

PRODUCT PRESENTATION



LANDER®
SINCE 1920

HISTORY

- **LANDER®** was founded in 1920 by Charles Oestrich. His innovations in both manufacturing and distribution allowed women to buy quality beauty products at an extremely affordable price!
- Oestrich made **LANDER®** the first beauty care manufacturer to offer affordable perfumes, toilet water, body talc, lotions and creams.
- Throughout the decades, **LANDER®** was a staple in local stores all across the country and expanded the product offerings to include shampoo, petroleum jelly and a broader line of lotions and creams.
- Today, **LANDER®** still represents quality and value in many countries and products include a complete baby line, oral care line, hand soaps, shampoos and conditioners, hand and body lotions, and skin care creams.



LANDER®
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PRODUCT OFFERINGS

Over *100 years* of quality products



LANDER®
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BABY CARE

- **LANDER®** Baby Care products are “Soft as a Mother’s Love”
- Whether bathing or moisturizing, **LANDER®** Baby Care products offer a gentle way to care for baby.
- **LANDER®** Baby Care products are specially formulated for baby’s delicate skin.
- Products are not tested on animals.
Multiple fragrances and formulations are available for all baby’s special needs.



NURTURE
every baby needs



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BABY CORNSTARCH POWDER

➤ **Available in 3 convenient sizes:**

4 OZ. Best for travel or Diaper bag

14 OZ. Perfect for Nursery or Bathroom

22 OZ. Most convenient Family size

➤ **Mild for all skin types**

➤ **Help relieve irritation on baby**

➤ **Help Baby stay comfortable and soothed**

➤ **Fresh Baby Scent**

➤ **Hypoallergenic!!**



Size	ITEM #
4 oz.	4 oz.
14 oz.	14 oz.
22 oz.	22 oz.



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BABY OIL

- Gentle Enough for Baby – Helps protect against dryness
- Great For Adult Skin too! Use after bathing to help lock in moisture
- Vitamin E Formula
- Protects & Moistens Skin
- Fast Absorbing
- Hypoallergenic!!
- **New!! Baby Oil 3oz.** for travel



Soft as a *Mother's Love*

Product / Size	ITEM #
BABY OIL W/ VIT E 3 oz.	007
BABY OIL WITH VIT E 8.5 oz	088
BABY OIL W/ VIT E 14 oz.	005



LANDER®
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BABY SHAMPOO

- Gently cleanses baby's fine hair
- Safe on Babies Scalp
- Fresh Baby Scent
- Hypoallergenic!!
- Lavender Baby Shampoo
15oz – Calms Babies at Bedtime!



Soft as a *Mother's Love*

Size	ITEM #
15 oz.	009
15 oz - Lav	106

LANDER
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BABY BATH

- ⌚ Bath time is an important relaxing way to bond with baby
- ⌚ Lander **Baby Bath Gently cleanses Baby's skin 2 ways:**
 - 2-in-1 Baby Shampoo & Wash
- ⌚ Our New 2-in-1 Formula is a gentle way to cleanse your baby from head to toe! *Hypoallergenic Formula*



Soft as a *Mother's Love*

Size	ITEM #
2-IN-1 SHAMPOO & WASH 15oz.	105



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BABY LOTION

➤ Smoothes, Soothes & Softens Baby's Delicate Skin

➤ Gentle Formula for all Skin Types

Fresh baby scent will linger long after use.

➤
Hypoallergenic!!

➤ New!! **Baby Lotion 3oz.** for travel



Soft as a *Mother's Love*

Size	ITEM #
3 oz	030
15 oz	104



LANDER®

SINCE 1920

LANDER SKIN LOTIONS 11OZ.

➤ 4 Special Paraben Free Formulations:

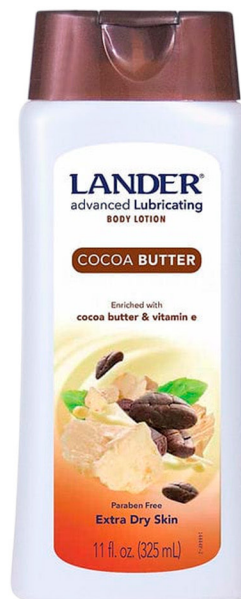
- Cocoa Butter
- Aloe Vera
- Firming
- Dry Skin

➤ Convenient portable 11oz size

➤ No Artificial Colors or Dyes!

➤ Formulas Contain Special Natural Vitamins and Minerals

Product Type / Size	ITEM #
COCOA BUTTER LOTION 11OZ	022
ALOE VERA LOTION 11OZ	023
FIRMING LOTION 11OZ.	024
DRY SKIN LOTION 11OZ.	025



HAIR GEL

➤ Available in 3 Different Formulas for the perfect style:

- Xtreme Hold Hair Gel
- Mega Hold Hair Gel
- Wet Look Hair Gel

➤ NEW!! FORMULAS AND PACKAGING

➤ Alcohol Free

➤ Flake Free with strong hold all day and night!



Product Type / Size	ITEM #
XTREME HOLD 16 oz.	096
MEGA HOLD 16 oz.	097
WET LOOK 16OZ.	098



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ETHNIC HAIR CARE

► LANDER® Brand Ethnic Hair Care

Available in three styles

- Bergamot: Herbal Hair Conditioner
- Pomade: Conditioner & Hair Dress
- Hair Food: Nourishing Conditioner

No Hair Type Will Go Untreated!!



Type / Size	ITEM #
BERGAMOT 7 oz.	041
POMADE 7 oz.	039
HAIR FOOD 7 oz.	040

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MUSCLE THERAPY

- **LANDER®** brand topical muscle rubs have effective soothing results
- Great for everyday muscle aches
- Convenient way to soothe aching muscles

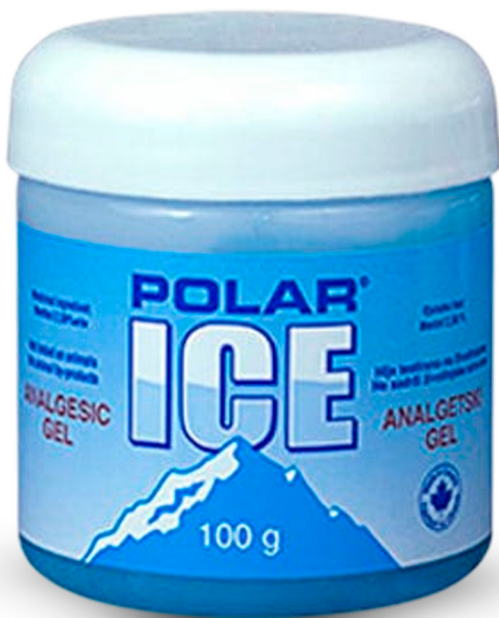
SOOTHE
Muscle aches and pains



LANDER®
SINCE 1920

ANALGESIC GELS

- Contains Menthol to Soothe & Relax Sore Muscles
- Crystal Ice Contains 1% Menthol
- Polar Ice Contains 2.5% Menthol
- Contains fast acting ingredients for immediate relief!!



Type / Size	ITEM #
CRYSTAL ICE 8 oz.	011
POLAR ICE 8 oz.	037



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