardenia, Fresh Cut Tuberose

Dry: White Musk, Cashmere Wood

TRANSITION DETAILS:

- Updating bottles, labels and shipper configuration to pack out shelf-ready trays
- Hard Transition – work with Customer Ops for account-specific transition timing



SPECS

To:

Pure White Gardenia	Item	UPC	Inner GTIN	Case GTIN	Packout
8 oz Fragrance Mist	101261-CT	885645012614	10885645038864	20885645038861	4/12
8 oz Body Cream	101259-CT	885645012591	10885645039168	20885645039165	4/12
16 oz 2in1 Wash	101257-CT	885645012577	10885645039083	20885645039080	3/12
8 ct Bath Fizzies	103396-CT	885645033961	10885645039441	20885645039448	3/12

From:



Pure White Gardenia	Item	UPC	Inner GTIN	Case GTIN	Packout
8 oz Fragrance Mist	101261-4PK	885645012614		20885645012618	4/4
8 oz Body Cream	101259-12/3PK	885645012591	10885645012598	20885645012595	3/12
16 oz Body Wash	101257-4PK	885645012577		20885645012571	4/4
8 ct Bath Fizzies	103396-12/2PK	885645033961	10885645033968	20885645033965	2/12

New Packaging! TRULY YOURS

Sweet freesia, lilies, and musk combine to create a fragrance that is forever yours.

Fragrance Notes

Top: Mandarin, White Peach, Melon Flower

Mid: Sweet Jasmine, Cyclamen, Blue Freesia, Water Lily

Dry: Sheer Woods, Fresh Musk

TRANSITION DETAILS:

- Updating bottles, labels and shipper configuration to pack out shelf-ready trays
- Hard Transition – work with Customer Ops for account-specific transition timing



SPECS

To:

Truly Yours	Item	UPC	Inner GTIN	Case GTIN	Packout
8 oz Fragrance Mist	102466-CT	885645024662	10885645038826	20885645038823	4/12
8 oz Body Cream	102465-CT	885645024655	10885645039175	20885645039172	4/12
16 oz 2in1 Wash	102464-CT	885645024648	10885645039038	20885645039035	3/12
12 oz Lotion	102882-CT	885645028820	10885645039649	20885645039646	4/12
8 ct Bath Fizzies	103418-CT	885645034180	10885645039632	20885645039639	3/12

From:



Truly Yours	Item	UPC	Inner GTIN	Case GTIN	Packout
8 oz Fragrance Mist	102466-4PK	885645024662		20885645024666	4/4
8 oz Body Cream	102465-12/3PK	885645024655	10885645024652	20885645024659	3/12
16 oz Body Wash	102464-4PK	885645024648		20885645024642	4/4
12 oz Lotion	102882-4PK	885645028820		20885645028824	4/4
8 ct Bath Fizzies	103418-12/2PK	885645034180	10885645034187	20885645034184	2/12
2 oz Fragrance Mist	102467-24/6PK	885645024679	10885645024676	20885645024673	6/24
2 oz Hand Cream	103604-16/4PK	885645036047	10885645036044	20885645036041	4/16

*Truly Yours 2 oz Fragrance Mist & 2 oz Hand Cream are NOT transitioning to new packaging

New Packaging! TWILIGHT MIST

A soft blend of coconut, violet and creamy musk with vanilla.

Fragrance Notes

Top: Mandarin, Coconut, Fresh Plum

Mid: Magnolia, Tuberose, Tiger Orchid, Violet

Dry: Sandalwood, Creamy Musk, Tonka Bean, Vanilla

TRANSITION DETAILS:

- Updating bottles, labels and shipper configuration to pack out shelf-ready trays
- Hard Transition – work with Customer Ops for account-specific transition timing



SPECS

To:

Twilight Mist	Item	UPC	Inner GTIN	Case GTIN	Packout
8 oz Fragrance Mist	103580-CT	885645035804	10885645038819	20885645038816	4/12
8 oz Body Cream	103581-CT	885645035811	10885645039236	20885645039233	4/12
16 oz 2in1 Wash	103582-CT	885645035828	10885645039014	20885645039011	3/12

From:

Twilight Mist	Item	UPC	Inner GTIN	Case GTIN	Packout
8 oz Fragrance Mist	103580-4PK	885645035804		20885645035808	4/4
8 oz Body Cream	103581-12/3PK	885645035811	10885645035818	20885645035815	3/12
16 oz Body Wash	103582-4PK	885645035828		20885645035822	4/4



New Packaging! TOASTED SUGAR

The warm blend of vanilla, brown sugar and sensual amber creates a cozy, comforting scent.

Fragrance Notes

Top: Watery Florals, Sweet Orange

Mid: Sueded Amber, Brown Sugar

Dry: Vanilla, Creamy Musk, Velvet Tonka Extract

TRANSITION DETAILS:

- Updating bottles, labels and shipper configuration to pack out shelf-ready trays
- Hard Transition – work with Customer Ops for account-specific transition timing



SPECS

To:

Toasted Sugar	Item	UPC	Inner GTIN	Case GTIN	Packout
8 oz Fragrance Mist	102609-CT	885645012386	10885645038888	20885645038885	4/12
8 oz Body Cream	102568-CT	885645012362	10885645039205	20885645039202	4/12
16 oz 2in1 Wash	102630-CT	885645012331	10885645039007	20885645039004	3/12

From:

Toasted Sugar	Item	UPC	Inner GTIN	Case GTIN	Packout
8 oz Fragrance Mist	102609-4PK	885645012386		20885645012380	4/4
8 oz Body Cream	102568-12/3PK	885645012362	10885645012369	20885645012366	3/12
16 oz Body Wash	102630-4PK	885645012331		20885645012335	4/4



New Packaging! SCARLET KISS

Turn heads with our intoxicating fragrance made with rich pomegranate, luscious peach, and warm vanilla.

Fragrance Notes

Top: Juicy Pomegranate, Peach Skin, Macintosh Apple

Mid: Red Peony, Osmanthus, Marshmallow Crème

Dry: Rich, Vanilla Rum, Oakwood, Scarlet Musk

TRANSITION DETAILS:

- Updating bottles, labels and shipper configuration to pack out shelf-ready trays
- Hard Transition – work with Customer Ops for account-specific transition timing

SPECS

To:

Scarlet Kiss	Item	UPC	Inner GTIN	Case GTIN	Packout
8 oz Fragrance Mist	102123-CT	885645021234	10885645038833	20885645038830	4/12
8 oz Body Cream	102122-CT	885645021227	10885645039199	20885645039196	4/12
16 oz 2in1 Wash	102120-CT	885645021203	10885645039045	20885645039042	3/12

FIRST SHIP PROJECTED 4/1/19



From:

Scarlet Kiss	Item	UPC	Inner GTIN	Case GTIN	Packout
8 oz Fragrance Mist	102123-4PK	885645021234		20885645021238	4/4
8 oz Body Cream	102122-12/3PK	885645021227	10885645021224	20885645021221	3/12
16 oz Body Wash	102120-4PK	885645021203		20885645021207	4/4



bodycology®
kids



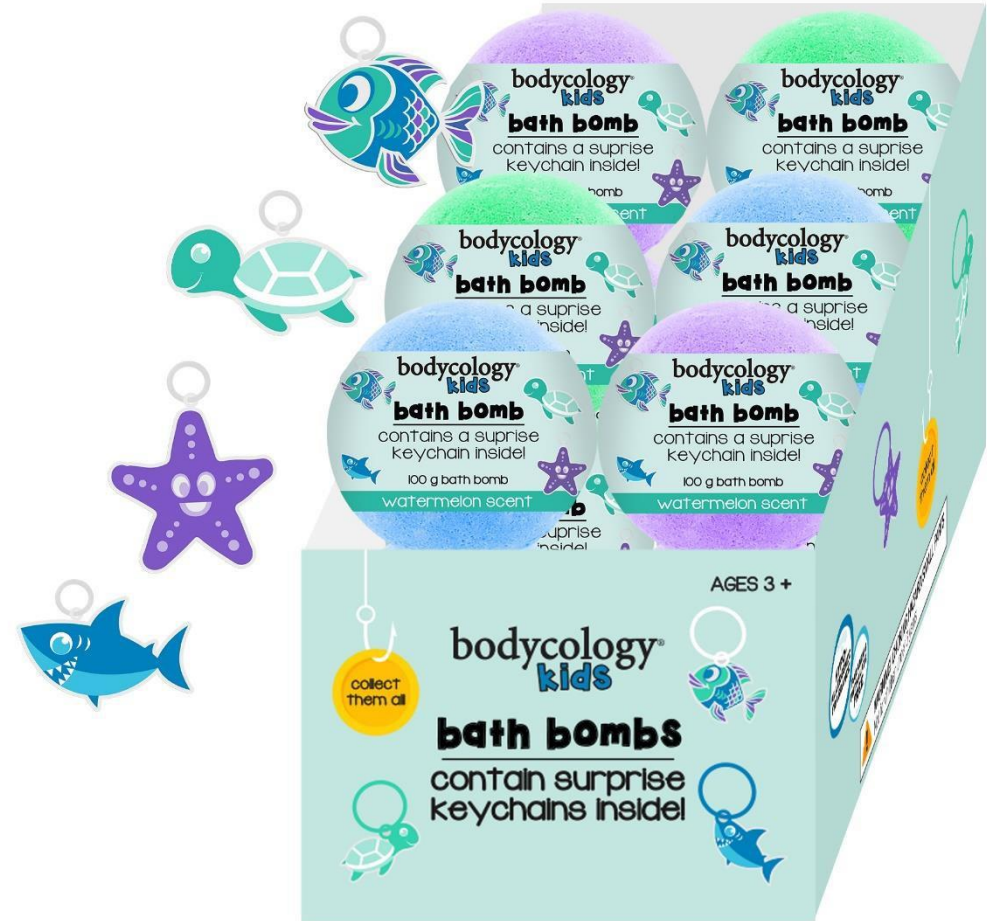
NEW! SURPRISE INSIDE BATH BOMBS

Catch a surprise with these vibrant bath bombs. Each bath bomb contains a surprise keychain. With an assortment of 4 available fish to catch – kids will be on the hunt to collect them all!

100g bombs

Initial ship in watermelon scent with flow-through change to berry scent, projected fragrance change 5/1/19 STT.

Non-toxic
Hypo-allergenic Fragrance
Paraben & Phthalate Free



	Item	UPC	Inner GTIN	Case GTIN	Packout	
	Surprise Inside 100g Bath Bombs	103959- 24/12PK	885645039598	10885645039595	20885645039592	12/24



FLOATING BATH BOMBS

Inspired by classic bath toys, these playful shapes float on bath water as they dissolve for a fun, fragrant bath treat.

Bombs available in bath time favorite shark shape and classic kid's bath scent watermelon.

60g

Non-toxic
Hypo-allergenic Fragrance
Paraben & Phthalate Free



	Item	UPC	Inner GTIN	Case GTIN	Packout
Floating Bath Bomb 60g Shark	103950-8PK	885645039505	10885645039502	20885645039509	8/8



COLOR CHANGING BATH BOMBS – PACK OUT UPDATE

**Pack Out Update in 2019 for new shelf-ready display pack*

Color Changing Bath Bombs “burst” in water with vibrant colors and scent. As colors mix in bath, children learn basic color blending lessons such as Yellow + Red = Orange.

Available in bath time favorite scent, **watermelon** for broad appeal to girls & boys. The light, hypo-allergenic fragrance delivers cues of cleanliness to parents – but fun to kids!

Contains 4 – 3 oz Bath Bombs!

Non-toxic
Hypo-allergenic Fragrance
Paraben & Phthalate Free



TRANSITION DETAILS:

- Updating shipper configuration to pack out shelf-ready trays
- Hard Transition – work with Customer Ops for account-specific transition timing

To:

	Item	UPC	Inner GTIN	Case GTIN	Packout	
	Color Changing Bath Bombs	103574-12/3PK	885645035743	10885645039717	20885645039714	3/12

From:

	Item	UPC	Inner GTIN	Case GTIN	Packout	
	Color Changing Bath Bombs	103574-12/2PK	885645035743	10885645035740	20885645035747	2/12