

Y. Pois

OUTLINE FOR OUR
NEW PRODUCTS MEETING

NOXELL CORPORATION

TITLE: Our Next \$100 Million
or
The Face Of The Future

DATE: September 25, 1974 - 9:00 a.m.

PLACE: Hunt Valley Inn - Noxell Suite
(Living Room measuring 28' x 16')

NOXELL: Hathaway, Fioto, Hall, Miller,
Harrison, Duke (Crosland)

SSC&B: Ayres, Halleran, LaStayo,
Ellington, Poris, Stevens,
Wilde

FORM: Slide Presentation With
8 1/2" x 11" "Leave-Behind"

We should plan to leave Tuesday
afternoon, September 24th and
return at the conclusion of
business on September 25th.

OUTLINE FOR OUR
NEW PRODUCTS MEETING

NOXELL CORPORATION

SECTION I	Ayres	"Marketing of Cosmetics and Toiletries"	Time _____
SECTION II	LaStayo/Wilde	"Noxzema Line Extensions" 11 Products	Time _____
SECTION III	LaStayo/Poris	"Cover Girl Line Extensions" 6 Products (including "Real Things") "AMERICAN A"	Time _____
SECTION IV	Ellington/Poris	"Raintree Line Extensions" 9 Products	Time _____

End of Line Extensions

Start of New Names in "Known" Fields

SECTION V	LaStayo/Poris	"Moisture Wear" 1 Concept - 3 Products	Time _____
SECTION VI	LaStayo/Wilde	"Bath Products By Noxell" 3 Products	Time _____
SECTION VII	Ellington/Poris	"Male Products By Noxell" 6 Products	Time _____
SECTION VIII	Ellington/Poris	"Hair Products By Noxell" 4 Products	Time _____

End of New Cosmetics/Toiletries Names

Start of Household Product Ideas

SECTION IX	LaStayo/Wilde	"Household Products" 8 Products (including "Mold Away")	Time _____
SECTION X	LaStayo	"Slide Showing Market Size and Noxell Factory Volume Projection"	Time _____
SECTION XI	Halleran	"SSC&B 'Line Extension' and 'New Brand' Priorities"	Time _____

MTG. WK. OF 9/9/74

NOXELL - NEW PRODUCTS - MATRIX M

NOXZEMA

Hand Lotion You Wash With

Skin Clinic Men:

- After Shave Product
- Medicated Scent
- Non-Medicated

Skin Conditioner (Men)

Skin Clinic Women:

- Complexion Lotion
- Medicated Scent
- Non-Medicated

Extra Dry Skin Cream

- Non-medicated, non-greasy

Teen Age Specific

COVER GIRL

Cover Girl Skin:

Cleanser

- Moisturizer
- Astringent

Cover Girl Hair

- Temporary Color
- Lasting Color
- Scalp Conditioner

RAINTREE

Bath Beads

Moisturizing Cleanser

Hand Moisturizer

Astringent:

Toner

MOISTUREWEAR

Liquid Make-up

Jar Make-up

Pressed Powder

Eye Shadows

≡

9/25

NEW PRODUCT DEVELOPMENT ASSIGNMENTS

NOXZEMA

COVER GIRL

RAINTREE

MOISTUREWEAR

Account Folk

LaStayo
Weisberg
Patston

La Stayo
Roberts
Watson

Tierney
Watling

Ellington
Copeland
Ordonez

LaStayo
Roberts
Watson

Creative Group

Wilde

Poris

Poris

Poris

CREATIVE NEEDS

- Name
- Product Description:
 - Form
 - Function
- Positioning:
 - Product Concept Statement
 - Advertising Concept Statement
- Sample Advertising (TV) 
- Packaging:
 - Peg or Shelf
 - Color Family
 - Graphics Description
 - Parentage Application

TO _____ DISTRIBUTION _____

DATE _____ June 26, 1974

FROM _____ Paul C. LaStayo _____

CONFIDENTIALRE: NOXELL -
NEW PRODUCTS PRESENTATION

Please consider this an addendum to Mary's note on the above and a means of organizing this considerable subject.

First, the question of who should be doing what? Obviously, since the new work on this project is creative in nature, the individual Creative Groups hold that fundamental responsibility. Responsibility for direction, organization, deadline delivery and presentation (to Client) should fall to the Account Groups in the following pattern:

1. Noxzema Brand Products Larry, Linda - **DON**
2. Cover Girl (Skin) Products Donna, Sally - **GP**
3. MoistureWear Brand Products Stone, Julie - **GP**
4. Raintree Brand Products Dick, Irene, Carlos **GP**
5. Hair Color Products Donna, Sally **?**

If the new Cover Girl Eye items are ultimately included, they would fall into Stone and Julie.

Basically, we need the following items for each idea:

- Name and Form (Price where appropriate)
- Position/Advertising Concept Statement
- Packaging - Construction and Design
- Place at Retail
- Total Market Size, Trend, Composition
- Estimated Share
- Estimated Factory Volume

We should devise some means of dramatically depicting all of our products on a typical retailers shelf and peg wall. This would illustrate the co-relationships of one product line to another and of individual items in each line. Ideally, we should be able to build this prop at the presentation to really create the feeling of growth.

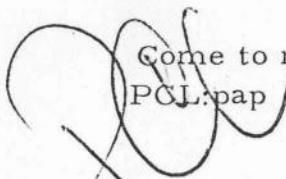
June 26, 1974

-2-

We should plan on this being presented the week of July 29---the prior week is their mid-year review so this meeting will come at the most appropriate time.

Let's all be careful of Agency expenses in the preparation of this project. No doubt there will be some costs involved but, with this lead time, they should be minimum. Please check with me before making an important dollar commitment.

At a later time, probably following this project, we will have some brain-storming sessions to generate additional ideas. This will be fun and should probably concentrate on ideas that are completely removed from Noxzema, Cover Girl, Raintree and MoistureWear. In the meantime, let's make this the best new products presentation ever at Noxell.



DISTRIBUTION:

G. Poris
D. Wilde
M. Stevens
D. Uhl
D. Ellington
S. Roberts
I. Copeland
D. Tierney
L. Weisberg
J. Watson
J. Meyers
L. Patston
S. Watling
C. Webber
R. LaReau

cc: M.A. Ayres
T.A. Halleran

TO G. Poris, D. Wilde, M. Stevens

DATE June 21, 1974

FROM Mary Andrews Ayres

CONFIDENTIAL

re: NOXELL

Noxell has their "dukes" up that we haven't made a new products presentation to their Management and New Products Department since said department was put into operation.

Bob Duke and Phil Crosland are the New Products team and their job is new products - not line extensions of existing product names. (They handle brands until they are launched nationally and therefore still have Raintree...However, this is a murky area - since Raintree by Noxzema is a new brand and not a line extension).

I want to get this presentation made within a month.

Because we have done a lot of new product work for existing brand names, I'd like to use this as a "back drop" for this presentation. Paul has an excellent suggestion that we can start on right now...and that is to create a shelf or store display picture of our brands and the extensions we envision. This is really the products lined up by groups - what's out there now and what we'd like to add. Since we have so many things going and it's hard to keep track of them, I'm attaching a list to this memo that may put things in perspective. (Proposed new products are included).

We are talking about four different product lines -

1. Noxzema Brand Products
2. Cover Girl Brand Products
3. Raintree Brand Products
4. Moisturewear Brand Products

I. Noxzema Products:

The biggest problem currently is good Noxzema flankers. We have done a lot of concepts, but I do not feel we've really hit a breakthrough advertising or product concept to date. I want to try some new ones, which I have discussed with you...

/contd...

a) A Hand Lotion you can wash with.

This is a pump lotion that can be used as a regular hand lotion - but used with water becomes an excellent cleanser and leaves a residual film so hands feel soft after washing. I think we should try this a lot of different ways, since I'm not sure of the "way into the woman's mind". I do feel quite sure it should be positioned as a Hand Lotion - not as a Hand Cleanser. (Remember - Noxzema is a face cream, you can wash with it, but it wasn't developed as a cleanser!)

The Hand Lotion Market is so big and so competitive I don't think we'll ever make it with "6 sable oils" or "lemon freshness" ... or even with a unique advertising concept. To crack this Market the product has to appear very different and very desirable. It probably should not be medicated - should have a nice fragrance.

b) Skin Clinic for Men - by Noxzema

Everything you need for a clean healthy looking skin...a product designed for After-Shave use that's good for your skin, but not positioned as an After-Shave Lotion. Noxell owns the name Skin Clinic and I think it's a good one.

I believe we should try this two ways - one with a Noxzema odor - Noxzema medication minus the phenol perhaps - and one with a Raintree type fragrance.

Somehow I feel this should be a clear liquid - not look like a lotion. It is possible today to make clear, alcohol-based products that are non-drying. (Lauder's astringent for extra dry skin is an example.)

Any other product for men you can create for which there is an unfulfilled need. (Remember they've had three expensive cracks at the After Shave Market - Noxzema Medicated After Shave (Dancer) - Swing by Arnold Palmer (Esty) - Dorian Grey (Lois Holland) - and we did not exactly cover ourselves with glory with Free Choice Hair Groom.

It may be that we can develop an exciting name and positioning for a Man's Skin Conditioner separate from the Skin Clinic concept.

/contd...

c) Skin Clinic for Women by Noxzema

Everything you need for a healthy beautiful complexion is in one bottle. Not a lotion-looking product here either - maybe a clear pink liquid.

We should try this one or two ways, too - although I feel the name Skin Clinic somehow precludes a "delicious" fragrance.

d) Noxzema Extra Dry Skin Cream - or Extra Dry Skin Cream by Noxzema - non-medicated, non-greasy, Cinnamon fragranced product. They have a product, which I think is excellent and "different" in this category.

e) A unique teenage problem skin product by Noxzema for which you do not need an N.D.A. I have absolutely no ideas unless we can reposition some of the Raintree products we have discussed for this Market.

II Cover Girl Products:

I want to get Cover Girl Skin Care products going fast - skin products with packages designed for "on the peg" - currently everybody is pegging make-up - there are no Skin Care products using this type of merchandising. I'd like Cover Girl to be first. The following products are well along and could be ready for testing about as fast as we can get a commercial and packaging designed. All Cover Girl Skin products should have a cool, fresh - "feel it happen" feeling and a clean fresh, non-medicated fragrance.

a) Clean Cream by Cover Girl

They have a product that's as close to a breakthrough as I've seen in the cleansing market.

b) Clean Moisture by Cover Girl

Just another good moisturizer but there aren't any of importance in our channels of distribution except Raintree.

c) Clean Skin Freshner

A good sea blue astringent that doesn't seem to be as drying as Bonnie Belle.

III Raintree Products:

a) Raintree Bath Oil Beads

This product will be manufactured outside, so we should be able to have it quite fast. It should be a Calgon type product that will enable us to say "keeps skin soft and moist" - should have the Raintree fragrance - more pronounced fragrance than Raintree moisturizer.

/contd...

I'd like to find another word for "beads" or another phrase for "bath oil beads", if we can find something that is unique, but easily understood.

BATH OIL
SPRINKLES

b) Raintree Moisture Cleanser

A liquid version of Clean Cream with moisturizer added (if it isn't already there) and the Raintree fragrance.

c) Raintree Fresh Rinse

A liquid toner - preferably crystal clear - good for oily skin and non-drying for dry skin.

d) Raintree Hand moisturizer

Hand Lotion with a moisture story - Raintree fragrance.

IV Moisturewear Make-up:

A "class" line of make-up to be sold off the peg at a higher price than Cover Girl - Moisture story for all products - completely separate look from Cover Girl - elegant packaging:-

- a) Liquid Make-up - slightly pearlized
- b) Jar Make-up
- c) Pressed Powder - Moisture encapsulated

This is quite a program we've mapped out and they're crying for new product ideas!

Since we are clear in the Hair Color Market and experienced in it, we should try to develop names, ideas and products for this category.

I've written this long blurb so you could all get the "big picture"....and will assume that both creative groups will barrell ahead with all possible speed to try and harness the above material and add any other ideas for which you can come up with either a unique product idea or a unique advertising concept.

Remember you need fast turn-over in big market categories for big sales and profits - and big advertising budgets.

MAA:bh

COVER GIRL MAKE-UP

Regular

Liquid
Pressed Powder (Compact)
Pressed Blusher (Compact)
Cream Shine Blush (4 shades only)
Matte Make-up (Tube)

SuperSheer

Liquid
Pressed Powder (Compact)
Natural Blush (Tube)

Moisture Make-up

Moisture Make-up (Jar)
Moisturizing Cover Stick

COVER GIRL EYES

Thick Lash Mascara
Long and Lush Mascara (new)

Regular Automatic Eye Liner
Soft-line Liner (new)

Pearlized Liquid Shadow (new)
Big Eye Shadows (pressed powder)
Moisturized Eye Shadows - (pressed powder - new)
4 Color Kits (pressed powder)
Shiny Shadows (pots)
Peeper Sticks (crayons)

COVER GIRL SKIN

New line specialty Skin products to be pegged by Cover Girl -

- 1) Clean Cream
- 2) Clean Moisture
- 3) Clean & Fresh - Astringent

MOISTUREWEAR MAKE-UP - New Line

Liquid

Jar

Pressed Powder Compact - Moisture Encapsulated

RAINTREE

New line Moisture products for skin care to be shelved -

Raintree Liquid Moisturizer

② Raintree Moisture Cream

Raintree Bath Oil Beads

Raintree Moisture Cleanser (liquid)

Raintree Moisture Hand Lotion

Raintree Liquid Toner

NOXZEMA

Skin Cream - Jar

Skin Cream Liquid - Bottle

Sunburn Spray

New Hand Lotion - Wash & Wear

New Skin Clinic - Men?

New Skin Clinic - Women?

Face Conditioner - Men?

Teen Specialty

New Extra Dry Skin Cream (non-Medicated - Cinnamon Fragrance)
(they have product)

TO Tucker A. Halloran

DATE 7/22/74

FROM Paul C. LaStayo

RE: NOXELL - NEW PRODUCTS PRESENTATION

In light of the imminent Noxell commercial shooting, a Raintree salesmeeting late in August, and various vacation schedules (Clients' and Agency), we could not expect full attention to our New Products Presentation until the week of September 9th.

I've informally cleared this with Bates and from your note stating Duke's vacation schedule, I'm sure this would be "OK" with him. Marv will also be available that week.

So, if you agree, we can commit to that week. I'm certain we'll need the full day.

QJ
PCL:pap

cc: M. Ayres
G. Poris
M. Stevens
D. Wilde

SSC&B Inc. Advertising

TO G. Poris, D. Wilde, M. Stevens

DATE July 29, 1974

FROM Paul LaStayo

The attached is self-explanatory but, we wanted to underscore the underscored idea.

A handwritten signature in black ink, appearing to read "Paul LaStayo".

SSC&B

CREATIVE WORK REQUEST

Account Executive to prepare. Fill in every item. Forward complete form to Traffic. Copy will be returned for your records.

PRINT

SSC&B JOB NO. 3003

TO: TRAFFIC Gus Holt FROM Paul LaStayo DATE 7/29

CLIENT Noxell Corporation PRODUCT Corporate

PUBLICATIONS _____ SIZE _____

INSERTION DATES (ACTUAL) _____ COLOR _____

INSERTION DATE (TENTATIVE) _____ NO. OF ADS NEEDED _____

DELIVERY REQUESTED: ROUGH C/L _____ COPY/LAYOUT FOR CLIENT _____

TRAFFIC TO COMPLETE

ORIGINAL DATES WILL BE MET YES NO

NEW DATES: COPY _____ ROUGH/LO _____

CLIENT COPY/LAYOUT _____

CHECK APPROPRIATE BOXES

YES NO

ESTIMATE REQUIRED

BILLABLE

EXPERIMENTAL-BILLABLE

PROVIDE ALL PERTINENT INFORMATION AND ESSENTIAL COPY AND ART ELEMENTS

This work request will cover the preparation of a major new products presentation scheduled for the week of September 9th at Noxell. I will provide a job number for the collection of any expenses incurred for this presentation.

However, we would appreciate your checking with the Account Group before any major outside expenses are incurred. We hope to keep the total cost of this project within some reasonable bounds.

SSC&B

Inc. Advertising

COVER GIRL
(NEW PRODUCT CONCEPTS)

TO Trisha Ingersoll

DATE May 7, 1979

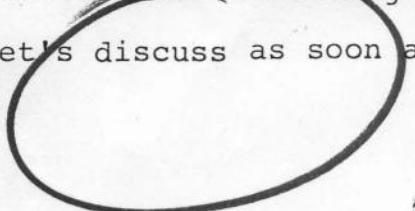
FROM Barbara Gyde

cc: S. Roberts
C. Hurley
G. Poris ✓
S. Dodd

RE: CONCEPT BOARDS FOR NEW PRODUCTS

Attached please find copies of the creative work orders for some new product ideas we would like to work up as concept boards. Sandra and I have already discussed these and I believe she's done some preliminary work on them. We would like to have something to show the Client the week of 5/14/79.

Let's discuss as soon as possible.


Barbara

BG/mm

COVER GIRL NEW PRODUCTS
CREATIVE WORK ORDER
CONCEPT BOARD FOR ACNE-BLEMISHES TREATMENT PRODUCTS

1. KEY FACTS:

The Agency believes there is an opportunity to market a line of acne treatment products on the peg under the Cover Girl name. The acne preparations market is exhibiting high growth and the medicated heritage of Noxzema ingredients in Cover Girl would seem to allow a natural and logical authority.

The Cover Girl acne treatment line is positioned for teens and young adult women who identify with the current Cover Girl image. The product rational is that even women with so called "good" skin have problems, even professional models. Whether they occur regularly or sporadically, most every model has to deal with blemishes and because of professional demands, requires fast acting, effective products to keep looking great.

This line would include four products:

- a) a non-medicated cleansing sponge
- b) a facial soap or scrub
- c) an acne-pimple medication
- d) a medicated concealer/cover-up

2. ADVERTISING OBJECTIVE

Convince women 12 plus that Cover Girl is a viable authority in the acne treatment category. Convince women that this product line offers performance so effective that professional models consider it part of their routine in dealing with blemishes and skin flare-ups.

3) CREATIVE STRATEGY FOR COVER GIRL MEDICATED CLEANSING SPONGE

a. Prospect Definition:

Women 12 to 24 with skin that has occasional blemish problems to an acne condition.

b. Principle Competition:

Buf Puf and other mass marketed facial sponges.

c. Promise:

Now you can have a cleansing sponge that will keep your skin clean and smooth; and will provide you with the kind of cleansing important to keeping professional model's skin clear and glowing.

d. Reason Why:

By using this sponge, the consumer is exfoliating her skin. By removing the top outer layer of dead skin cells, the face looks clearer and more translucent. This helps in managing acne and clearing up pimples by providing a gentle abrasive thorough cleansing.

The product:

- Is made of polyester fibers
- Smooths away oil, dirt, and dead skin cells as you wash
- Has a mild abrasive active
- Is used instead of a wash cloth

4) CREATIVE STRATEGY FOR COVER GIRL CLEANSING BAR OR CLEANSING SCRUB

a. Prospect Definition:

Women 12 to 24, with skin that has occasional blemish problems to an acne condition.

b. Principle Competition:

QXY-Scrub; Clearasil soap;
Neutrogena Acne Clean Soap, Buf Acne Cleansing Bar and
other mass marketed anti-acne facial cleansers.

c. Promise:

Now you can have a facial cleanser designed especially to help manage acne and pimples and give your skin the kind of thorough cleansing important to "Cover Girl" skin.

d. Reason Why:

This cleanser is formulated to thoroughly clean the face and remove excess oil gently, without irritating sensitive skin.

The product:

- Is pH compatible to skin
- Opens clogged pores
- Removes rough surface skin
- Strips skin of excess oil
- Won't under clean or over-abrade skin

5) CREATIVE STRATEGY FOR COVER GIRL ACNE-PIMPLE MEDICATION

a. Prospect Definition:

Women 12 to 24, with skin that has occasional blemish problems to an acne condition.

b. Principle Competition:

OXY 5, Topex Acne Medicated Lotion, Clearasil and other mass marketed medicated anti-acne lotions.

c. Promise:

Now you can have a medicated lotion designed to help clean up troubled skin so fast and effectively that professional models rely on it to help them keep their complexions camera-perfect.

d. Reason Why:

The product is clinically tested to dry up the oily skin conditions which cause blemishes and acne pimples.

The product:

- Is easy to use
- Vanishes on application
- Is a colorless, greaseless, odorless lotion
- Helps unblock pores that are clogged
- Contains benzoyl peroxide - one of the most effective acne-pimple medications you can buy without a prescription.

6) CREATIVE STRATEGY FOR COVER GIRL MEDICATED CONCEALER/COVER-UP

a. Prospect Definition:

Women 12 to 24, with skin that has occasional blemish problems to an acne condition.

b. Principle Competition:

Clearasil stick, Fostex cover-up cream and other mass marketed cover-up products.

c. Promise:

Now you can have a product that covers up pimples while it helps to heal them.....and does it so effectively that professional models consider it one of their beauty essentials.

d. Reason Why:

The product is a flesh toned cover-up cream specially formulated to dry up the excess oil that causes pimples and gives protection to minor skin irritation.

The product:

- Is in a tube
- Contains medicated ingredients
- Comes in three skin tones

COVER GIRL-NEW PRODUCTS

CREATIVE WORK ORDER

CONCEPT BOARD FOR COVER GIRL HAIR CONDITIONER

1. KEY FACTS:

The Agency wants to develop the concept of a hair conditioner by Cover Girl. The major news of this conditioning product will be in its form and application.

The product is a foam that makes it easy for the consumer to apply, and enables her to know how long to leave the conditioner on her hair. When the foam is absorbed, she'll know the hair conditioning is complete. This feature will address a major consumer complaint that some conditioning products condition too much if hair is oily or not enough if hair is dry.

2. ADVERTISING OBJECTIVE

Convince women that new Cover Girl Hair Conditioner not only offers a more convenient application method, but also offers a meaningful performance differential geared to each individual's hair problem.

3. CREATIVE STRATEGY

a. Prospect Definition:

Women, 12-34

b. Principle Competition:

Mass market hair conditioners including Agree, Flex, Wella Balsam, and Clairol's Short & Sassy and Condition II, and others.

c. Promise:

Cover Girl Hair Conditioner gives you deep penetrating, quick acting individualized hair treatment in an innovative new foam application that's easier to apply and less messy than other conditioners.

d. Reason Why:

The product, because of its foam consistency and application, penetrates hair more evenly than standard conditioners. The formula allows the foam to dissolve only when the conditioning action is complete - allowing an easy way to avoid over or under conditioning. The foam will last on the hair one to ten minutes depending on the degree of damage or dryness of hair.

The Product:

- Can be left on the hair or rinsed out
- Is not messy, won't drip all over
- Has light whipped texture
- Is easy to apply
- Is pH balanced
- Reacts to each individual's hair type

A Confidential Letter

to Marketing, Sales,
Advertising and
Media Executives

THE GALLAGHER REPORT®

230 PARK AVENUE, NEW YORK, N.Y. 10017

(212) 661-5000

New Trends

Dear Executive:

PACKAGE GOODS GIANTS HEADED FOR TROUBLE. GR predicts 1979 to be turning point for major food, household, personal products marketers. Market leaders beset by basic weaknesses. Unable to coast along on past momentum as U.S. economy heads for period of slow growth, continued inflation. Key problem areas: Lack of management succession. 65-year-old American Home Products chief Bill Laporte under pressure to tap successor. New ceo to be hard-pressed to maintain Bill's unbroken record of 10% profit per dollar of sales as market performance of staple products like Anacin slips. Profit erosion. Norton Simon Inc. chief Dave Mahoney puts reputation on line in effort to reverse fiscal 1978 earnings slide at Max Factor, Canada Dry, McCall Pattern subsidiaries. Lack-luster performance in domestic household products area plus problems at Helena Rubenstein to keep heat on Colgate-Palmolive chief Dave Foster (net income first nine months up mere 5%). Executive turnover. Gillette's Colman Mockler loses vice chairman Bill Salatich second time (Bill to take early retirement January 1). Standard Brands chief Ross Johnson suffers setback with resignation of Reuben Gutoff as president.

New product organization vital to survival. GR maintains continuity of new product effort to be key to corporate success (or failure) in decade of 1980s. General Foods, Warner-Lambert make mistake to separate new product team from marketing department. System fails to set responsibility for long-term success of new product with development team. Use of "creative boutiques" for new product ad efforts comes under fire (strategy used by GF, Scott Paper). Reason: system encourages marketer to rely on agency to find advertising positioning for new item vs. concentration on incorporating unique benefits in new product under development. Procter & Gamble strength in new product arena result of five-step approach. 1) Marketing department identifies specific area for new product development. 2) New product success assured by acquisition of patent rights or use of internal R&D staff to develop product to fill consumer need. 3) Financial, sales, manufacturing teams brought in to evaluate feasibility of product. 4) Marketing executives with proven track record on existing products manage new brand. 5) Responsibility for item assigned to specific division manager. Ad agencies kept out of development process (shops called on to create campaign when product ready for test market).

SPLIT UP OF CBS IN WORKS? Rumors circulate as CBS president indicates preference for publishing vs. broadcast end of business. CBS chairman Bill Paley unhappy over Backe's token involvement in broadcast operations. Unlikely to risk second corporate "purge" via Backe ouster. (Bill faces resistance from CBS board following hasty removal of former CBS president Art Taylor in 1976.) Backe strengthens position at director level via addition of own candidates to CBS board past two years (e.g., insiders Benno Schmidt, Jack Purcell, Jim Houghton, Gene Jankowski). Logical solution: creation of two companies. CBS Broadcasting (with \$1.2 billion sales); CBS Publishing (with \$1.6 billion sales). Current CBS Inc. stockholders to receive pro rata share in each company. Split to enable Backe to enter newspaper field via suburban newspaper acquisitions (now hindered by antitrust threat). CBS director & former president Frank Stanton tests waters. Represents syndicate in offer to purchase CBS O&O radio, tv properties. Meanwhile Paley retains executive recruiter Russell Reynolds Associates for management search. Job title listed as "CBS president."

SHAKE-UP AT ROYAL CROWN COS. RC Cola U.S. president Bill Lunn tenders resignation. Departure comes in wake of conflict with soft drink division head Fred Adamany over long-term marketing strategies for beverage unit. Lunn marketing pro. President in title only. Adamany calls shots (95% of RC business in U.S.). Fred criticized for emphasis on short-term results vs. long-term marketing goals. Lunn exit not expected to affect Ogilvy & Mather hold on RC account (shop won estimated \$14 million business in September). Move to delay selection of second agency to handle \$1.5 million Dr. Nehi line of flavored soft drinks. Parent company chief Don McMahon under pressure to commit additional marketing/ad dollars to soft drink unit to strengthen RC competitive position. GR predicts current budget to prove insufficient to build national presence (brand has regional strongholds in Midwest, Southeast). McMahon sets build-up of Arby's fast food chain as priority. Look for Lunn to return to agency business (Jim former Leo Burnett v-p)

SCOTT PAPER REFOCUSES MARKETING SIGHTS. Look for chairman Charlie Dickey to cut ad spending 50% for ScotTowels item (estimated \$5 million budgeted at J. Walter Thompson). Expected to shift media weight from tv to newspapers, sales promotion. Strategy designed to avoid cannibalizing reformulated Viva item. New Viva fares 30% better than former entry (has potential to grab 20% of estimated \$200 million market). Dickey pins additional hopes on Job Squad paper towel to solidify estimated 40% hold on market. Expands distribution from 12% to 25% of U.S. over past 12 months. Spends at national rate of \$10 million. Distribution of Cottonelle bathroom tissue doubled to estimated 42% of U.S. National expansion for Soft 'n' Pretty slated for mid-1979. Dickey protects flanks on low-end of market. Redesigns packaging for Waldorf price-brand to improve visibility (package now plastic vs. paper).

MARKETERS HOP ABOARD TV SPECIALS BANDWAGON. Look for corporate advertisers to step up commitment to tv specials format. "One-shots" seen as best way to 1) assure involvement in quality programing; 2) sidestep tv clutter problem. Du Pont director of advertising Lloyd Taylor slates first institutional ad effort in two years for chemicals giant in February on ABC's Roots: The Second Generation. Schedules ads in March on CBS' Salute to Alfred Hitchcock program. ITT chief Lyman Hamilton sees specials as way to reach non-regular viewing audience with "ties" to ITT businesses (e.g., military, aviation). Sponsors first special in 20 years with Winds of Kitty Hawk this week. Program to serve as springboard for additional specials next year. IBM moves to generate interest in IBM-sponsored special The Nutcracker next week via distribution of "school kits" to 15,000 U.S. high schools (kits serve as "backgrounders" on ballet). GR predicts advertisers to hike production involvement to guarantee quality shows (ITT spends \$3 million to co-produce Kitty Hawk program).

1979 GAME PLAN SET AT NESTLE. Chief Dave Guerrant to expand Souptime instant soup line from current nine flavors. To launch one of three new flavors currently in R&D phase. Strategy designed to protect Nestle's 35% share of market. Guerrant happy with results of Sunrise coffee introduction (item now in 50% of U.S.). Market share passes 4% mark (up from 1.5% past 12 months). National roll-out expected by mid-1979. Dave to unveil new ad campaign on spot tv, newspapers for Taster's Choice brand coffee. Budgets estimated \$8.5 million (at Leo Burnett agency) to promote quality of product vs. past approach emphasizing value (less expensive than ground roast competitors). Guerrant studies "restaging" Nestea Light iced tea mix item for Spring 1979. Under consideration: positioning product on flavor basis vs. lack of calories. LunchTime three-minute casserole item key headache as market share plateaus at 3%. Guerrant reformulates product to improve taste. Keeps eye on LunchTime in current three-market test (includes Portland, Ore.) prior to decision on national expansion.

PEOPLE. Nomination of former Reader's Digest chairman Kent Rhodes (66) this week as Magazine Publishers Association president stop-gap measure. Original MPA search guidelines called for executive to serve 15 years. Look for Kent to use Washington influence to push through Postal Service reorganization legislation. Meanwhile MPA board to scout for No. 2 man to 1) work under Rhodes; 2) move up to top spot in three years. . . . Renfield Importers executive v-p Austin D'Alton tenders resignation. Former E.&J. Gallo, Heublein executive Mark Walsh recruited as director of marketing services.

SSC&B Inc. Advertising

ONE DAG HAMMARSKJOLD PLAZA • NEW YORK, N.Y. 10017 • (212) 644-5000

COFFEE GIRL
NEW PRODUCTS

November 30, 1978

Vice President

Mr. Francis J. Harrison
Noxell Corporation
P. O. Box 1799
Baltimore, Maryland 21203

RE: COSMETIC DIVISION
NEW BUSINESS EXPLORATORY

Dear Fran:

This will present a general overview and top line opinion of SSC&B's regarding the Sun Glass and Personal Care Appliance markets.

BACKGROUND

When Woody and I were in Baltimore, for the new products/business meeting, we agreed that a worthwhile and potentially motivating exercise would be to explore new areas in which Noxell was not currently active. Hopefully, as a result of these preliminary explorations there will be stimuli to encourage both the Agency and Noxell to further investigate. Fields that could easily initially be rejected as beyond Corporate guidelines should be understood.

As you will recall, the first two markets which we indicated a desire to investigate were Sun Glasses and Personal Care Appliances.

Coincidentally, and not intended in our selection, one common element to both of these markets is an important factor in our up-front investigation. That element is that neither business requires a heavy corporate commitment of research and development or capitalization in the form of production costs. A majority of the successful manufacturers in both categories are currently having the goods manufactured outside of their own organizations. We acknowledge that this can constitute a negative. However, in the exploration stages of concept development and testing it does permit an extremely low financial risk; not unlike Nail Polish or even the early stages of Eyes.

The second common element to both businesses is that they are either directly or indirectly fashion and beauty related; and therefore at least logical and compatible extentions to the Cover Girl image.

Fran, the following is not intended to be a highly quantified review. The Agency attempted to develop an overview of each market simply for the purpose of agreement as to whether or not further exploration by Noxell is warranted. Thus, the following general categoric observations.

THE SUN GLASS MARKET

It is difficult to get a firm fix as to the total size of this business, but there is some evidence that it could be as high as \$800 million at retail. This is up from about \$300 million in the early '70's.

A reason for this growth is that Sun Glasses have become a fashion accessory. A typical woman will own three to four pair at a time. The recent florish of designer glasses, and their extraordinary high retail price per unit (\$20-\$35), is also an influence on such dramatic growth.

Noxell's traditional customers are the important retailers in the Sun Glass category. In a New York Times article of July 1969 the split was stated as follows:

Variety Stores	37%
Drug Stores	26%
Department Stores	12%
Discount Stores	10%
Food Stores	10%
All Others	5%

In a June 1977 New York Times article there was the following quote, "most of the \$10 and less glasses are bought in Drug and Variety stores. The typical retailer's margin is 50%".

In general there are three (3) levels of Sun Glass merchandisers. The low level, at three to five dollars, within which Foster Grant is the dominating element. The medium level, five to ten dollars at retail, with which Polaroid, Cool Ray and American Optical (Division of Warner Lambert) are the major elements (better than 50%). The third level is the upper end which is ten dollars and up. The largest and most effective in this segment is Riviera Eye Wear. Many Manufacturers at all levels import their merchandise from France, and more recently, the Far East.

Fashion and style are two major elements. Foster Grant, the king at the lower end, offered 70 different models in 1977. Models can then be multiplied by color for even a larger number of variations. The consumer demands variety. She wants to select from many styles in inventory. Typically she'll try on six (6) pair before making her choice. The industry is very responsive to fashion. There is a continuing need to update and "modernize" your line while consistently offering variety.

As in the cosmetic business, the Department Store is a major element in the upper-end lines. They expect the supplier to police their own racks. They have special arrangements whereby any unsold merchandise is returnable. Major Drug Chains are also important and have similar retail marketing requirements.

As a generality, there seems to be a relatively low level of advertising investments. Here is a table showing the major spenders for 1977.

<u>1977 ADVERTISING DOLLARS</u>		
	<u>(000)</u>	<u>(%)</u>
Bausch & Lomb		
Ray Ban	\$ 239	
Halston	45	
Corning Glass		
Photochromic	134	
Corning Sun Glass	2,036	32%
El Paso Company		
Ban Lon Sun Glass	48	
Eye Wear		
Pierre Cardin	66	
Farbwerke Hoechst		
Foster Grant	999	16%
Oculeus		
Gun Glasses	12	
Oltyl Corporation		
Christian Dior	192	
Optique du Monde		
Van Fursteinberg	563	9%
Polaroid		
Sun Glasses	280	

1977 Advertising Dollars (Continued)

	<u>(000)</u>	<u>(%)</u>
Renaissance		
Yves St. Laurent	\$ 195	
Riviera		
Sun Glass	21	
Givenchy		
Sun Glass	42	
United Brands		
Renauld	57	
Warner Lambert		
Cool Ray	1,369	22%
TOTAL	<u>\$6,290</u>	

With the Wall Street Journal as a source, it has been stated that the total level of marketing (advertising and promotion) was about \$10 million during 1977.

Somewhat surprisingly there is a relatively low level of penetration. TGI says that only 16% of all adults have sun glasses. The skew is to women at 18% and to the young with the following index levels:

<u>AGE</u>	<u>INDEX</u>
18-24	133
25-34	141
35-44	120

The West Coast is most important (Index-125), New England is next at 119 index.

Single, educated, rich, employed, major markets, professional-clerical and sales occupation are other key characteristics with high indices.

The only company close to Noxell with any level of experience in this business is Bonne Bell and they are not an important influence.

THE PERSONAL CARE APPLIANCE MARKET

Factory volume appears to be well in excess of \$400 million annually. (See Exhibit I) Six categories identified styling combs, styling wands, hair dryers (several types) hair setters, mirrors and facial saunas, together they represent better than 90% of the totals shown.

Within that group Cover Girl would, very likely, have interest in only three, since the others are either small or declining; (combs, mirrors, and facial saunas). The three that are sizable and "growing" are the styling wands, the styling dryers, and the pistol dryers. In total they add up to nearly 80% of the totals shown.

Brand names with any substance in this market are:

Clairol is, on a total basis, the number one brand. It's theorized that they are number one because they've been able to translate their HBA expertise in the Personal Care Appliance market.

Gillette is number two or number three, trading spots with Conair. It is alleged that the Gillette Appliance Division have profit problems despite good volume. Earlier this year Gillette was offering \$3 to \$4 rebates with purchase of the Super Curl and Max lines. \$10 rebates with two purchases.

Conair, number two or number three, interchanging with Gillette. Clearly, however, they are the leader in the pistol hair dryer segment. This company, the originator of the pistol product, is literally led by a volatile entrepreneur named Rissuto. Conair had a disastrous first quarter 1978 showing an earning of 2¢ per share versus a year ago of 29¢. Shares are traded over the counter.

Windermere, a promotional oriented company who knocks off successful models.

Schick and Norelco, have not made substantial inroads to date.

Sperry-Remmington, (a division of Sperry-Rand Corporation) left the Personal Care Appliance field last fall after more than a decade. Forecasts of the growth of the industry does not warrant our continuing in it. It's a low technology item and the great numbers of competitors from the Orient means that the market is totally saturated so says Robert Hornings, Marketing Vice President.

This above listing does not address companies like Northern, G.E., Sunbeam and, least-of-all, a host of little local companies or store brands like Korvettes.

Now, as to some underlying characteristics of this market, price cutting and discounting of brand name hair dryers is common. This allows the retailer and the manufacturer to compete with the sizable influx of lower priced products from the Far East. Parallels are being drawn by analysts with the hand-held calculators, citizen ban radios, and, smoke detectors. In each field increasing competition had led to sharply reduced prices and extends to lose of favor for the share of companies most closely identified with the saturated market.

It is theorized that the market had peaked several years ago with an estimate of 66% to 70% of the business being in replacement sales. Rebates are a common devise, particularly when inventories are at a higher than normal level. Returns after the Xmas season are sizable. Returns are ugly things and in this industry 20% is not unusual.

The business is extremely seasonal with 40% to 50% being accomplished in the fourth quarter. Retailer's margin appears to be somewhere between 20% and 30%. Based on consumer research (where consumers think they purchase Personal Care Appliances) the retailers are as follows compared to Noxell's trade customers.

	<u>Place Of Purchase (Consumer Research)</u>	<u>Estimate Of Noxell Business</u>
Food Stores	-0-	25%
Drug Stores	18%	25%
Mass Merchandisers*	29%	35%
Discount Stores*	37%	-0-
Department Stores	18% 55%	-0-
Variety Stores	-0-	15%
	<u>102%</u>	<u>100%</u>

NOTE *Discount Store is one that offers durable or non-food packaged goods at a low mark-up. A Mass Merchandiser is a retailer who offers three or more classes of general merchandise in stores of 10,000 square feet or more.

Per TGI, only 9% of the adult universe bought a hand held dryer in the past year. The higher indices in this market are: younger, living in the Pacific, in major markets, with some college education, employed as a professional/managerial/clerical/sales occupation, incomes of \$20,000 or more.

Unlike the Sun Glass market this category requires sizable advertising expenditures, the following lists major advertisers and their 1977 budgets.

PERSONAL CARE APPLIANCE
1977 ADVERTISING INVESTMENTS

	<u>(000)</u>	<u>(%)</u>
Clairol	\$ 9,631	33
Sperry-Rand	5,286	18
Schick	5,203	18
Gillette	4,423	15
Conair	2,928	10
G.E.	1,111	4
Sunbeam	632	2
TOTAL	<u>\$29,214</u>	<u>100%</u>

CONCLUSION

PERSONAL CARE APPLIANCE

Based upon the intensity of competition resulting in extremely low profit margins, cost per unit, channels of distribution and lack of growth in the market, SSC&B would not encourage or recommend further exploration by Noxell of the Personal Care Appliance Market.

SUN GLASSES

The Agency does have continued interest, however, in the Sun Glass business. It seems an easy extention of the Cover Girl beauty image. The channels of distribution margins and relatively low cost per item are encouraging from our point of view. This is not to be construed as a recommendation that, we fully embark upon it as a new product assignment. The market is relatively untaped by large and sophisticated packaged goods manufacturers and we feel that there might be an opportunity for Noxell to get in and establish a Cover Girl name. If you agree, we would recommend the assignment of the project to a Product Manager, who could work out additional marketing and manufacturing specifics beyond our available expertise.

SSC&B would simultaniously develop concept boards and positioning statements a'la the Cover Girl Lotion assignment. These could, in turn, be exposed to consumers to determine if there is any preliminary interest in the marketplace.

We look forward to your comments.


Cordially,

F. Stone Roberts

cc: P. M. Troup
E. Gair
P. C. LaStayo
G. Poris
B. Gyde

CONTACT REPORTCLIENT NOXELL CORPORATIONREPORT NUMBER 664PRODUCT Cosmetic Division-New Business

DISTRIBUTION

DATE OF CONTACT 10/6/78 DATE TYPED 10/11/78

CLIENT

F. J. Harrison
C. J. Busta

THOSE PRESENT AT MEETING

CLIENT Francis J. Harrison, Charles J. BustaAGENCY Woody Gair, F. Stone Roberts,

AGENCY

Woody Gair
Stone Roberts
Paul LaStayo
Anastasia Vournas
Barbara GydeGeorge PorisLOCATION—AGENCY CLIENT PHONE

NOTE—Report on this form all conversations with clients where any decision is reached—or any subject discussed which affects advertising policies.

NEW BUSINESS

Agency and Client met to review new products/business opportunities down-the-road for the Cosmetic Division. As a framework for the meeting, the Agency presented a proposition paper—Strategic Approach To New Product Concept Development.

As a result of the ensuing discussion the Agency will revise the document to conceptually separate new products and new business/acquisitions. A future meeting will be held with concentrated emphasis on the new business/acquisitions portion.

Client generally agreed to adopt the basic recommendations behind new products. Agency will have ~~GENE~~ Whalen contact Noxell as an initial source of outside stimuli.

SIGNED F. STONE ROBERTSFor more information contact the Archives Center at archivescenter@st.edu or 202-633-3270

NOXELL CORPORATIONCOSMETIC DIVISIONSTRATEGIC APPROACH TO NEW PRODUCT CONCEPT DEVELOPMENTOCTOBER 6, 1978OPENING OVERVIEW

1. What we will discuss today assumes that the central thrust of Noxell's new product effort should focus on the consumer. Once a trend or a need is determined then the opportunity should be evaluated within the "new product" guidelines. If we can first understand the consumer perhaps then we can find a way to serve the need.
2. What SSC&B proposes should not substantially change any of the current consumer work in progress. We will continue to develop current assignments as priorities. We will also recommend a deviation from the traditional way in which Noxell has developed new product concepts for the future.

It is our opinion that the proposed new direction should not be judged or evaluated for at least six months. Its success or failure will not be based upon a single meeting, a single focus group, or a single product idea.

Impractical and unworkable ideas will be stated. They will, of course, also be weeded out by the system that created them.

An openness of mind and positiveness of intent by all will, we believe, ultimately yield productive results.

3. The proposal has two tangents - the first contains current and proposed specific product areas for immediate exploration, and the second is an outline for development of new ideas. The second should serve as creative stimuli for understanding future needs of consumers.
4. It is easy to review our track record and be discouraged. However, virtually no manufacturer could be classified as very successful in recent years. Major product categories have been oversegmented - today's consumer is not waiting for one more new product. Perhaps that's why the failure rate is so high. New products today are not really filling market voids.
5. Most major category new product entries are currently paying out in three to five years, if ever. Way up front in a project it is important to analyze competitors and their ability to react. It is also important to be realistic about the cost of

investment and the Corporate commitment down-the-road to an entry in the category.

6. We also believe that one reason, and maybe the most important, for the dismal state of new business success today is the lack of commitment of top management for attention. New business must be made a priority for top attention. Consistent attention and pressure are important keys.

TANGENT A

Persist With Existing New Product Ideas -

1. Noxell is a cream/lotion and cosmetic Company with superior technology in these areas.

Main Entries - Noxzema - a cleanser
RainTree - a young moisturizer
Cover Girl - a young make-up line

Obvious Voids - facial moisturizer to older market
- hand/body cream/lotion
- 2nd make-up line

2. There are two basic ways to exploit and explore new business for Cosmetic Division.
 - a) Cover Girl related non-cosmetic products i.e. fragrance, shampoo, treatment, etc.
 - b) non-Cover Girl new product ideas i.e. Skin Clinic, Over 25, new make-up line, etc.
3. Periodically SSC&B would like to explore new product categories - the initial two are the sunglass market and hairdryers/appliances. The Agency would like to be back within a month and recommend, after careful analyses of these markets; whether Noxell should actively pursue them further.
 - Sunglasses by Cover Girl
 - Cover Girl Hairdryer

Once these markets have been reviewed, others would be selected.

TANGENT B

Program For New Idea Development

Beyond exploration of existing new product ideas the Agency recommends development of a program which would permit greater understanding of the consumer and future needs. A major

observation in new product failures is that too many concepts are based on already outdated information, rather than a vision and an understanding of the future.

We ask that the following program not be judged today. It's ability to generate ideas and concepts which will be acceptable to the consumer in the 80's will take time to develop. SSC&B feels confident that a year from now via this course, Noxell will have substantially more realistic and working new product options.

It is only through experimentation with these ideas that a chance for the future may be gained.

We propose the following:

1. Regular meetings (monthly) in which we invite an outside guest speaker responsible for a major area of research or consumer expertise, to speak on an agreed to topic. The meetings could be held in either Baltimore or in New York. Names like, Bernie Kahn, George Gallup, Gene Whelan, Suzanne Greyson, Daniel Yankelovich could be considered. Key people from publishing, the academic community, research -- any established authority in a consumer field should be invited to speak and Noxell should set up a fund to cover expenses for these speakers.

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Summary #1 - more outside stimulation for ideas. Perhaps we have been too myopic.

2. In addition, we should set up bi-monthly input sessions in which the Agency and Client can meet for intensive discussion on isolated product categories or opportunities. SSC&B proposes that we meet every third Friday in Baltimore to discuss assigned new business topics.

The attendees, at this Meeting, should be Agency Management Account and Creative, Client Management and a representative from Client R&D. Additional other individuals should be invited as the specific subject matter warrants.

Summary #2 - periodic Agency/Client discussions of an intense nature on a specific topic.

3. SSC&B will monitor on a quarterly basis all new product/lifestyle developments in London, Paris, and Rome.
Through our Lintas affiliation a system is being developed by which quarterly reports will be issued to New York.
4. We recommend a greater variety of research and testing alternatives as a stimuli to the creative output resulting from points 1, 2, and 3. The following are not intended as criticisms to the existing procedures, but recommend modifications to make the creative building and refining process more productive:
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 - b) the need for greater consumer input to the concept earlier - we have tended to evaluate executions personally instead of letting the consumer reach to what (not how) we are trying to sell.
 - c) more marketplace experience through vehicles like Teleresearch. In most businesses where we compete, there are many other influences beyond the execution which are important to success.
 - d) consideration of a lead market to evaluate whether a "new idea" is a fad or has sustaining volume potential.

Summary #4 - more consumer exposure of ideas earlier, and more marketplace testing experience.

5. The Corporation should prioritize its commitment to single markets and pursue entries with concentrated deliberation.
6. The Corporation should pursue acquisitions aggressively.
This realizes that in today's economic environment, the cost of acquisition in many markets is more efficient than the cost of building a franchise of new users combined with the cost of development and launch of a new product.

CONCLUSION

SSC&B believes that if we are to be successful with another major idea for Noxell, no ground should be considered hallowed or sacred. We should avoid the traditional boundaries established for business; realizing that if we are to find the Company has to change to meet the need rather than creating a need that fits perfectly within the Corporate structure. *a New Idea*

In order to permit creative to be stimulated from the proposed encounters, the atmosphere must be kept free and open.

We tried this once in Philadelphia. In our opinion the Philadelphia experiment was not a failure! The problem is that it was not followed up upon. SSC&B and Noxell will not break the new product barrier with one shot attempts.

SIX KEY POINTS FOR NEW PROGRAM

1. Clearly defined Corporate objectives. *
2. Regular and concentrated attention from the top.
3. Pursue existing course of idea development.
4. Focus on outside sources for new stimuli.
5. More target audience reaction.
6. Patience to work the ideas out.



Health Foods

*C. G. MKP***CONTACT REPORT**CLIENT NOXELL CORPORATIONREPORT NUMBER 622PRODUCT Cover Girl Make-Up

DISTRIBUTION

DATE OF CONTACT 9/29/78 DATE TYPED 9/29/78

CLIENT

F. J. Harrison
P. M. Troup

THOSE PRESENT AT MEETING

CLIENT Peter M. TroupAGENCY Dola Hamilton

AGENCY

Account
Media
CreativeLOCATION—AGENCY CLIENT PHONE

NOTE — Report on this form all conversations with clients where any decision is reached—or any subject discussed which affects advertising policies.

OIL CONTROLMEDIA - PRINT

Client authorized Agency to commit to a 4th cover position in the January 1979 Teen for Oil Control. This insertion is already included in the Oil Control 1979 Media Plans.

CLEAN MAKE-UPCREATIVE PACKAGING

Client advised that Noxell had reviewed the Liquid Make-Up bottle recommendations submitted by the Agency. Client expressed concerns with the recommended plastic composition. Client felt that a glass bottle was perceived as better quality by the consumer. Agency responded that the silver cap, screened bottle graphics, and feminine shape of the bottle gave the recommended form a classic image, and overcame any possible "cheapness" connoted by the plastic.

Client and Agency agreed to investigate other bottle alternatives.

NEXT STEP

Agency and Client to discuss next steps during Client's next visit to Agency.

THE TRIPP/WHELAN NEW PRODUCT

SOURCE BOOK

HEALTH CARE &
PERSONAL CARE
INNOVATIONS

1978

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NOXELL CORPORATION

COSMETIC DIVISION

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Summary #4 - more consumer exposure of ideas earlier, and more marketplace testing experience.

5. The Corporation should prioritize its commitment to single markets and pursue entries with concentrated deliberation.
6. The Corporation should pursue acquisitions aggressively.
This realizes that in today's economic environment, the cost of acquisition in many markets is more efficient than the cost of building a franchise of new users combined with the cost of development and launch of a new product.

CONCLUSION

SSC&B believes that if we are to be successful with another major idea for Noxell, no ground should be considered hallowed or sacred. We should avoid the traditional boundaries established for business; realizing that if we are to find the Company has to change to meet the need rather than creating a need that fits perfectly within the Corporate structure.

In order to permit creative to be stimulated from the proposed encounters, the atmosphere must be kept free and open.

We tried this once in Philadelphia. In our opinion the Philadelphia experiment was not a failure! The problem is that it was not followed up upon. SSC&B and Noxell will not break the new product barrier with one shot attempts.

SIX KEY POINTS FOR NEW PROGRAM

1. Clearly defined Corporate objectives. *(Re-defined?)*
2. Regular and concentrated attention from the top.
3. Pursue existing course of idea development.
4. Focus on outside sources for new stimuli.
5. More target audience reaction.
6. Patience to work the ideas out.

LICENSING BLINDNESS

BY EUGENE F. WHELAN *

I state flatly: 9 out of 10 licensing programs today are stone blind to some of the most promising new products and technologies ever invented by Yankee ingenuity.

Let me be specific. Here are six patented or patent-applied-for technologies. They are of a quality that most company presidents (and their licensing executives) would give their eyeteeth for. Yet there isn't one chance in a million that most licensing programs will ever turn them up -- or hundereds more like them, of equal quality and equal marketing promise.

They won't license them, because they won't see them. And what you don't see, you can't license.

- A technology that makes quick-frozen salads possible for the first time; that prevents mayonnaise, gelatin, cottage cheese, salad dressing and the like from breaking down and turning watery when frozen and thawed; that prevents ice from bursting the cells of salad greens and destroying their crispness.
- A new composition of matter for treating stomach ulcers with important superiorities over Tagamet and existing antacids; all evaluation work completed, can be marketed at once without delay by FDA.
- A new molecule that stops underarm perspiration at unusually low concentrations, thus combining greater efficacy with less irritation to skin.

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- A new dentifrice for temperature-sensitive teeth; contains 10% strontium chloride, yet is good tasting; no strontium chloride flavor problem.
- A new way to douche that overcomes all three dangers gynecologists are concerned about, including the danger of excess intravaginal water-pressure; controls such pressures automatically.
- New ways to make bad-tasting medicines taste good: to make milk of magnesia in seven delicious flavors; to eliminate chalkiness in antacids; to end aspirin-bitterness; to make even potassium chloride taste acceptable.

Each of these innovations has all the blessed marketing virtues. Each has solid protection under patent law. Each is totally feasible. Each has been reduced to practice and is in an advanced state of finish. Each appeals to an urgent human need.

Yet despite their worth, there is no real chance that any of these new product gems -- and hundreds more of equal brilliance -- will ever be turned up by 9 out of 10 companies in the course of their licensing operations. They won't be seen, so they can't be licensed.

Why this blindness on the part of licensing programs? There is no one cause, but rather a series of causes. Like the lights in a room being turned off one by one, gradually the darkness deepens. Finally it is complete. Licensing Blindness has set in.

CAUSE #1

A frequent cause of Licensing Blindness is the incestuous nature of most licensing programs.

Too many licensing executives spend all their time talking to other licensing executives. Or to licensing people at the universities. Or to kindred souls at outfits like Research Corporation, Battelle, University Patents. And that's not where the kind of new product "gems" like those listed above are to be found.

They all come from a part of the world where licensing executives seldom venture -- or any other corporate official, for that matter. They come from the world of independent invention.

It is a commonplace to say that independent invention is dead in America, killed off by the forces of bigness.

This is clearly wrong. When Alan R. Tripp and I founded Products Resources International, Inc. four years ago, it was in the firm belief that there are large numbers of independent inventions of worth out there, ready and waiting to be licensed. We were right -- as proven by the above almost random selection of innovations turned up by PRI in the past year or so.

So the first cause of Licensing Blindness is failure to go where the opportunities are: the world of independent invention.

CAUSE #2

The next major cause of Licensing Blindness lies with a company's R & D people and their attitude toward the occasional inventor who comes wandering in across the corporate drawbridge.

In some companies, R & D seems to regard outside inventions primarily as a kind of adult education course -- a way of "going to school" -- instead of as a faster, better, cheaper way of getting to the marketplace. Here's how it works.

An inventor comes in with something in one of the company's prime areas of marketing interest. If a competitor brought it out, it could be a threat. So, subconsciously or consciously, a decision is reached to "go to school on the inventor": Let's take an option on the invention, as cheap as possible. Let's study the heck out of it for a year or two. Then, having learned everything that can be learned, toss it back to the inventor like a used Kleenex.

Needless to say, this process of "going to school" is extremely destructive. Not just to the inventor, but to the company itself. Slowly, slowly the word gets around. And slowly but surely, the real pros among the inventors stop dropping by, stop showing you their wares.

What they don't show you, you can't see. What you can't see, you can't option or license or make a nickel on. This, too, is Licensing Blindness.

CAUSE #3

What about N. I. H.? What about the dread "Not-Invented-Here Syndrome", universally credited with being the prime stumbling block between inventor and corporation?

N. I. H. is real. It's a definite contributing factor in Licensing Blindness. And it's easy to see why. After all, to a company's R & D people, an outside invention may look like nothing but downside risk. If it succeeds in the marketplace, the chief executive may grumble (as he signs the royalty check), "Great! But why can't our people come up with something this good?" On the other hand, if it fails in the marketplace, his attitude may be, "Hmmm. I wonder how our people managed to mess this one up."

In a no-win situation like this, the temptation to indulge in N. I. H. is overwhelming. But if you give in to the temptation, watch out. The result may be Licensing Blindness!

One final word on N. I. H. Perhaps the biggest danger is when a company mistakes N. I. H. for the whole problem, instead of just a piece of the problem. Sorry, but it's not that easy! Finding a cure for Licensing Blindness is a lot more difficult than simply eliminating N. I. H.

CAUSE #4

Many companies kid themselves as follows. "Well, at least we don't miss much when it comes to new patents. We have all those gnomes down in the basement who do nothing all day but read patents as fast as they issue. So if anything happens on the patent front, we know about it."

This is self-deception. Let me illustrate with three examples.

U. S. Patent 3,954,962, the basis for the strontium chloride toothpaste mentioned above, does not even hint at this particular use of the technology. You could read the patent a hundred times, and never guess that it has this marketing use -- which may, in fact, be its best use.

Similarly, U.S. Patent 4,042,685, on which the new ulcer-healing composition we mentioned above is based, does not discuss this particular use of the invention. So, no matter how diligent the gnomes in the basement might be, they'd miss this marketing opportunity completely. (From reading the patent title and abstract, they might wrongly conclude that the patent dealt solely with how to make a better laxative -- a product category of limited interest to many firms.)

U. S. Patents 3,756,230, 3,756,236, 3,847,149 and 3,965,899 all deal with the douching invention mentioned above -- the one that answers the doctor's objections to douching, yet gives the woman exactly what she wants, too. A splendid invention. But, reading the patents, you'd put it to one side with a sigh. Why? because it

obviously can't be made in disposable form. And disposables are where the growth and action are in the douche market today.

You'd put it to one side, and you'd be dead wrong. It can be made in disposable form. In fact, the disposable form may be the ideal embodiment. But you'd never gather this from reading the patents; this new development was invented after the original patents were filed and issued.

Have I made my point? You can read many patents until the cows come home and still be stone-blind as to their best marketing use.

Attention, class! Repeat after me: "A patent is a legal document, not a marketing document."

As for your gnomes in the basement, "They have eyes but they see not, ears but they hear not." Sad victims of Licensing Blindness.

CAUSE #5

The first rule of negotiating (and the second and third) is to take into account the selfish needs of your adversary. Not for generosity's sake but for good business' sake. If an agreement doesn't relate to the needs and greeds of both parties, it will never get signed. Business will never get done. Money will never flow.

But when it comes to independent inventors, too many companies forget this rule of good business. We've heard it again and again at the negotiating table. "Why should the inventor get rich before we do? Why should he be making money during the option period when we're losing money, investing a small fortune in evaluation and use-tests?"

Such companies have blinded themselves to the enormous values the inventor has already put into his invention -- values which can in some way be appreciated by considering the number of R & D dollars a company hasn't had to invest to be able to consider the marketing opportunity at this state of development.

It's common justice that an inventor should be rewarded up front for these values. But let's leave justice to the visionaries. A far more compelling reason is that if you aren't willing to pay him up front, one of your competitors will. You'll be scooped. And it will be your own fault.

So, shortsightedness about the inventor's legitimate needs and greeds can very definitely contribute to Licensing Blindness.

CAUSE #6

In a recent search we conducted for new products and technologies in the drug and toiletries field, 27% of those we turned up were at the patent pending stage. These included several new product "gems" of immense interest to the companies sponsoring the search. Without the search, they would have been totally blind to these "gems"!

The point is, unless a company invents a way to keep itself posted on patents-pending, it will inevitably miss out on plenty.

Example. Suppose you were in the frozen food business. How would you like it if a competitor suddenly launched the frozen salad invention mentioned above -- with you totally unaware, because the patents are pending, that the technology even existed? Scooped and double-scooped, because you and your company are stone-blind to pending patents.

CAUSE #7

A fictitious case history. An inventor comes in one day and proudly announces, "I have found it! A cure for the sore hooves of horses!" And, by gadfrey, he has. All his clinicals are in order, the product's fully developed and ready to go.

He looks around the table. Nothing but yawns and glazed eyeballs. R & D is faintly intrigued with the technological wonderment of it all, but marketing quickly ends the meeting by quoting the latest figures on the declining horse population in America.

And that's it. End of meeting. And, after several repeats of this scene at other companies, end of inventor's drive to license his invention. Back it goes into his bottom desk drawer, to sleep in peace for 17 years.

And yet...and yet...the meeting might have had an entirely different ending. Suppose someone had said, "Wait a minute. Hooves are keratin. Fingernails are keratin. Human hair is keratin. Mr. Inventor, what will your invention do for human hair and human fingernails?" Oh, the inventor would have resisted mightily "diverting" his invention from man's noblest four-legged friend to mere humans, but the end of the line might have been the marketing of two or more highly successful hair-care and nail-care products -- with the inventor free to take part of his royalties and pursue the salvation of his friend, the horse.

The moral of the story is, "Failure to see the real use of an invention is the biggest cause by far of Licensing Blindness".

I state flatly: inventors almost never know exactly what they've invented. They know it's pretty damn wonderful. But often they don't see clearly its one best business use. And, of course, it isn't the corporation's job to do the inventor's thinking for him.

Or is it? Or is it? That bears thinking.

* * * * *

Let's turn from diagnosis to cure.

Question: is Licensing Blindness curable in the first place? Or, like Henry Ford's conception, the "Fortress Mentality", is it simply a natural characteristic of the corporate beast -- inevitable, unchangeable?

That's too pessimistic for me. As I once said to an embittered friend, "Sam, you're right. People are no damn good. But, Sam, they're all we've got!"

In the business world, corporations are all we've got. So, pessimism be gone! On with the cure! Suppose you were the chief executive officer of a large corporation. Suppose you'd come to the conclusion that your company is sadly afflicted with Licensing Blindness. How do you go about effecting a cure?

The first thing to do is to change certain corporate attitudes and policies. First and foremost, get rid of the idea that internal invention is a victory for the company. Internal invention -- the creation of new products internally by R & D -- is a defeat. Internal invention means that the company is putting up all the money, the

company is investing all the time and energy, the company is subjecting itself to all the risks of failure.

How much better to use O. P. M. -- other people's money -- in new product development! That, of course, is what you do everytime you successfully tap the world of independent invention.

So, make your people aware -- and make the outside world aware -- that outside, independent invention is your preferred source of new products, with internal invention merely a fail-safe. Put a big sign up in front of corporate headquarters: independent inventors welcome!

What about the legal risks? Of course there are risks: substantial risks with amateur inventors, lesser risks with professional inventors. But all life is risk. In this case, as in so many, it is the chief executive's job to define the risks and the rewards, and to make such risk-taking a clearly-understood company policy. He should call in the freshest, most creative legal mind he has on staff (or retainer) and explain the situation. He should put it clearly: "I want to knock a hole in our corporate wall to encourage outside inventors to come inside. Help me design a hole that will admit the maximum amount of opportunity and the minimum amount of grief." The right legal mind will know how. And if he doesn't know how, he'll invent the way!

Incidentally, be sure you ask this fresh legal mind to take a look at the release forms your company uses with inventors. In most cases there is nothing wrong with the content. But it's the tone of voice that kills. In too many of such forms, the tone of voice says: "Watch out. We're paranoid, hostile, resentful of outsiders, suspicious of your professionalism and common sense. Hold on to your wallet, and don't let anyone get between you and the door." Not a tone of voice conducive to doing business successfully.

"By their forms ye shall know them!" So make sure your forms project the real you.

Next item. Money attitudes. In England, there is an old business saying, "Mind follows money". Yet when it comes to independent inventors, many firms couldn't be less open-minded in their money attitudes.

This is most obvious when it comes to up-front payments. What there should be, but isn't, is a page in the ledger entitled "Inventor Encouragement Fund". You have to be willing to lose in order to win. That doesn't mean spend foolishly. What it does mean is, as you do in other areas, inject a little calculated generosity into your policy of up-front money for inventors.

Budget the money. Expect to spend it. Don't expect to have it pay off everytime; be willing to play the percentages. And if your middle management doesn't spend the money in a given year, make them understand that it's a black mark -- not a plaudit.

While we're on the subject of generosity, and its importance in getting the most from outside inventors, I'd like to relate a true story. There is a company we do a lot of business with, somewhere west of the Hudson. They are in a field where innovation is all important. Some years ago, this company made a calculated decision to rely chiefly on outside invention as their chief source of new products. They decided that relying solely on internal R & D was too costly, too time consuming, too risky.

We recently asked a senior officer of the firm why he thought they had been so successful with outside inventors. He said, "Well, I'll give you an example. We licensed an invention some years ago. It was patented, and well patented. But as we evolved the product to correct certain

problems, we evolved it right out from under the patent claims. The product no longer infringed the patent.

"The inventor knew this, and I'm sure expected to be cut off without a cent. But our decision was to keep right on paying him. I'm sure he was dumfounded. The royalty checks kept coming in. And he spread the word: our company bends over backwards to treat inventors right. Paying those needless royalties has been the best advertising for new inventions that we could possibly have."

How far this is from the "win through intimidation" attitude of many another firm!

Next item. Avoid like the plague the reputation for "going to school" on inventors. Make sure every person in your R & D department understands this fully. As Shakespeare says, "Who steals my purse steals trash. But he who filches from me one of the 17 years of my patent..."

Next item. Your licensing people. Run a time-sheet check to see how much of their time, in total, they spend exclusively with the licensing establishment: with other corporate licensing executives, with university people, with companies like Battelle, University Patent, Research Corporation, etc., etc., etc.

If the total comes to much more than 50%, give them a great big black mark.

Give them an assignment. Tell them to come to you in a month or so with a written plan for an outreach program; a program to probe the world of independent invention; a program that's thorough, systematic, structured, disciplined. Not dependent just on whoever comes drifting in across the corporate drawbridge. Make it clear that they've got to get out there and pursue the mavericks aggressively -- and that they aren't going to find them at Ye Olde Licensing Executive's Club.

What targets should they consider for inclusion in their search plan? The patent attorneys of the world, certainly. The world of technical consultants, of course. The "old boy's network" of independent inventors themselves. Marketing specialists and consultants, who can be tapped formally for a fee -- or informally over the lunch table. Small inventive companies and independent R & D laboratories. And on and on and on. The point is, get outside the castle walls!

Next item. Negotiating the contract. Make sure your contract writers aren't treating the independent inventor like a second-class citizen, in the mistaken notion that it is part of their duty to intimidate him rather than do business with him.

In writing contracts generally, your people are much too sophisticated to put in "killer" clauses just for the sport of it. Make sure they don't regard the independent inventor as an exception to this good-business rule.

Final item. And the most important item of all. Find a way to make sure that your company, right from the start, views every independent invention that comes your way "through the eyeglasses of marketing". There could be no more vital element in overcoming Licensing Blindness.

How to accomplish this? There is only one way. As Phil Lennen put it, "Find the man!" Find him, and put him in firm command of the entire process of bringing in, screening and acquiring rights to outside inventions. Viewing them, as he will, if you've chosen him well, "through the eyeglasses of marketing", he won't miss out on the "hidden hot ones"

where the inventor himself has misunderstood the best business use of his invention. What the inventor has missed, he will see. And you will profit.

Where will you find such a person? Maybe he's on your staff right now, but has never had the chance -- or the power -- to demonstrate his special capability.

Maybe you'll have to steal him from another company. We know exactly half a dozen such talents, but it would be a hostile act to identify them.

But wherever you find him, find him! He is the key to curing your Licensing Blindness. With him aboard, all the lesser elements of the cure will work that much better. Without him, they may fail.

* * * * *

What is the prognosis on Licensing Blindness? Assuming the above course of therapy is followed scrupulously, how likely is a cure?

We think the prognosis is excellent, assuming one thing: the chief executive must involve himself personally in the cure, insisting that everyone up and down the line holds his nose, closes his eyes, and takes his medicine.

Our optimism is based on limited evidence. Actually, we know of exactly one case where a company has deliberately and aggressively turned itself outward to the world of independent invention as its major source of new product creativity. This decision was taken some

years ago, before we got to know them. It has worked brilliantly.

Year after year, their annual reports have been a joy to read.

Can another company replicate this process? Why not try.

There is little to lose and a whole world of new products and
new profits to gain.

* * * *

EUGENE F. WHELAN

Eugene F. Whelan is Chairman of the Board of Product Resources International, Inc., a firm that specializes in licensing technologies in the consumer goods field. His background is marketing, rather than law. Together with Alan R. Tripp, he founded PRI in 1974. Prior to that, he was a Senior Vice President and Member of the Board of Sullivan, Stauffer, Colwell & Bayles, the international advertising agency. While at SSC&B, he founded and directed their New Product Development Center. He has been a panelist and speaker at conferences on new product development sponsored by the American Marketing Association and by Booz, Allen, Hamilton.

INTRODUCTION

How to get maximum results from your 1978 New Product Source Book

This second annual Source Book has been cast in a completely new "instant access" format. Although there are some 300 pages, you can identify the opportunities which most closely fit your needs quite quickly by following this suggested procedure.

What To Look For

There are four kinds of new product help which you can get from the Source Book:

1. Help for existing brands. Consider which brands could use an improvement in formulation or packaging. If you can make an old brand new again and extend its life cycle, it could be the most profitable action of all.
2. Line Extensions. Consider the innovations as vehicles for capitalizing on existing brand name strengths. While the brand name alone might not justify the line extension, one of these technological innovations could give it a unique strength of its own.
3. Early warning on key products. You have certain bread-and-butter brands on which company profits depend. Review the innovations as possible threats to these brands if marketed by another company. Consider whether you should create your own "competition" by marketing the innovation.
4. New product opportunities. Look first for the kind of products your company has decided they want to market. But don't stop there. Look for products which you might not stop to develop internally, but which your selling system could handle successfully. Look for products where the brands now in the market do not perform very well -- or where the market is split among me-too items.

INTRODUCTION 2

What You're Looking At

The 100+ innovations reported here were chosen from well over 1000 submissions. Over 90% are patented or have patents pending or in process of preparation.

The basis for selection was, first, that the end-product would fill a known human need better than what is now in the market and, second, that the technology appears likely to produce the result claimed.

Almost all of the innovations included are new Source Book reports -- a few were originally reported in the 1977 Source Book. Where we have repeated an innovation, it is because there is news: a crucial patent has issued or a clinical study has been completed or a new marketing insight has surfaced.

How To Use The Source Book

The Source Book comprises two basic sections; one relating to Personal Care, the other to Health Care. A detailed explanation of how to use these sections follows below.

In addition, there are two Special Reports (white pages at the end of the book). Special Report No. 1 covers packaging innovations -- which may relate to Personal Care or Health Care products or both. Special Report No. 2 covers items which require prescriptions or are for professional use.

Now please look at the edge of your Source Book.

As you'll see, there are two thick sections of pages: ivory-colored pages, followed by grey-colored pages.

Each of the over-100 inventions in the Source Book has been considered from two points of view. As a Marketing Opportunity. And, as a Technological Innovation.

- The ivory-colored pages contain the Marketing Opportunity write-ups.
- The grey-colored pages contain the Technological Innovation write-ups.

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Like Roget's Thesaurus, these two sections are extensively cross-referenced, back and forth. This is provided by reference numbers at the bottom of each page.

Instant access to the Source Book is provided by a special feature which we call...

THE HEAD-TO-TOE INDEX

Look again at the edge of your Source Book. Just in front of the ivory Marketing Opportunity section you will see a thin sheaf of orchid pages.

These orchid pages comprise the Head-to-Toe Index. Why Head-to-Toe? Why not simply an alphabetical index?

We have found that most successful new product creativity starts with mulling over an unsatisfied human need. The need invariably relates to a specific part of the human anatomy: the hair, the face, the throat, the groin, the feet or toes, etc.

Thus we have chosen to organize the Source Book in the same way. Anatomically. The Head-to-Toe Index is divided into two sections:

SECTION #1: PERSONAL CARE NEEDS

- A. Hair & Scalp
- B. Eyes, Ears, Nose
- C. Teeth & Mouth
- D. Skin
- E. Baby Care
- F. Hands & Nails
- G. Rectal/Genital Area
- H. Feet

SECTION #2: HEALTH CARE NEEDS

- A. Brain & Nerves

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- B. Lips, Mouth, Teeth, Gums
- C. Respiratory Tract
- D. Digestive Tract
- E. Overweight/Underweight/Dietary Insufficiency
- F. Rectal/Genital Area
- G. Skeletal/Muscular System
- H. Acute External Afflictions
- I. Feet

How To Examine A Category

Say that your area of interest is skin. Specifically, protecting the skin from the damaging rays of the sun.

This is a personal care need, so you turn to Section #1 of the Index, and scan your eye down to the following subdivision:

D. SKIN

<u>Category</u>	<u>Human need to be filled</u>	References to Source Book write-ups:	
		<u>Marketing Opportunities</u>	<u>Technological Innovations</u>
115	Cleaning the complexion.	115A	SBE-311, -424
116	Conditioning the complexion against dryness.	116A to 116J	SBE-195B, -328, -371, -383, -405D, -413, -414, -1096, -2458B, -2458C, -3155C
117	Conditioning the complexion against oiliness, acne, etc.	117A to 117F	SBE-314A, -350A, -350B, -364, -374, -383, -1085, -1096, -2393B, -3155B

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<u>Category</u>	<u>Human need to be filled</u>	<u>References to Source Book write-ups</u>	
		<u>Marketing Opportunities</u>	<u>Technological Innovations</u>
118	Enhancing the skin through tanning	118A	SBE-195B, -405D
119	Cleaning and conditioning the skin of the body.	119A to 119B	SBE-311, -314B, -374, -383, -2458C
120	Protecting the skin from aging, sun damage.	120A to 120B	SBE-350B, -383, -405D, -1096, -2458B, -3155C
121	Control of body odor and/or excessive perspiration.	121A to 121D	SBE-350A, -350B, -364, -410, -1085
122	Freeing the skin of unwanted hair: face, legs, body.	122A to 122D	SBE-124B, -280, -350B

At this point, marketing people may choose to start with the Marketing Opportunity and R&D people may wish to start with the Technological Innovation. You'll come full circle either way.

Let's track out the process starting with the Marketing Opportunities. There are two categories under "SKIN" which relate to sun protection: #116 (conditioning the complexion against dryness) and #120 (protecting the skin from aging, sun damage).

Turn to the ivory pages and look for those category numbers in the upper right-hand portion of the Marketing Opportunities page. You'll find two reports under each of those numbers -- #116A and #116B; #120A and #120B.

At the bottom of each of those four pages you will find references to the four Technological Innovations that make them possible. They are: SBE-350B, SBE-405D, SBE-2458B, SBE-3155C.

Simply turn to the Technological Innovation section -- the thick section of grey-colored pages -- look up the four innovations and read them through. You will find that:

INTRODUCTION6

- One is a way to make a small amount of PABA work as well as a large amount -- thus saving you big money on cost of goods.
- Two are widely differing approaches to making the protection last longer, far longer than existing sunblocks.
- The fourth is the first almost absolute sunblock that nonetheless encourages tanning by a totally new action.

PLEASE NOTE: If you begin this process by reading the Technological Innovations first, the reference numbers given at the bottom of each page cover the range of possible product categories for application. Only those category numbers which are underlined have been written up in the Marketing Opportunities section.

How To Take Action

At this point, there are four actions which you can take on any one of these technologies:

1. You can request the identity of the inventor and follow-up directly with him or her.

NOTE: Requests for Code No. identifications

may be made only in writing signed by an

authorized representative of your company.

2. You can ask PRI to obtain additional information from the inventor without disclosing your name. Such information is limited to one-time transmittal of specific questions and relaying the inventor's non-confidential answers to you. There is no charge. Requests for such follow-up information must be in writing.

3. You may retain PRI to investigate an invention in depth and/or to negotiate terms for license or purchase. The fee for such services will be based upon the work to be performed and must be pre-agreed between your company and PRI.

4. You may ask PRI and our technical consultants to develop and test any invention on a project basis.

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Terms, Conditions And Restrictions

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No representation or warranty is made by PRI with respect to the information contained in the innovation reports, excepting that such information reflects the non-confidential disclosures made by the inventors or their patent attorneys or representatives and PRI's independent commentary thereon.

How To Obtain Additional Copies Of This Book

Additional copies, while available, may be purchased by subscribers only at \$100 per copy.

HEAD-TO-TOE INDEX

SECTION #1: PERSONAL CARE NEEDS

<u>Category</u>	<u>Human need to be filled</u>	<u>Kinds of products now sold for need</u>	<u>References to Source Book write-ups:</u>	
			<u>Marketing Opportunities</u>	<u>Technological Innovations</u>

A. HAIR & SCALP

101	Cleaning the hair and scalp.	Shampoos, regular Shampoos, dandruff (see Category 106) Shampoos, baby	101A & 101B	SBE-114A, -311, -374, -1085
102	Restoring body and manageability to shampooed hair.	Hair conditioners Rinses	--	SBE-311, -374
103	Keeping hair neat in place.	Combs Brushes Hair pins Bobby pins Hair sprays, nets Hair tonics	103A & 103B	SBE-291, -330
104	Curling hair/ removing unwanted curl.	Home permanents Hair curlers Curling irons Pin curl clips Hair wave sets Hair wave shampoos Hair straighteners	104A & 104B	SBE-228

HEAD-TO-TOE INDEX

<u>Category</u>	<u>Human need to be filled</u>	<u>Kinds of products now sold for need</u>	<u>References to Source Book write-ups:</u>	
			<u>Marketing Opportunities</u>	<u>Technological Innovations</u>
105	Altering hair color; getting rid of grey.	Hair dyes, tints Hair lighteners Bleaches Hair tint shampoos Hair coloring products: combs, pencils, applicators	105A	SBE-195A
106	Ridding hair and scalp of dandruff.	Dandruff shampoos Dandruff treatments	--	SBE-1085, -1096

B. EYES, EARS, NOSE

107	Relief of tired, red eyes.	Eye drops, washes, lotions, pads	107A	SBE-364
108	Removal of superfluous eye-brow hair.	Tweezers	--	--
109	Maintenance of contact lenses.	Contact lens liquids Accessories	109A & 109B	SBE-364, -416A
110	Removal of superfluous nose hairs.	Nose hair clippers	--	--

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<u>Category</u>	<u>Human need to be filled</u>	<u>Kinds of products now sold for need</u>	<u>References to Source Book write-ups:</u>	
			<u>Marketing Opportunities</u>	<u>Technological Innovations</u>
111	Removal of wax from ears; keeping water out of ears; blocking unwanted noise.	Ear drops Ear syringes Wax softeners Ear plugs	111A	SBE-400A, -2458A
<u>C. TEETH & MOUTH</u>				
112	Cleaning the teeth and between the teeth.	Toothpastes Toothpowders Toothbrushes Dental floss Dental stain removers	112A to 112F	SBE-110, -124A, -305, -362, -400A, -406, -415, -1085, -1604
113	Stopping bad breath; refreshing the breath.	Dentifrices Mouthwashes Breath sprays, mints, etc. Chewing gum	113A to 113E	SBE-110, -350A, -400A, -415, -1604
114	Keeping dentures clean, odor-free, well-fitting.	Denture cleansers Denture adhesives Denture liners, repair kits	114A	SBE-110, -305, -350A, -356B, -400A, -1604

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<u>Category</u>	<u>Human need to be filled</u>	<u>Kinds of products now sold for need</u>	<u>References to Source Book write-ups:</u>
			<u>Marketing Opportunities</u> <u>Technological Innovations</u>

D. SKIN

115	Cleaning the complexion.	Complexion soaps Cleansing creams Cleansing lotions Complexion brushes Facial saunas Tissues Cotton pads, balls Baby oil Masks	115A	SBE-311, -424
116	Conditioning the complexion against dryness.	Dry skin creams, oils, lotions Moisturizers	116A to 116J	SBE-195B, -328, 371, -383 -405D, -413, -414, -1096, -2458B, 2458C, -3155C
117	Conditioning the complexion against oiliness, acne, etc.	Astringents, fresheners, toners Acne remedies Blackhead removers Cover-up sticks	117A to 117F	SBE-314A, -350A, -350B, -364, -374, -383, -1085, -1096, -2393B, -3155B
118	Enhancing the skin through tanning.	Suntan creams, lotions, oils, foams, gels No-sun preparations Sun lamps Reflectors	118A	SBE-195B, -405D

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<u>Category</u>	<u>Human need to be filled</u>	<u>Kinds of products now sold for need</u>	<u>References to Source Book write-ups:</u>	
			<u>Marketing Opportunities</u>	<u>Technological Innovations</u>
119	Cleaning and conditioning the skin of the body.	Bath soaps Bubble baths Bath oils Bath salts Wash cloths Bath mitts Body creams, lotions, rubs After bath lotions Rubbing alcohol Witch hazel Dusting powder	119A & 119B	SBE-311, -314A, -374, -383, -2458C
120	Protecting the skin from aging, sun damage.	Wrinkle removers Hormone creams Sun screens Sun blocks	120A & 120B	SBE-350B, -383, -405D, -1096, -2458B, -3155C
121	Control of body odor and/or excessive perspiration.	Antiperspirants Underarm deodorants Deodorant soaps Deodorant tablets (internal) Perfumes and colognes	121A to 121D	SBE-350A, -350B, -364, -410, -1085
122	Freeing the skin of unwanted hair: face, legs, body.	Razors Shaving cream Depilatories Wax treatments Tweezers Pre-shave lotions After-shave lotions	122A to 122D	SBE-124B, -280, -350B

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<u>Category</u>	<u>Human need to be filled</u>	<u>Kinds of products now sold for need</u>	<u>References to Source Book write-ups:</u>
			<u>Marketing Opportunities</u> <u>Technological Innovations</u>

E. BABY CARE

123	Diaper-area needs other than cleaning.	Diapers Diapers, disposable Diaper linens Diaper rash remedies	123A	SBE-107, -350A, -364, -1096
124	Cleaning the baby; bath, diaper-area, etc.	Baby soap Baby shampoo Baby lotions, oils Wipes Pre-moistened towelettes	--	SBE-311, -1085
125	Baby skin care.	Ointments Lotions Powders	--	SBE-2458C
126	Miscellaneous baby care.	Teething aids Pacifiers	--	--

F. HANDS & NAILS

127	Skin care, hands.	Hand creams Hand lotions Protective coatings for hands Rubber gloves Work gloves	127A	SBE-195B, -328, -2450C
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<u>Category</u>	<u>Human need to be filled</u>	<u>Kinds of products now sold for need</u>	<u>References to Source Book write-ups:</u>	
			<u>Marketing Opportunities</u>	<u>Technological Innovations</u>
128	Nail care.	Nail polish Nail polish removers Clippers, scissors Nail overcoat Nail undercoat Nail strengtheners Cuticle removers, pushers, clippers, creams, oils Artificial fingernails Nail biting deterrents	128A to 128F	SBE-102, -227, -253A, -253F, -338, -396B

G. RECTAL/GENITAL AREA

129	Protect against rectal/genital odor.	Rectal/genital: Sprays Powders Cleansing lotions Deodorants	--	SBE-350A, -364, -1085
130	Promote vaginal cleanliness, freshness, freedom from odor.	Douche bags Douche syringes Vaginal suppositories	130A & 130B	SBE-350A, -1085, -1473, -3722D

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<u>Category</u>	<u>Human need to be filled</u>	<u>Kinds of products now sold for need</u>	<u>References to Source Book write-ups:</u>	
			<u>Marketing Opportunities</u>	<u>Technological Innovations</u>
<u>H. FEET</u>				
131	Protect against foot odors.	Foot soaps and soaks Deodorant insoles Foot sprays Foot powders Deodorant socks	131A & 131B	SBE-350A, -350B, -404C, -1085
132	Soften and beautify the feet; care for the toenails.	Callus removers Foot lotions, creams Pedicure implements	132A & 132B	SBE-195B, -314A, -396B, -413

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SECTION #2: NON-Rx HEALTH-CARE

<u>Category</u>	<u>Human need to be filled</u>	<u>Kinds of products now sold for need</u>	<u>References to Source Book write-ups:</u>	
			<u>Marketing Opportunities</u>	<u>Technological Innovations</u>

A. BRAIN & NERVES

201	Overcome tiredness, faintness, inability to stay awake, heat fatigue.	Caffeine tablets Stay-awake aids Smelling salts Salt tablets Gatorade-type products	--	--
202	Overcome pain: headache, body and muscle aches, etc.	Aspirin Aspirin compounds APAP	202A to 202C	SBE-405C, -414, -423
203	Overcome simple tension, difficulty getting to sleep.	Relaxants Sedatives Sleep aids	203A	SBE-101
204	Overcome cigarette addiction.	Smoking deterrents	204A	SBE-358

B. LIPS, MOUTH, TEETH, GUMS

205	Relief of chapped, cracked lips; cold sores.	Lip balms, sticks Cold sore remedies	205A	SBE-314B, -1096
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TRIPP/WHELAN NEW PRODUCT SOURCE BOOK: 1978

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<u>Category</u>	<u>Human need to be filled</u>	<u>Kinds of products now sold for need</u>	<u>References to Source Book write-ups:</u>	
			<u>Marketing Opportunities</u>	<u>Technological Innovations</u>
206	Prevention of caries.	Fluoride dentifrices Fluoride mouthwashes	206A & 206B	SBE-104, -110, -305, -365A, -362, -373B, -400A, -409
207	Relief of sore, tender, bleeding gums.	Oxidizing agents Dental floss Sore gum remedies Canker sore remedies	207A & 207B	SBE-104, -110, -362, -400A, -406
208	Relief of toothache, teething pain.	Dental poultices Oil of clove Teething aids	208A	SBE-2736
209	Relief of temperature-sensitive teeth.	Specialty dentifrices	209A	SBE-110

C. RESPIRATORY TRACT

210	Relief of upper respiratory distress from colds, allergies, sinus trouble, hay fever.	Cold tablets and capsules Antihistamines Hay fever remedies Inhalers Nasal sprays Nose drops Sinus tablets and capsules	210A & 210B	SBE-233, -405C
211	Relief of sore throat, dry throat, tickle in throat.	Gargles Throat sprays Troches Lozenges Drops	--	SBE-400A

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			<u>Marketing Opportunities</u>	<u>Technological Innovations</u>
212	Relief of lower respiratory distress caused by chest colds, asthma, etc.	Cough syrups Cough drops Cough tablets Asthma tablets Asthma inhalers & nebulizers Vaporizers	212A & 212B	SBE-405C, -424
<u>D. DIGESTIVE TRACT</u>				
213	Relief of heart-burn, stomach gas, intestinal gas, acid indigestion.	Antacids Antiflatulents Baking soda	--	SBE-405C
214	Relief of nausea, motion sickness.	Nausea remedies Motion sickness aids	--	--
215	Relief of constipation.	Laxatives Stool softeners Bulking agents Mineral oil Prunes Suppositories Enemas	--	--
216	Relief of diarrhea.	Diarrhea remedies	--	--

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<u>Category</u>	<u>Human need to be filled</u>	<u>Kinds of products now sold for need</u>	<u>References to Source Book write-ups:</u>	
			<u>Marketing Opportunities</u>	<u>Technological Innovations</u>
E. OVERWEIGHT/UNDERWEIGHT/DIETARY INSUFFICIENCY				
217	Overcome poor appetite.	Tonics	--	--
218	Quell excessive appetite.	Appetite suppressant pills, capsules Candy diet "aids" Taste bud dulling gums/mints Chew-counting devices	--	--
219	Redistribute fat deposits, tone up flab, trim waistline through exercise.	Exercise aids and devices	--	--
220	Fill you up with fewer calories.	Bulking agents Metered calorie products Artificial sweeteners	--	--
221	Correct lack of key food elements in diet; real or imaginary.	Vitamins & minerals, iron Protein supplements Tonics	--	--

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			<u>Marketing Opportunities</u> <u>Technological Innovations</u>

F. RECTAL/GENITAL NEEDS

222	Prevent unwanted pregnancy; give early alert of pregnancy.	Condoms Diaphragms Contraceptive foams Contraceptive pills Contraceptive suppositories IUD, etc. Non-Rx pregnancy tests	222A & 222B	SBE-301, -357B, -400A, -1473
223	Cope with menstrual flow, cramps, periodic discomfort.	Napkins Tampons Pads Cups Sanitary belts Periodic pain pills	223A & 223B	SBE-400B, -400C
224	Relieve rectal/genital pain and itch.	Hemorrhoidal creams Hemorrhoidal suppositories Invalid cushions and rings Rectal wipes, cleansing creams Sitz baths Anti-itch creams, lotions Jock itch remedies	224A & 224B	SBE-357A, -357B, -1085, -1096

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<u>Category</u>	<u>Human need to be filled</u>	<u>Kinds of products now sold for need</u>	<u>References to Source Book write-ups:</u>	
			<u>Marketing Opportunities</u>	<u>Technological Innovations</u>

G. MALAISE: SKELETAL/MUSCULAR

225	Relieve pain due to arthritis, over-strained muscles, joints bursitis, back strains, etc.	External analgesics Internal analgesics (general) Specific arthritis analgesics Back plasters and poultices Ice bags Heating pads	225A to 225H	SBE-101, -196, -346, -407, -413, -414, -417, -424
226	Protect or support joints, etc., from stress and pain.	Ankle supports Wrist bands Elastic bandages Abdominal supports Athletic supports, suspensories, cups Back braces, supports	--	SBE-346

H. ACUTE EXTERNAL AFFLICTIONS

227	Treatment of wounds and burns.	Antiseptics First aid sprays Gauze Bandages Adhesive bandages Absorbent cotton Burn ointments, sprays Sunburn remedies	227A to 227C	SBE-196, -364, -426, -1085, -1096
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<u>Category</u>	<u>Human need to be filled</u>	<u>Kinds of products now sold for need</u>	<u>References to Source Book write-ups:</u>	
			<u>Marketing Opportunities</u>	<u>Technological Innovations</u>
228	Repelling insects, killing lice.	Personal insect repellents Parasiticides	228A	SBE-2458D
229	Treatment of other acute local afflictions.	Remedies for: Insect bites, stings Poison ivy, oak, etc. Psoriasis Cold sores Chapped lips Chafing Itch remedies Wart removers	229A to 229D	SBE-196, -350B, -404B, -1096, -2393B

I. FEET

230	Relief of foot aches and pains.	Foot soaks Arch supports	--	SBE-424
231	Relief of corns, etc.	Corn pads, plasters Bunion remedies Ingrown toenail remedies Callus remedies	--	--
232	Relief of athlete's foot.	Athlete's foot remedies Fungicides	232A	SBE-195B, -1085, -1096

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<u>Category</u>	<u>Human need to be filled</u>	<u>Kinds of products now sold for need</u>	<u>References to Source Book write-ups:</u>	
			<u>Marketing Opportunities</u>	<u>Technological Innovations</u>

J. MISCELLANEOUS

233	Disease prevention	Insect control products Disinfectants	--	SBE-405B
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MARKETING OPPORTUNITIES

CATEGORY: #101A

(cleaning the hair
and scalp)

PREMISE:

Large marketing rewards can go to the company that is first to spot an odor problem, alert the public to it, and offer an answer. Alberto-Culver profited in this way with FDS for vaginal odor. So did Combe with Odor-Eaters for foot odor.

What about hair-and-scalp odor?

Many people wash their hair and scalp only every 5, 6, 7 days. These include women with elaborate hairdos, plus those who find freshly-shampooed hair impossible to manage.

While the odor that can result is not pronounced -- a musty, stale smell -- it certainly isn't pleasant. And marketing history suggests that latent fears of offending with bodily odors can be quickly and economically aroused with advertising.

PRODUCT:

The trick, we believe, is to offer a shampoo that controls hair and scalp odors effectively for up to a week -- yet does it without adding deodorant chemicals or bacteriostats that may be harsh to the hair or be perceived as harsh to the hair.

People seem to be strong for absolute purity and gentleness in their shampoo -- so the promise of deodorant protection without chemical additives of any kind would seem to be an essential to success.

Can this be done?

Yes, such a product is now made possible by a new technology. The resulting product lathers well, is pure and gentle, contains only GRAS shampoo ingredients -- yet has a totally surprising residual action: it inhibits bacteria and thus inhibits odor.

REFERENCE:

See Technological Innovation: SBE-1085

MARKETING OPPORTUNITIES

CATEGORY: #116A

(conditioning the complexion against dryness)

PREMISE: Many women feel that the benefits they get from complexion lotions and creams are too fleeting. This has come out repeatedly in consumer research.

This impression may be real, or may be due to the fact that women choose products that leave no greasy feel -- or feeling of residue of any kind -- behind on the skin. They seem to "vanish" into the skin...whether they actually do or not.

This leaves a hole for a product that can deliver a lasting feeling of emolliency, without the impression that something tacky or oily or greasy has been left behind on the skin.

PRODUCT: This is a new kind of lotion, anhydrous, which imparts a new kind of soft, smooth feeling to the skin for long periods of time.

It does this not with grease, not with oils -- but with a new substance that works in an entirely different way.

A number of market positionings suggest themselves. Example: "the first totally non-greasy overnight cream...you can feel it's still working in the morning!"

REFERENCE: See Technological Innovation: SBE-2458C

MARKETING OPPORTUNITIES

CATEGORY: #117A

(correcting oily
complexion problems: acne)

PREMISE: The prescription for success in the acne market includes these factors:

1. Give an immediate desirable result; i.e., cover up the mess like Clearasil does, while doing what (little) it can to heal.

The principle here is, you don't have to cure. The acne sufferer doesn't expect a miracle or believe in miracles.

2. Alternatively, you can take a step that the acne sufferer is already doing as part of the treatment routine -- and make it dramatically different and believably better.

For example, washing the face. Washing the face with Stridex is, credibly, superior to washing the face with plain soap and water.

Second example. The girl uses make-up already. Using medicated make-up -- i.e., Cover Girl -- is believably better. (Cover Girl no longer can make such claims, but they were a big part of its initial acceptance.)

PRODUCT: Imagine a product that could claim, "Now, for acne -- wash your face with Vitamin C, and see what happens!"

The product could be a face-washing powder that is sprinkled on the wash cloth instead of soap.

Or it could be a disposable wash cloth: non-woven fabric with some degree of rough texture, impregnated with dry Vitamin C compound.

MARKETING OPPORTUNITIES

PAGE TWO

CATEGORY: #117A

Vitamin C, stabilized for the first time by a new patented process that assures bacteriocidal activity, could have great appeal, it is believed, to the acne sufferer -- and the expectation is that clinical tests would validate this.

REFERENCE: See Technological Innovation: SBE-350A

MARKETING OPPORTUNITIES

CATEGORY: #120A

(protecting the skin
from aging, sun damage)

PREMISE:

Sun-blocks will become ever more popular as the risk of skin cancer due to overexposure to the sun becomes more widely publicized.

It will be desirable to put sun-block ingredients routinely in all kinds of skin products that have not contained sun blocks before: hand creams, face creams, lotions, etc., etc. The presence of a sun-block will not only permit skin-protection claims but anti-aging claims -- since dermatology now teaches that the sun's rays speed up the changes in the skin that occur irreversibly with aging.

PABA is an extremely effective sun-block. But there are limitations on its use because it is only alcohol soluble. It is not suitable for use in emulsions and aqueous base products.

Also, there is the matter of expense.

PABA is a relatively costly ingredient, and is not added lightly to a product. Its presence has a real effect on cost of goods -- and retail price.

PRODUCT:

A new technology now lowers the cost of PABA, makes it water-soluble, and less apt to cause sensitization even when used routinely.

REFERENCE:

See Technological Innovation: SBE-3155C

NOTE: See Technological Innovation SBE-350B for a vehicle that can be employed to carry PABA and other sun-block ingredients deep into the stratum corneum, for a longer-lasting sun-block effect that resists washing off with water or sweat.

MARKETING OPPORTUNITIES

CATEGORY: #120B

(protecting the skin
from aging, sun damage)

PREMISE: The name of the game in sun-blocks seems to be protection that lasts.

Dow's Aztec had the right promise, but was a marketing failure. Now J & J's Sundown seems to be registering a good success where Aztec failed.

A truly durable sun-block might do even better.

PRODUCT: This is a highly concentrated, non-alcoholic, non-aqueous lotion. A little goes a long way.

It is extraordinarily tenacious, inventor states -- far more lasting on skin than Aztec or Sundown.

Sundown has been evaluated by immersion in water for only one hour and for only three hours by exposure to perspiration, inventor states. His product shows evidence in testing of far longer substantivity. The testing methods were different, but the results so dramatic that superiority seems clear.

At last, it seems possible to claim "all day sun protection".

REFERENCE: See Technological Innovation: SBE-2458B

NOTE: See Technological Innovation SBE-350B for a vehicle that can be employed to carry PABA and other sun-block ingredients deep into the stratum corneum, for a longer-lasting sun-block effect that resists washing off with water or sweat.

MARKETING OPPORTUNITIES

CATEGORY: #127A

(skin care, hands)

PREMISE: Women with a tendency to rough, dry hands have a complaint about existing hand creams and hand lotions. The emollient action isn't lasting enough. They have to apply and apply. Any exposure to water, just plain water, is enough to remove the emollient protection.

PRODUCT: This is a new kind of water-free skin lotion that gives a lasting and dramatic feeling of softness and smoothness -- actually improves rough, dry skin.

Inventor states that the lasting quality is extraordinary compared to existing products -- and without greasiness or oiliness.

The effect is dispelled by soap and water. But not by water alone!

This water-barrier quality is probably one reason why it benefits hands so well, inventor states; it acts as an "invisible glove" to help prevent moisture loss from hands, holds in the moisture to combat dryness and roughness.

This "invisible glove" effect could be dramatically presented on TV. One hand could be treated with this product. The other with Wondra, Vaseline Intensive Care, or whatever. Both hands dipped in water and dried. "Now feel! No protection left on this hand. No barrier to keep the skin from drying out. But this other hand- just feel! Feel that 'invisible glove' of softness and smoothness? It actually helps hold the moisture in, fights dryness hour after hour!"

REFERENCE: See Technological Innovation: SBE-2458C

MARKETING OPPORTUNITIES

CATEGORY: #122A

(freeing the skin from
unwanted hair)

PREMISE:

A puzzling fact of marketing has been the repeated attempts -- each ending in failure -- to make a success of a shaving preparation for women's legs.

All those companies would never have tried unless consumer research had given them a clear indication that a human need of some kind exists.

Why, then, has every attempt to fill this need failed?

We surmise that they all ran into unbeatable competition from two unexpected quarters: (1) friend's/husband's aerosol shave cream, or (2) the cake of soap in the bathtub soap dish. It's just too easy to suds up one's legs with the cake of soap that's right at hand -- and shave.

And, it's so cheap! So why buy something special?

PRODUCT:

Here's something special that women might be willing to buy.

It could be called "Leg Wizard".

In form, it would be a "wand" -- a rod of plastic a foot or so long with half of it having a solid cylinder of special material molded on.

The woman would wash her legs as usual and rinse.

Then she would simply stroke her legs, once over lightly, with the special material on the "wand". Instantly, her legs would be coated with a clear layer of lotion-like, whisker-wilting liquid. Not lather, but a see-through liquid that would make it easy to steer around easy-to-nick areas. And this coating actually sets up a guardian barrier against nicks.

More ...

MARKETING OPPORTUNITIES

PAGE TWO

CATEGORY: #122A

With shaving completed, any residue could simply be rubbed in -- to help prevent dryness, shine and flakiness.

REFERENCE: See Technological Innovation: SBE-280

P. La Stays

John W. Miller - Group Products Advertising Manager

Noxzema Skin Cream
Noxzema Sunburn Spray
Noxzema Liquid Skin Cream
Extra Dry Skin Cream

William B. Harford - Product Manager

Hand Lotion
Teen Projects

Francis J. Harrison - Group Products Advertising Manager

Cover Girl Make-up
SuperSheer
Moisture Make-up
Moisture Wear
Raintree

Peter Troup - Product Manager

Cover Girl Eyes
Cover Girl Lips
Cover Girl Skin

Rosa Geiger

SSC and B Inc. Advertising

NOXELL
NEW PRODS

TO Irene Copeland

DATE July 3, 1973

FROM Ruth Lareau

cc: D. Wilde
G. Poris
M. Ayres
D. Seal
J. Watson
J. Lotas
K. Mc Iver

RE: NOXELL -- NEW PRODUCTS

Attached are a bunch of product suggestions to go with the new product form you sent us with your memo of June 22nd.

I think the most viable idea is probably in the sun care area -- particularly as an "instant tan". The applicator is so tricky that it might be considered a pure gimmick unless the dispenser itself was seen as an integrated part of product performance or convenience.

I'd love to see the other ideas I'm sure you and Julie and Dave must have.

Ruth

NOXELL -- NEW PRODUCTS

FOR CLEAR LIQUID-TO-FOAM DISPENSER

FROM THE NECK UP ----- Foaming Moisturizer

This super-effective face and neck moisturizer starts out a liquid -- ends up a foam! It's fast-working, penetrating action leaves skin feeling softer, smoother, younger -- in seconds! Melts right into skin, doesn't leave skin feeling oily or greasy like creams and lotions can.

INSTANT SUMMER ----- Summer-izing Foam

This unique new foam summer-izes your skin, instantly! It gives you a deep, rich, natural-looking tan the minute it touches your skin. A great make-up, and cover-up too! Blends naturally over strap marks, evens out uneven tans. In an instant, you look like you've spent the whole summer in the sun!

COVER GIRL TAN ----- Tanning Foam

This new tanning foam helps promote a quick and easy Cover Girl tan! It foams on fast, smooths on evenly. Has special Noxzema ingredients that help shut out burning rays -- help tanning rays do their thing. Moisturizes as it helps you tan too. Gives you a deep, dark, rich looking tan.

PURE PLEASURE ----- Texturizer for Skin

This unique new all-over-body foam improves the texture of your skin, all over! It goes on foamy to soften, smooth, moisturize -- make skin more touchable, more desirable. It changes the texture of skin -- changes it from rough to silky smooth. From dry to a whole new kind of soft. It's pure pleasure, all over.

PRETTY REFRESHING ----- Foaming Skin Tonic

This new skin tonic doesn't dab or splash on -- it foams on! It foams on tingly refreshment, foams in clean-ness, foams away deep-down dirt. Leaves skin feeling cool and clean. Face feels pretty, completely refreshed!

NO-SOAP ----- Foaming Cleanser

This unique new cleanser foams -- not soaps. Softens -- doesn't dry! It cleans deep-down because its foaming cleansing action works deep. In seconds, it foams out make-up. Foams away dirt. And because it's soapless, it leaves skin feeling soft and smooth, never tight or dry.

LETS HOLD HANDS ----- Foaming Hand Conditioner

SECOND SKIN ----- Foaming Skin Protector

This new foaming body lotion acts like a second skin. It foams on a protective barrier of moisture -- that helps protect skin from sun, wind, anything that dries. Keeps skin feeling soft, smooth, "protected" all over.

UNDER 30 MOISTURE ----- Light Moisturizing Foam

UNDER-IT-ALL ----- Under-Make-up Primer for Skin

FIZZ-TASTIC ----- After Bath Refresher

FOAMING FOOT SOFTENER ----- (like "Pretty Feet")

AFTER BATH SKIN CONDITIONER

Restores the natural moisture balance in skin -- normalizes pH after bathing.

FOAMING INSECT REPELLANT

BODY FOAM ----- Body Scrubber

Spray on pre-shower, pre-bath. Rinse off. Come out clean.

FOAM AWAY ----- Hair Remover, depilatory

Like Nair or Neet

HIS-HERS ----- Foam Aftershave

Cools and softens face and legs, reconditions skin.

PERFOAM ----- Foam Fragrance

All over body cologne. Citrus or other scent. Stays on wherever you put it.

BABY BOTTOM CLEANSER ----- For Diaper Changing

TO Ruth LaReau

DATE 6/22/73

FROM Irene Copeland

Re: NOXELL - NEW PRODUCTS

Bob Duke has sent up this new product form and asked us to suggest the actual product to go with it.

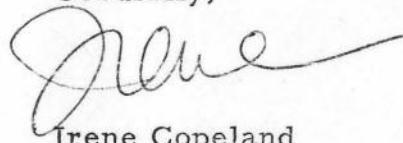
Press the top for the big surprise!

What is it?

Naturally, for Cover Girl, we're interested in the fragrance, body, toiletries areas. But don't limit yourselves.

(We'll try to get more so everyone can have one - so far this is our one and only.)

Cordially,



Irene Copeland

cc: Judy Lotas
Karen McIver
Don Wilde
George Poris
Paul LaStayo
Dave Seal
Julie Watson

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PRINT

SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT RAINTREE NEW PRODUCT
PUBLICATION _____
SIZE _____
DATE TYPED AUGUST 30, 1974
HAIR COLOR CONCEPT - "MOISTURE COLOR".....

Now. Hair color without dryness!

Raintree introduces

"MOISTURE COLOR"

The first shampoo-in hair color with built-in moisture.

MOISTURE COLOR won't dry hair because MOISTURE COLOR makes moisture happen as it colors. Adds good-for-your-hair moisture that leaves hair looking and feeling healthy, conditioned, beautiful. In 8 natural shampoo-in shades.

RAINTREE
MOISTURE-COLOR

HAIR COLOR WITHOUT DRYNESS!

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DATE DATE DATE

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PRINT

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CLIENT NOXELL CORPORATION
PRODUCT _____
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED _____

Now. A whole new source of softness for extra dry skin.

Introducing

SPICE OF LIFE

by Noxzema

A deep-softening facial cream enriched with precious oil of cinnamon.

Helps keep skin supple and moist without grease.

Has a spicy-fresh fragrance.

Leaves you with a tingly-clean feel.

extra dry skin
TEN AM
hands

Our Next
Ministerialism

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PRINT

SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT _____
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED _____

Now. The first skin-corrective mask with Noxzema ingredients.

Introducing

REPEAL

by Noxzema

Peels away surface impurities as it deep-treats skin.
Cleans and moisturizes as only Noxzema can.

Brush it on. Wait a minute to dry.
And peel from forehead down.
Repeal leaves skin deep-down clean.
... feeling Noxzema fresh; never taut, never dry.

APPROVED: LEGAL MEDICAL CLIENT

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PRINT

SSC&B JOB NO.

CLIENT NOXELL CORPORATION

PRODUCT

PUBLICATION

INSERTION DATE

SIZE

DATE TYPED

Now. Get a complete complexion clean-up.

Introducing

SKIN CLINIC

by Noxzema

A rose-colored antiseptic liquid that acts like a medicine, yet smells fresh and clean as a rose.

Cleans without drying.

Moisturizes without grease.

Stimulates complexion to a healthy, rosey glow.

Gives you a complete complexion clean-up.

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CLIENT NOXELL CORPORATION
PRODUCT _____
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED _____

Now. The first "Ice-stringent" toner that goes for oil and dirt without over-stripping.

Introducing

SKIN & TONIC

by Noxzema

Seals moisture in as it cuts right thru facial oil and dirt.

So it stimulates, yet doesn't leave skin feeling taut and tight.
Ice-cold. Tingly. Invigorating.

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CLIENT NOXELL CORPORATION _____
PRODUCT _____
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED _____

Now. The teen cleanser that's part scrub, part mask -- all action!

Noxzema introduces

ZITS-BATH

The Blemedy Remedy

A 3-minute foaming cleanser/mask that draws out dirt as it dries.

Just foam it up on your face.

Wait. Rinse off. Zits-Bath unclogs pores, gets down to the gunk, and deep-cleans it away.

Cleans like a scrub. Draws like a mask.

Helps clear away blemishes.

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CLIENT NOXELL CORPORATION
PRODUCT _____
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED _____

Now. The first clean-feeling softening lotion for hands.

Introducing

HAND KIND

by Noxzema

Disappears in to your skin in 3 seconds.
Leaves hands soft... yet clean-to-the-touch.
Fresh-moisturized, with no "wet" greasy feel.

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CLIENT NOXELL CORPORATION
PRODUCT _____
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INSERTION DATE _____
SIZE _____
DATE TYPED _____

Now. The first hand-care lotion you wash with.

Introducing

WASH N' CARE

by Noxzema

Softens hands as you wear it.
Softens hands as you wash with it.

Just a few drops burst into a rich new moisturizing foam.
Cleanses hands thoroughly-rinses off, yet leaves long-lasting smoothness
you can actually feel.
Keeps hands feeling soft for hours.

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SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT NOXELL NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED SEPTEMBER 4, 1974
"HANDLIFE".....

Now. A 10 minute re-softener for rough, dry hands.

Noxzema introduces

"HAND LIFE"

A MOISTURIZING HAND PACK that re-softens, re-vitalizes,
re-texturizes hands!

Out-moisturizes lotions. Out-softens creams. HAND LIFE actually packs your hands in softness! Gives them a concentrated moisture treatment that soaks in deep, so just 10 minutes gives hands days full of softness. Used once or twice weekly, hands will feel new again!

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CLIENT NOXELL CORPORATION
PRODUCT _____
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED _____

Now. Get a complete complexion clean-up.

Introducing

SKIN CLINIC

by Noxzema

A rose-colored antiseptic liquid that acts like a medicine, yet smells fresh and clean as a rose.

Cleans without drying.

Moisturizes without grease.

Stimulates complexion to a healthy, rosey glow.

Gives you a complete complexion clean-up.

APPROVED: LEGAL _____ MEDICAL _____ CLIENT _____

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CONTACT REPORT

P. La Stayo

CLIENT Noxell Corporation

REPORT NUMBER 57

PRODUCT CORPORATE

DISTRIBUTION

DATE OF CONTACT 11/14/74 DATE TYPED 11/21/74

CLIENT

THOSE PRESENT AT MEETING

CLIENT Messrs. Hathaway, Hall, Duke

Mr. M. L. Hathaway (1)
Mr. L. C. Hall (1)
Mr. R. Duke (10)

AGENCY Mrs. M. Ayres, Messrs. Halleran,

AGENCY

La Stayo, Ellington, Poris

CONFIDENTIAL

LOCATION—AGENCY CLIENT PHONE

NOTE—Report on this form all conversations with clients where any decision is reached—or any subject discussed which affects advertising policies.

A meeting was held to review the Agency's recommended priorities for new Noxell products. The Agency considers all of the products listed below as top priority. It was agreed that alternative names and positionings should be explored for any of these basic product areas, and that the names and concepts, as presented, represent initial exploration and could be revised or refined based on quantitative research.

DRY SKIN

1. After 25 - basically an extra dry skin cream by Noxzema. *WFBFR*
Other names should be explored, including "Spice of Life."

2. Skin Clinic - a broad appeal entry, not just for teens. *LOIS*

Two Luxurious Skincare

3. Noxzema Hand Product - In this case, basic product as well as name and positioning should be further explored as aided by the Turtle Bay research. *LOIS* *SKIN CLINIC*

CLEAN SKIN

4. Cover Girl Skin - already an active project. *CLEAN CREAM, CLEAN MOISTURE* *RUTH*

5. Raintree Moisture Concentrate - Positioned for extra dry skin. For use on face, hands, and anywhere on the body that needs extra moisture.

6. Raintree Outdoor Makeup - This line would most likely come under the Raintree name, however, Outdoor Makeup could be launched under a totally new brand name. *RUTH*

7. Raintree Moisture Bath
8. Moisture Wear Makeup - already an active project.
9. Noxzema Shake 'n Scrub - Noxzema ingredients and a visual/tactile scrubbing signal. *WEBBFL*
10. Repeal - positioned as the only facial mask with Noxzema ingredients.
11. Skin 'n Tonic - Positioned against the teenage user of Bonne Bell.
12. Moisture Perm - In expectation of renewed consumer interest.
13. Great Hands - To exploit the need for a "Noxzema Ingredients" product.

The Agency believes that all of the above represent important opportunities for Noxell. Client agreed to consider these projects further, and will contact Agency to agree on final priorities/establish timetables.

Signed Richard Ellington

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PRINT

SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT COVER GIRL NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED August 30, 1974
"CLEAN CREAM"

Now. A dramatically new kind of clean!

Cover Girl introduces

"CLEAN CREAM"

The first cleanser that puts cleanser and toner together.
To clean your skin not once -- but twice!

First, CLEAN CREAM tissues off make-up, totally. Then, a warm facecloth turns on the toner, to pick up hidden dirt without stripping your skin. The afterfeel is cool, clean, delicious. The cleansing -- complete!

COVER GIRL
CLEAN CREAM

"PUTS CLEANSER +
TONER TOGETHER"

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DATE 1-6-03 DATE 1-6-03 DATE 1-6-03 2003-03-03

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PRINT

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CLIENT NOXELL CORPORATION
PRODUCT COVER GIRL NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED August 30, 1974
"CLEAN MOISTURE"

Now. A new kind of oil-free moisture!

Cover Girl introduces

"CLEAN MOISTURE"

Oil-free moisture that works not once -- but twice! --
every time you use it!

Feel it happen, cool and clean! First, CLEAN MOISTURE gives dry skin instant smoothing. Untightens, untautens in seconds. Then, it helps skin re-moisturize itself, stay silk-smooth all day. With no oil, no greasy feel!

COVER GIRL
"CLEAN MOISTURE"

OIL-FREE MOISTURE
THAT WORKS NOT ONCE - BUT TWICE!

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SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT COVER GIRL NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED August 30, 1974
HAIR COLOR CONCEPT - "LIMELIGHT"

Now. Blondes go blonder ... brunettes go brighter!

Cover Girl introduces

"LIMELIGHT"

It's a Lime-lightener! Gives your hair natural-looking lightening because it's made with natural ingredients.

Lime juice is nature's own defense against dull hair, so we squeezed a whole juicy lime into every bottle. It lightenes with brightness ... not brassy-ness. Won't wash out either -- lightening lasts up to 8 weeks! Leaves hair shimmering with highlights, looking beautiful.

COVER GIRL

"LIME LIGHT"

THE LIME-LIGHTENER FOR HAIR

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SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT NOXELL NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED SEPTEMBER 6, 1974
COVER GIRL COLOGNE CONCEPT

Now. Fragrance that does good things for your skin!

Cover Girl

Introduces

"SKINCENSE"

the first moisture-stick that smells beautiful.

"Skincense". Clear, swivel-up gelsticks you gloss on... for instant moisture touch-ups. Anytime, anywhere. In three clean Cover Girl fragrances: Berrycense, Woodcense, and Greencense.

COVER GIRL
"SKINCENSE"

FRAGRANCE THAT DOES
GOOD THINGS FOR YOUR SKIN!

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PRINT

SSC&B JOB NO.

CLIENT NOXELL CORPORATION

PRODUCT NOXELL NEW PRODUCTS

PUBLICATION

INSERTION DATE

SIZE

DATE TYPED 13 September 74

COVER GIRL JEWELRY CONCEPT

Now. Cover Girl Models bring you
good jewelry -- in good taste!

Introducing

"THE COVER GIRL CONVERTIBLES"

three clean, classic designs that convert to do
so many things -- you'll have a COMPLETE jewelry
wardrobe!

- ✓ • CHERYL'S RING THING: a 3-in-1 buckle ring set to mix or match!
- ✓ • SUSIE'S BRACELETTE: a wide-band wristlet that splits into 3 slim bangles!
- ✓ • JENNIFER'S CHAIN-PLUS-THREE: heavy goldtone chain to wear alone - or with 3 interchangeable pendants that clip on and pin on, too!

COMING ATTRACTION: RENEE'S TRIPLE-THREAT EARRINGS:
Buttons that convert to loops that convert to dangles!

REG
COVER GIRL
CONVERTIBLES ↗

-BUT IF C.G. SCARES
YOU - A WAY TO DO
JEWELRY WITHOUT
CLIENT DATE
COVER GIRL!

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PRINT

SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT NOXELL NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED 13 SEPTEMBER 74
NOXELL JEWELRY CONCEPT

Now. Jewelry that's The Real Thing!

Introducing

"AMERICANA ORIGINALS"

Three classic collections made with
real stones, real leather, really natural things!

- THE STONE COLLECTION. Jades, agates, quartz... all real stones!
Chunky Choker. Earrings-in-the-Rough.
One-size Spiral Snake-King.
- INDIENNE. Navajo-inspired silvertone-and-turquoise!
Expand-a-King. Thunderbird Pendant.
EarHoops. Hammerwork Buckle.
- NATURELLE. A fresh, creative concept in Nature's own jewels!
SandDollar Medallion. Shellwork Necklace.
The Bean Bracelet. All on real leather thongs.

"AMERICANA ORIGINALS"
JEWELRY ON A
PER!

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PRINT

SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED September 12, 1974

Now. A bath formula that turns your tub into a health spa.

Introducing

HOT SPRINGS

by Noxell

A super-foaming bath soak that soothes, relaxes, comforts -- restores a feeling of health to tired, aching muscles.

Thermal-activated ingredients soothe away tension, relax muscles, help relieve soreness -- make you feel better all over. Has a clean, natural scent, too. HOT SPRINGS. It's like being at a health spa when you bathe.

APPROVED: LEGAL MEDICAL CLIENT

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PRINT

SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT NOXELL NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED SEPTEMBER 13, 1974

Now. Moisture-filled pads that sluff away dry flaky skin.

Noxell introduces

"FOAMING BUFFIES"

Body scrubs that give skin a tingling friction rub -- as they moisturize!

"Buffies" are fiber-filled pads that give your skin a "moisture rub down" as they invigorate, stimulate and tone skin. Skin feels fresh, brisk, renewed -- glowing with health. Turns your bath or shower into a moisture massage!

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DATE 1-6-66 DATE 1-6-66 DATE 1-6-66

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SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT NOXELL NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED SEPTEMBER 6, 1974
"RETAIN"

Now. Double the life of your tan!

Noxell introduces

"RETAIN"

The amazing new bath oil that makes your
tan last longer.

Not a dye. Not a stain. RETAIN is the safe, sure way to keep tan skin, tan! Just add to your bath and add weeks to your tan! Helps keep skin from peeling and flaking. Leaves skin feeling soft, smooth, beautiful.

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SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT NOXELL NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED SEPTEMBER 13, 1974

Now. A super Moisture Maker for dry dry skin.

Introducing

"RAINTREE MOISTURE CONCENTRATE"

For extra dry skin

The new moisturizer that actually "concentrates" on dryness!

This heavy duty concentrate gives you double the moisture found in lotions, double the protection found in creams. Relieves rough, dry skin -- even chapped skin -- in seconds. Never feels greasy.

"RAINTREE MOISTURE
CONCENTRATE"

THE SUPER MOISTURE MAKER
FOR DRY, DRY SKIN!

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DATE _____ DATE _____ DATE _____

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SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT NOXELL NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED SEPTEMBER 9, 1974

Now. The Body Moisturizer you bathe in!

Introducing

RAINTREE MOISTURE BATH

Rain-clear moisture crystals that give you rain-soft
moisture -- without that greasy feel!

Raintree Moisture Bath gives your skin a rain-fresh fragrance. A rain-fresh feel. Smooth, not slick. Soft, not slippery.

RAINTREE MOISTURE BATH

"THE BODY MOISTURIZER
YOU BATHE IN!"

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SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT RAINTREE NEW PRODUCT
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED September 4, 1974
"FACE IN THE SUN"

Now. The moisturizer you TAN with.

Raintree introduces

"FACE IN THE SUN"

Makes moisture happen ... while you tan.

New FACE IN THE SUN smooths, softens, and protects skin ... while you bronze-up beautifully! Even in the hottest sun, unique "SunSensitive" moisture lets tanning rays in, keeps drying-ageing rays out. Lets you tan without wrinkling. Keeps skin moisturized. Healthy. Beautiful.

YEAR-ROUND USE
- SKI, TRAILER, ETC.

"FACE IN THE SUN"
THE MOISTURIZER YOU
TAN WITH!

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CLIENT NOXELL CORPORATION

PRODUCT NOXELL NEW PRODUCTS

PUBLICATION _____

INSERTION DATE _____

SIZE _____

DATE TYPED SEPTEMBER 9, 1974

Works in the desert, effective everywhere!

Introducing

RAINTREE

The Moisture Maker for HANDS

Concentrated moisture care that works without grease!

So concentrated, it makes even dessert-dry hands feel softer, smoother -- with just one application. Leaves hands so grease-free, even sand won't stick.

RAINTREE
HANDS
THE MOISTURE-MAKER FOR HANDS!

CONCENTRATED MOISTURE
THAT WORKS WITHOUT GREASE!

(MOISTURE WORK
NEXT!)

APPROVED: LEGAL MEDICAL CLIENT
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CLIENT NOXELL CORPORATION
PRODUCT NOXELL NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED SEPTEMBER 9, 1974

Now. The Moisture Maker that cleans your face!

Introducing

RAINTREE FACE WASH

Adds fresh new moisture as it takes off dirt and
make-up!

Leaves skin totally clean--but moisture-replenished.
Feeling rain-clear, rain-soft, rain-fresh!

RAINTREE FACE WASH
THE MOISTURE MAKER
THAT CLEANS YOUR FACE!

APPROVED: LEGAL MEDICAL CLIENT
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CLIENT NOXELL CORPORATION
PRODUCT NOXELL NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED SEPTEMBER 9, 1974

Now. A toner that doesn't strip your skin!

Introducing

RAINTREE SKIN FRESH

The facial tonic that moisturizes, too!

Actually makes moisture happen as it brightens
and freshens your skin.

RAINTREE
SKIN FRESH

THE FACIAL TONER
THAT MOISTURIZES, TOO!

APPROVED: LEGAL MEDICAL CLIENT
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SSC&B JOB NO. _____
CLIENT Noxell
PRODUCT RAINTREE LINE EXT.
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED 9/6/74

"OUTDOOR MAKE-UP"

Now . Make-up that's sun-proof. Wind-proof. Water-proof.
Weather-proof!

Raintree introduces

"OUTDOOR MAKE-UP"

Sun in it. Ride in it. Swim in it. Ski in it. Live in it.
And look sensational! This make-up give you TOTAL PROTECTION.

Protects your face from the elements with sun blocs, wind screens, and loads of Raintree Moisture Makers! Even water-proof. So protection won't wash off or wear off, no matter how active you are. Summer or winter, the look is as natural as all outdoors. (And great indoors, too!)

Face Saver Base. Outdoor Blush. Lip Life. Outdoor Eyes.

RAINTREE OUTDOOR MAKEUP

SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT NOXELL NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED SEPTEMBER 13, 1974



Now. An after-shampoo rinse with soap cutters!

Introducing

Raintree "CLEAN-SHINE RINSE"

A clean, clear rinse that cuts right through dulling shampoo residue.

A unique new combination of soap cutters and water softeners that cut through everything that can dull your hair. It gives your hair clean shine! Lets you comb clean through without that soapy drag. Your hair is rain water clean, fresh, fragrant.

RAINTREE
"CLEAN-SHINE RINSE"

THE CLEAN, CLEAR RINSE
WITH SOAP-CUTTERS!

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PRODUCT MALE NEW PRODUCTS

PUBLICATION _____

INSERTION DATE _____

SIZE _____

DATE TYPED September 11, 1974

Now. The after shave that's a kick in a stick.

Introducing

SHAVED ICE

by Noxell

A new mint n' menthol after shave that refreshes without the mess, without the sting.

All you do is twist the bottom of the tube and the ice stick comes out, ready for action. It goes directly on your face, never on your hands, and never down the drain. Leaves your face feeling icy cool, icy refreshed. It's a kick in a stick.

SHAVED ICE

THE AFTER SHAVE
THAT'S A KICK IN A STICK!

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DATE TYPED September 11, 1974

Now. A soothing pacifier for just-shaved skin.

Introducing

MAN KIND

by Noxell

Soothes and softens with mineral oil that disappears into your skin - conditions as it comforts!

After you shave, work Man Kind into your cheeks, all over your face and neck. It goes after lines, wrinkles and pores. Vanishes into your skin. Leaves your skin feeling good, toned, with a fresh natural smell.

MAN-KIND
THE SOOTHING PACIFIER
FOR JUST-SHAVED SKIN!

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PRODUCT MALE NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED September 11, 1974

Now. A face conditioner that makes you look like you've spent a day in the sun!

Introducing

AFTER GLOW

by Noxell

Soothes and smooths your skin as it adds a healthy glow of color. It's the face conditioning gel for the look of good health.

After you shave, smooth it in. Feel and watch what happens! AFTER GLOW soothes your skin with natural oils, restores moisture, fights dryness. Then gives you that healthy after-glow of just-tanned skin. Has a great woodsy smell, too.

AFTER-GLOW

THE FACE CONDITIONER
THAT MAKES YOU LOOK LIKE
YOU'VE SPENT A DAY IN THE
SUN!

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INSERTION DATE _____
SIZE _____
DATE TYPED September 11, 1974

Who says a dry hair spray has to be dull?

Introducing

HOLD 'N SHINE

by Noxell

It's the dry hair groom that never dulls your hair.

Just spray it on. It makes your hair stay where you want it, yet keeps it looking alive and glowing. Never slick and oily. Never stiff and dull. Your hair looks clean, thick, shining -- never dull.

AK

HOLD 'N SHINE
THE DRY HAIR GROOM
THAT NEVER LOOKS DULL!

*(THE DRY LOOK IS
DEAD!)*

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PRODUCT MALE NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED September 11, 1974

Now. The first after-shampoo smoother for men.

Introducing

CHASER

by Noxell

After shampooing, take a chaser. It gets rid of dry hair and makes everything go down smooth.

After you shampoo, just pour a little CHASER on your hair, work it in, rinse it out. It chases tangles, knots, and especially dryness. Makes hair look and feel thicker, easy to comb, easy to look at, totally under control.

"CHASER"

THE FIRST AFTER-SHAMPOO
SMOOTHER FOR MEN!

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PRODUCT MALE NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED September 11, 1974

Now. A hard-working soap for hard-working hands.

Introducing

GREAT HANDS

by Noxell

It's a heavy duty soap that cleanses hands of the toughest dirt and grime, and helps relieve soreness, too.

Contains tiny, tough scrubbing grains you can see and feel. Removes dirt, oil, grease and grime ordinary soaps can't get. Also has a special "soreness fighter" to help painful hands feel better. Great clean scent, too. No other soap works like it.

"GREAT HANDS"

THE HARD-WORKING SOAP
FOR HARD-WORKING
HANDS"

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SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT NOXELL NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED August 30, 1974
HAIR COLOR CONCEPT - "RAIN OR SHINE"

Now. "Weather-proof" hair color!

Noxell introduces

"RAIN OR SHINE COLOR"

Sun can't damage it -- humidity won't frizz it!

This new permanent hair color has "weather protectors" built right in. They protect hair from sun that can damage, even change the color of hair. With RAIN OR SHINE, hair won't "brass-up", won't "frizz-up". In 8 weather-proof shades.

"RAIN OR SHINE COLOR"
"RAIN OR SHINE HAIR"
"WEATHER-PROOF COLOR!"

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DATE

DATE

DATE

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PRINT

CLIENT NOXELL CORPORATION

PRODUCT NOXELL NEW PRODUCTS

PUBLICATION _____

INSERTION DATE _____

SIZE _____

DATE TYPED August 30, 1974

HAIR COLOR CONCEPT - "COUNTRY FRESH COLOR"

Now. Natural ingredients in a permanent hair color rinse.
It's a whole new way to color hair!

Noxell introduces

"COUNTRY FRESH COLORS"

With built-in "Nature-System" to enhance and enrich your own natural color.

As natural as you are! Nothing's artificial. No synthetics. No harmful chemicals. Just a unique new "nature-system" made up of herbs, spices, and hundreds of other natural ingredients. To color gently. Color beautifully. "Blends" with hair -- won't rub off! In 3 country-fresh shades.

"COUNTRY-FRESH
COLORS"

NATURAL INGREDIENTS IN
A HAIR-COLOR RINSE

- GREAT WAY TO
INTRODUCE COLOR TO
FIRST-TIMERS, SCARED
CATS.

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CLIENT NOXELL CORPORATION
PRODUCT NOXELL NEW PRODUCTS
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED August 30, 1974
HAIR COLOR CONCEPT - "GRAY AWAY"

Now. A clean, comb-thru liquid that covers gray without muddy build-up!

Noxell introduces

"GRAY-AWAY"

The gradual gray-away formula that comes in two different shades!

The method, gradual. The look, natural! You get your choice of shades: Natural Light or Natural Dark. Won't turn colors in sun-light. Won't turn color when you swim. New GRAY-AWAY. More than a hair color, it's a whole new way of life. For men and women.

GRAY-AWAY
THE GRAY-AWAY FORMULA
IN 2 DIFFERENT SHADES
- WITHOUT MUDDY BUILD-UP

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PRINT

SSC&B JOB NO. _____

CLIENT NOXELL CORPORATIONPRODUCT NOXELL NEW PRODUCTS

PUBLICATION _____

INSERTION DATE _____

SIZE _____

DATE TYPED SEPTEMBER 4, 1974"MOISTURE PERM"

Now. Get quick, safe four-week curls!

Noxell introduces

MOISTURE PERM

The short-term permanent that actually adds moisture...
so it's GOOD for your hair!

This is the perm without problems. (You can even change your mind - and your style - in a month!) It's easy. Use your own rollers and our fresh-scented spray-on neutralizer. It's safe! Actually adds moisture to recondition and improve your hair. And it's so good for your hair, you can use it for years!

PERMS ARE BACK

MOISTURE - PERM
THE PERM THAT ADDS
MOISTURE - SO IT IS GOOD
FOR YOUR HAIR!

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PRINT

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CLIENT NOXELL CORPORATION
PRODUCT _____
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED _____

Lesnil

Now. The first non-slip spray coating for floors.

Introducing

STAY PUT

by Noxell

Just spray it on all floors -- or any place you want a non-slip surface.
Makes all your floors a safer place to stand.

Colorless. Odorless.

Won't destroy shine... actually protects the beauty of wax floors.

Sprays down a non-slip surface that won't even rinse away with water.

Helps prevent unnecessary accidents. STAY PUT can also be used on the back of rugs, mats, bottom of boots and new shoes--anyplace you want to make safer. (Each surface should be cleaned and resprayed every few weeks to keep up "STAY PUT'S" effectiveness.)

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SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT _____
BROADCAST MEDIUM _____
LENGTH OF COMM. _____
DATE TYPED _____

Now. The first home dry-cleaner for clothes.

Introducing

QUICK CLEAN

by Noxell

Lets you dry-clean right in your own clothes dryer to save time, save money, save wear and tear on your clothes.

Heat-activated, "QUICK CLEAN" is an amazing new kind of dry powder you shake directly on dirt and stains. Then toss soiled clothes into dryer.

QUICK CLEAN'S heat-activated ingredients act like a magnet drawing soil right out of the fabric. So you get clean clothes instantly.

Non-corrosive. Non-flammable. Leaves all fabrics clean, stain-free... refreshed, with no dry-cleaner smell.

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DATE For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270 DATE

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CLIENT NOXELL CORPORATION
PRODUCT _____
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED September 13, 1974
.....
"HOUSEHOLD CONCEPTS".....

Now. The anti-static spray mist for clothes.

Introducing

HANG FREE

by Noxell

The new all-fabric clothes spray that makes clothes cling-proof.

No more stick-to-the-legs. No more fabrics clinging to each other.

Now clothes of all textures can hang comfortably free and easy.

Also helps get rid of wrinkles and creases instantly... so it's great for traveling.

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CLIENT NOXELL CORPORATION
PRODUCT _____
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED September 13, 1974

Now. A spray-on dust-grabber that does more and costs less.

Introducing

DUST-LESS

by Noxell

Makes your dry-mop or dust-cloth 600% more effective, and costs half as much as Endust.

Grabs up dust with its unique "dust magnet" ingredients...
so you need to dust less frequently. Costs less, too---
99¢ buys twice as much Dust-Less as Endust

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PRODUCT _____
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED September 13, 1974

Now. The first use-it-once and throw-it-away mop.

Introducing

THE
ONE-SHOT
MOP

by Noxell

Get a fresh clean mop every time you need one. You never need to wash it out, because you throw it out.

Use it wet. Use it dry. Use it only once, then refill the permanent plastic handle with a brand new mop the next time. No more washing-out. No more mildew. Cleaner, more sanitary than old-fashioned sponge mops.
\$1.29 for the handle plus 6 One-Shot Mop refills.

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SSC&B JOB NO. _____
CLIENT NOXELL CORPORATION
PRODUCT NEW PRODUCT CONCEPT
PUBLICATION _____
INSERTION DATE _____
SIZE _____
DATE TYPED September 18, 1974

Now. The first spray-on instant refrigerator defroster.

Introducing

SPRAY & MELT

by Noxell

A whole new way to defrost your refrigerator in minutes, instead of hours.

Spray & Melt contains a unique warming agent that dissolves even glacial freezer build-ups in no time. Just spray---before the ice in your ice trays can start to melt, the whole defrosting job is done. Unscented. Non-toxic. Non-corrosive. Use it to help open hard-to-crack ice trays, too.

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Now. A new way to keep your refrigerator fresh and odor-free.

Introducing

"REFRIGERAPPLES"

by

Noxell

Little apple-shaped air fresheners that go into your refrigerator
and "eat up" odors. Safe, compact and convenient!

A pair of bright red plastic apples with twist-open windows, containing a powerful odor-absorbent. Use one on the top shelf, one below in the vegetable bin. They'll even overcome strong cheese, onions and leftovers. Non-spillable. Safe, non-toxic. Keep on freshening your refrigerator up to two full months.

C C

NOXELL CORPORATION
NEW PRODUCT PRIORITIES

	<u>CATEGORY</u>	<u>PRIORITY</u>
<u>CLOSE IN</u> (\$56MM)	Noxzema Extensions	After 25/Spice of Life
	" "	Skin & Tonic, Shake & Scrub
	" "	Turtle Bay Evaluation
	Cover Girl Extensions	Clean Cream, Clean Moisture
	Raintree Extensions	Moisture Concentrate, Moisture Bath
<u>NEAR TERM</u> (\$42MM)	New Make-Up Line	Moisture Wear
	Male Products	Man Kind
	Household	Check Out Practicality
	Noxzema Extensions	Repeal, Skin Clinic
<u>LONGER TERM</u> (\$78MM)	Cover Girl Extensions	Skincense
	Raintree Extensions	Face Wash, Skin Fresh, Outdoor Make-up
	Male Products	Shaved Ice, After Glow, Hold 'n Shine, Great Hands, Chaser
	Cover Girl Extensions	Limelight, Convertibles
	Raintree Extensions	Face In The Sun, Hand Lotion,
	Bath Products	Clean Shine Rinse, Moisture Color
	Hair Products	Hot Springs, Foaming Buffies, Retain
		Rain or Shine, Country Fresh,
		Gray Away, Moisture Perm

TO Don WildeDATE July 26, 1974FROM Mary Andrews Ayrescc: C. Webber
T. Halleran
P. LaStayo
L. WeisbergCONFIDENTIALre: NOXELL

Don, I have roughed out a couple of concepts - and they are very rough and unpolished - that illustrate a direction we want to try in the particular categories involved - maybe they will communicate better what we're after than the positioning terminology we have been using. Please refine them - and put them into the most effective creative wording...if you can come up with more intriguing names - do so (with the exception of Skin Clinic).

1) Skin Clinic -

New from Noxzema -

SKIN CLINIC

A unique, Skin Helper designed to give you clear, really clean healthy-looking skin - without soap, without grease - and never ~~leaves skin~~ with that taut dry feeling.

Skin Clinic is a clear, rose-colored liquid that cleans so clean skin glows with a new freshness, a new smoothness. It even smells like rose petals.

2) Therapeutic Bath Product (a la Alpha Keri)

New from Noxzema -

THERA-BATH

A treat and a treatment for dried-out rough, flaky skin. Added to your bath, Lavender fresh Thera-Bath treats your skin with fragrant softness. Skin becomes so soft, so pliable, it's like getting a whole new Skin. And Thera-Bath never leaves unsightly bath-tub ring.

/contd...

3) Wear and Wash Hand Lotion

New from Noxzema -

TOTAL

*The Hand lotion
you wash with*

The Hand Softener that cleanses, too. Total - a unique Hand Lotion that applied to dry hands is a perfect, quick absorbing softener that leaves hands smooth as velvet - without grease, without a sticky after feel. When applied to wet hands Total becomes a washing lotion - tingling, foaming Total bubbles thoroughly cleanse away dirt yet leave hands lotion soft, lotion smooth - soft Green Meadow fragrance.

4) Wash and Wear Hand Lotion

New from Noxzema -

BETTER WAY

A whole new way to Hand Care - Beautiful Hands - new Better Way is a hand lotion and hand cleanser all in one. Better Way looks like a lotion, feels like a lotion, softens like a lotion, but when activated by water becomes millions of tiny cleansing bubbles that thoroughly and gently wash away dirt and grime. After washing hands look and feel lotion soft, lotion soothed. Has a delightful Sea Grass fragrance.

These latter two profiles are wordy and the names are merely working names. I'm just trying to get across the areas I hope you and Cynthia will explore. The two directions I have here are just a couple of "for instance" ways to position this idea. There are obviously many others. It's a tough idea to harness, and maybe we can't do it, but I would like to try five or six different ways of going at it to see if we can find one that will turn people on. It must sound simple, easy and rewarding.

Hope I haven't confused you further!

NOXZEMA PROJECTS

HAND CONCEPTS

Needed: Product concept. (What it is, how its used, how it smells, what it does)

Needed: A big name that lends itself to advertising execution

Try it several ways:

1. Hand Lotion you wash with
2. Medicated hand lotion (that smells medicated)
3. Medicated hand lotion(that smells good)
4. Hand lotion you don't wash with?

SKIN CLINIC (by Noxzema)

Needed: Product concepts, then advertising concepts

Needed: Product for women -- product for men
(a) For both women and men it is a liquid in a bottle.

For men: (Two ways)

1. Smells nice & fresh
2. Smell fresh & medicated

Position: Fresh new way to get a healthy skin.

Color: ?

Feeling: Tingle

What it is: non-drying after shave face conditioner (Need a new name)

For women: Face Masque

1. Liquid that foams, scrub with it, let it dry, peel it off-- skin has a rosy glow
2. Medicated peel masque

Usage: Once or twice a week. In between, wash with Noxzema.

EXTRA DRY SKIN CREAM

~~xDex~~
Needed: name

1. Cinnamon Tree by Noxzema
2. Noxzema Extra Dry Skin Cream.
(a) If you have a special problem.

Description: Cosmetic skin cream that has therapeutic action.
Rub in, leave on, don't wash

Fragrance: Cinnamon

No concept: go directly to commercial for fast feed back.

NEW PRODUCTS

1. For scalp

NEW PRODUCTS (CONT'd)

2. Facial Scrub Bar (for teenage boys)
3. Therapeutic bath additive

TEEN CAMPAIGN

SSC and B Inc. Advertising

TO D. Tierney, D. Ellington,
S. Roberts, L. Patston

DATE 9/3/74

FROM Paul C. LaStayo

RE: NOXELL CORP. -
NEW PRODUCTS' PRESENTATION

Attached is an outline of the meeting we have scheduled for September 25th on the above subject. It simply organizes the total meeting and identifies each of our areas of responsibility.

I have included a complete outline of the Noxzema section which I will handle. It shows both the content and sequence of presentation. You may want to follow this basic path in the preparation of your sections. By copy of this memo I am asking Linda to develop the necessary statistics and/or exhibits for the Noxzema section.

You should plan to sit down with Marty Stevens and describe your material so that he can start to put together necessary slides.

Finally, it would be our intention to prepare a 8 1/2 x 11" leave behind which most simply could be black and white versions of our slide material.

Finally, finally, when you get your concepts into their final type-written form, would you please pass them along to me. We should, ideally, get these ideas blessed by the SSC&B New Products' Clearance Panel.

[Handwritten signature]
PCL:pap
Attach.

cc: M. A. Ayres
[Handwritten signature]
G. Poris
D. Wilde
M. Stevens

NOXELL CORP.

Aug 1974

NEW Product PRESENTATION OUTLINE

I MARY AYRES: ■ How to Successfully Market Cosmetic & TOILETRIES

II PAUL LESTAVO: ■ New Noxzema Line Extensions.

A. VALUE OF THE NOXZEMA NAME

- 80,000,000 IN ADVERTISING MESSAGES [IN ONLY LAST 25 YEARS]
- IN ABOUT 3 OUT OF 10 Homes
- 70% TEEN USE - 50% YOUNG ADULTS 40% OLDER ADULTS
- A SKIN CARE SPECIALIST *
- YET IT'S EXPLOITATION HAS BEEN LIMITED TO ^{SHAMPOO AND SUNBURN SPRAY} TO DATE,

B. A SPECIFIC TEEN FACIAL SKIN PRODUCT

- SET UP NEED WITH "WEAKNESS" IN TEEN FRANCHISE
- VALUE OF GETTING AN EARLY USER
- COMPETITIVE ATMOSPHERE: ADS, SPENDING, NEW PROD. LATONITE
- Show "NITTY-GRITTY" "SKIN & TONIC"
"SHAKE & WASH" "ZITZ BATH"
"PEEL-OFF MASK" (ADULT?)
- Show: MARKET SIZE, TREND, EST. SHARE, EST. FACTORY VOL

C. A SPECIFIC DRY SKIN PRODUCT

- SET UP NEED FOR A SPECIFIC DRY SKIN PRODUCT
- SET UP ~~THE IDEA~~ OF A NON-MEDICATED, PLEASANT SCENTED PRODUCT
- QUOTE FROM FORBES ARTICLE ON PREDICATED PRODUCT VALUE
- Show "SPICE OF LIFE" "SKIN CLINIC" (?)
"OVER 25" ~~THE IDEA~~

D. A Noxzema Hand Care Product

- STILL THE "SKIN CARE SPECIALIST" BUT NOW IN HAND CARE
- SIXTY PERCENT OF NOXZEMA USERS ALSO USE V/C
- COMMENT ABOUT TURTLE BAY WORK (SLIZ)
- SET-UP NEED TO HAVE PRODUCT / ADV. DISTINCTION
- Show: "HAND KIND" "NOX. PACK FOR HANDS"
"WASH & CARE"
- Show: MARKET SIZE, TREND, EST. SHARE, EST. FACTORY V...

E.

NOXZEMA'S CURRENT
CONTRIBUTION

* \$ 00.000.000

NOXZEMA'S FUTURE
CONTRIBUTION

* \$ 000.000.000

III DICK ELLINGTON: NEW PAINTREE LINE EXTENSIONS

IV DONNA TIERNEY: COVERGIRL EXTENSION TO SKIN CARE FRAGRANCE, JEWELRY

V STONE ROBERTS: NEW MOISTURE WEAR MAKE-UP LINE

VI New Areas & Names:

HOUSEHOLD
PRODUCTS

BATH PRODUCTS - PAUL LA STAGE

MALE PRODUCTS - DICK ELLINGTON

HAIR PRODUCTS - DONNA TIERNEY

SSC and B Inc. Advertising

Cover Girl
Hair

TO G. Poris/R. Lareau

FROM S. Watling

DATE July 29, 1974

CONFIDENTIAL

cc: D. Tierney

RE: NOXELL - HAIR PRODUCTS

Here are the five hair color ideas we discussed that we need concepts for. As you know, in order to stay clear of Breck, the primary purpose of these products has to be coloring.

If you have any questions, please call.

SW/jdk
Attachments

HAIR CONCEPT #1

The product adds subtle color to hair. It has all advantages of temporary hair color - but none of the disadvantages.

- made from natural ingredients, it combines with hair
- like temporary color it cannot wash out
- biggest advantage it cannot rub off.

HAIR CONCEPT #2

A gradual cover up for gray hair. It comes in two shades: light & dark. It would have none of the disadvantages of products currently on the market:

- wouldn't make hair greenish when exposed to chemicals
- wouldn't make hair stiff
- wouldn't be limited to one take

gray-away
"GRAYAWAY"
Gradually takes away gray
a little each day.

HAIR CONCEPT #3

A shampoo-in hair color with built in moisturizers.

"Moisturelle"

Now! Hair color without dryness.
Color your hair without
Drying Out.

Color without dryness!

HAIR CONCEPT #4

One step herbal blinding product - along the lines of "Midnight Sun".

"Natural Lights"

HAIR CONCEPT #5

A two step permanent hair color in natural shades that contains a "weather protector" for the hair. This "weather protector" would stop damaging effects of sun and water and control frizzing.

COVER GRAY HAIR

HAIR PRODUCT CONCEPT #1

Highlighting rinses that impart soft color wash to hair but don't rub off or stain, i.e. have all the advantages of temporary color but none of the disadvantages.

The product will not cover gray (but it could blend it in somewhat). The color result is soft and subtle. Makes your hair look softly lovelier.

Product Description: All rinses are made from natural ingredients:

For blondes, rinse is based on:

camomile
marigold
quassia chips

All of these ingredients bring out blonde highlights and make hair shiny.

For brunettes who want reddish lights:

marigold
henna leaves

For brunettes who want darker lights:

elderberries
sage leaves
black walnut bark

Target: Can't use on color treated hair. Target is virgin hair with little or no gray - i.e. women 18-35.

Possible product name: Fresh & Fragrant by Noxell

Cover Girl
Hair Color

① Hair Lightening Range - NATURAL COLOR
NATURAL INGREDIENTS

(Non-rub off temporary color
- natural ingredients
- permanent color to highlight
color, won't cover grey
- makes a moderate change,
but won't rub off)

② Gradual Cover up for grey

- not a dye
- good color that doesn't change

③

HAIR PRODUCT CONCEPT #2

Concept: A new kind of gradual cover-up for gray hair (a la Grecian Formula or RD) that isn't a dye yet imparts good color that doesn't "turn", comes in 2 basic tonalities (one for blondes and redheads, one for brunettes), and actually conditions hair.

This would be an improvement over current products, which are metallic salts that turn dark when exposed to sunlight. Disadvantages are that they don't really impart rich color, they just turn deeper yellow to yellow-brown. The gray "coverage" is really an optical effect, i. e. the yellowing cuts down light reflection of the white hairs, minimizes contrast, and makes the whole head seem darker. Other disadvantages are that hair seems stiff and "dirty" due to buildup; the metallic salts can turn greenish if the user is exposed to certain other chemicals - e. g. chlorine in a pool; and there's only one basic tone that can be achieved.

Product: Should be a rinse that's pleasant to use, easy to comb-through, and has softening properties to control gray hair which tends to be coarser and stiffer. Should also permit body claims.

Target: Older men and women (35 and over, emphasis on the older end of the range).

Possible Name: Because it covers up gray, the product could be part of the Cover Girl line, even though it skews older.
e. g. Gray-gone by Cover Girl

HAIR PRODUCT CONCEPT #3

A super shiny rinse specially formulated for dark or light hair. This rinse would impart such subtle color (less than Concept 1) that the end result would be perceived as glowingly shiny hair rather than highlighted hair.

Product Description: This too would be based on natural ingredients, combining subtle color highlighters with film cutters.

For blondes

mullein flowers
camomile
quassia chips
lemon grass

For brunettes

rosemary
red sage
raspberry leaf
quassia chips

All of these would be transparent watery rinses, deliciously fragranced and in pretty colors (e. g. raspberry for brunettes, pretty gold for blondes).

Target: Everybody. Might make a sandalwood-scented variant for men.

Possible Name: Super Shine for Hair by Cover Girl

HAIR PRODUCT CONCEPT #6

An after-shampoo rinse that brings out color highlights, lays down protective dirt-repellant barrier to keep hair cleaner longer, and also makes hair humidity-proof.

Product Description: A rinse that has been formulated to coat hair strands with a light but tough film of miracle-working ingredients that

- repel dirt (to some degree)
- form moisture-proof barrier
- enhance color of hair

Secondary benefits are that such a product would add body (via coating hair shaft).

This product has to be a triumph of chemistry: it can't be all natural ingredients.

Target: Everybody.

Name: The rinse by Noxell

TO Ruth Lareau**DATE** July 26, 1974**FROM** Mary Andrews Ayres**cc:** G. Poris
T. Halleran
P. LaStayo
S. Roberts**CONFIDENTIAL**

Will you please play with a concept and peg packaging for a line of costume jewelry to be marketed by Noxell through food stores, variety stores, drug stores and mass merchandisers?

I don't know whether this should be from Cover Girl or not - there are advantages and disadvantages and I think a lot depends on the quality and imaginativeness of what we sell. At this point in time I lean toward shells, stones (quartz, etc.), nuts, cones, leather, etc.

I've asked Cynthia to take a pass at this, too, based on her Avon experience without any reference to Cover Girl. Maybe we should try a name a la Moisturewear - i.e. Glamorwear - or some brand new word that says glamourous, exciting.

MAA:bh

To: Mary A. Ayres
Fr: Cynthia Webber
Re: Noxell/New Product

The total Costume Jewelry Market for all outlets is in excess of 1 billion dollars (500 million).

Just recently, at the Stockholder's Meeting to report 2nd Quarter earnings, the President of Avon said,

"In less than 4 years since entering the market, Avon is today the single largest distributor of costume jewelry.".

The exact Avon share of volume was not available. Number 2 is Sarah Coventry, a party-plan method of distribution; and Coro - mostly cheap jewelry on cards - found in drug, five & ten, and some jewelry stores.

The single biggest difficulty Avon encountered was in finding suppliers who could meet expected demands. With 300,000 Avon ladies out there selling every two weeks, a single "piece" could bring orders of 50,000, 75,000, and in some cases 150,000 orders for one piece to be delivered in 10 days from demand.

A year before entry, groups of purchasing people were sent to live in North Attleboro - a route of suppliers - just to round up and harness every supplier possible. To this day, Avon does not make its own jewelry, but owns instead the controlling interest in these supplier companies to insure demands are met.

Even at that, a "runaway" piece in sales might be met with a "substitution" - the marketing plan most hated by the representatives, but that does not happen often because the Avon "Early Trend" System indicates sales potential early enough to gear up for a big one or a loser.

Some of the reasons for the Avon success in this field are:

1. A Marketing Plan geared to quick turnover - Trifari designed the first two Collections for Avon and gave them some bad advice in Collections. Sales of both did not meet expectations for first year. As soon as Avon saw that the single "piece" could sell more than the whole collection, a new Marketing Plan was launched for second year which worked enormously better with the Avon Specialling Pattern and contributed to the upward trend ever since.

The plan included hundreds of versatile "pieces", not collections, which would have high initial interest - (in the Avon Specialling Pattern of Special - Special - Regular) - and as much exposure during that period - and then out - never to be brought back again.

The most successful pieces have been: pendants that become pins or something else; rings, and pierced earrings.

2. Method of distribution - 300,000 unsalaried salesmen(women) calling every two weeks. Moreover, the women get an advance-purchase-discount on all jewelry - so they buy it and wear it to a sales call - and they can usually sell their purchase piece, too, if they don't want it. They are their own best sales tool. Certain items earn bonus points, too, toward savings bonds, refrigerators, etc.
3. Gift Box - Believe it or not, a vital reason for success. The Avon Market is primarily a gift market. Thus, in spite of rising costs, Avon has continued to ship each piece in a velvet-lined dark blue leather-like case with "Avon" in gold lettering inscribed on top. People in this market buy an extraordinary amount of gifts and jewelry is a big gift item. In a Jewelry-After-2-Years Presentation I attended at Avon, a comparison of boxes was done, which included \$40.00 item from Bonwit's in a cardboard box with tissue, and-even-a very expensive item from Saks in a box with cotton. For \$6.99 at Avon you get a better box.
4. Avon Guarantee - honored by all Avon ladies, and as on all Avon items, returns are only a tiny tiny percentage in comparison to sales.
5. Quality Control - Purchase of new machines has given Avon a real edge on quality control. An exclusive patent on pearl-soldering invention prevents loss of "stones" from rings, earrings, etc. Clasps are wear-tested for 6 months. Gold wears better than better-department-store gold..... Rings have adjustable-to-fit-all-sizes bands inside them. Pierced earrings are always on 14K gold posts.
6. Pricing and Profit - Avon Research discovered that between high-priced jewelry and very low-priced (Coro) there was nothing in the middle market range, \$4.99 - \$12.99. That costume jewelry in this range could meet their profit expectations for a New Market (8 million).
7. Design to meet Market Taste - Psychologically, the Avon Customer must feel she is buying something "good". Jewelry is a value item. Thus pieces with "stones", pearls, gold, are a "value". Pieces with multiple use, are considered worth the higher price. Fashion is not of real importance to her - only the look of the "piece" and her feeling she is getting a "good" piece of Jewelry, that she will wear forever.

8. The Avon Name - Like the Cover Girl name-known to its customers for quality.

I have enclosed various current pieces and collections. If you wish, I can try to get a sample gift box.

My suggestions for Cover Girl Jewelry would be:

- 1) Gift-on-a-Peg. Velvet Card enclosed elegantly and stamp-pressed in gold.
- 2) Look of Value. Not trendy. Classic. Unique. Well-designed.
- 3) A System of Pre-Testing Items - A few well-tested items rather than a large supplier system. A few good-looking pieces so customer-proof, the distributor would be guaranteed high-turnover; no Cover Girl Jewelry item would ever hang long enough to get dust on it!
- 4) Use of the Cover Girl Prestige - There is so much already there in trendy jewelry, we need classics, and established prestige, GOOD JEWELRY by Cover Girl.
COVER GIRL CLASSICS.
GREAT LOOKS by the GREAT GIRLS.
AMERICAN CLASSICS 'N' CASUALS.
LIFESTYLE
GOOD LIFE
FRESH WEAR - Silverwear, Goldwear, Earthenwear
FASHIONWEAR - Naturalwear, etc.

Or finally, there might be something in the item + makeup together. The most successful in-store promotion of a year ago was done by Revlon's Ultima II. For the \$5.00 purchase of an Ultima eye makeup product, customers received an exact replica of the Aldo Cipullo Love Bracelet from Cartier for \$3.50. The gold box included the gold bracelet, the gold screw and screwdriver, and the beautiful legend of the Love Bracelet.

Not only is this not a bad way to tie in trial of eye makeup but legends make jewelry seem valuable, and, there are certainly enough of those around. Even without the tie-in, individual value pieces with a story behind it is nice. Maybe it could even be the Cover Girl's most beloved jewel because

Please let me know what - if anything - you would like me to do further.

Now. The Great Look of the Great Girls.

introducing
AMERICAN DESIGNER
Jewelry by Cover Girl

Fashion-designed by famous American designers
for the most beautiful girls in America -
and wear-tested to last a lifetime!

Now. Jewelry that's a living legend!

introducing
THE JEWEL BOX
by
Cover Girl

Precious pieces designed by masters - each crafted for long life -
each with its own living legend!

Now. Jewelry that lasts a lifetime!

introducing

SUCCESS!

The Jewelry of Cover Girls

Favorite pieces of the most famous faces of our time -
and fashioned to be worn forever!

FRAGRANCE

TO: MARY A. AYRES
FR: CYNTHIA WEBBER

CONFIDENTIAL

These are small "train brainstorms" I had just this morning.

Somewhere in this Agency is a bottle of liquid, which - when sprayed - becomes foam. That's the package.

Next, 40% of Avon business is represented by the introduction of a single major fragrance every year. (When Charlie Revson learned this, he decided he also needed a fragrance every year.) That's the profit picture.

Finally. What makes Cover Girls different from everyone else?
Maybe, their fragrance.

Scents so unique, they set them apart.

Fragrances so fresh, it's just the way men love a girl to smell.

- 1) The world has discovered the essence of herbs, flowers, and even grass.
But no one has discovered the essence of clean.
- 2) The whole fragrance world in 1974 - including Avon - will head down the concentrated fragrance path, the long-lasting world of Estee is about to go mass market.

The following are based on 1) and 2).

PS - if you like the idea, please let me do more work on it.

Now. Fresh, frosted fragrances that moisturize as they scentualize!

introducing

"THE CLEAN SCENTS"

of Cover Girls

Four, gorgeous iced "spritzers". The cleanesses of Cover Girls. Fresh, frosted fragrances that turn to snowy fluff as they touch your skin. Clean clouds of moisture-fragrance that polish your skin in softshine as they soft-scent you all over. A chillion dollar feel ...and the only way a man wants a woman to smell. The Clean Scents of Cover Girls.

FOUR SPRITZERS:

Iced Aspen (Green)

Sweetwater Valley (Herbal)

Chilled Rosée (Rosepetals)

Snowpetal Mountain (wildflowers)

2000 years ago, woman took precious oils...
touched them to her skin...
and fragrance was born!

2000 and 1 years later, Cover Girl creates the ultra-lasting fragrance!

introducing

"SILK"

A new dimension in fragrance so extravagantly rich
in essential oils, one drop is three times more lasting
than any fragrance you've ever worn.

So infinitely more lasting, it moves with you.
Stays with you. Drifts out to meet the world
with a message so persistent, it goes beyond touch,
beyond time.

The future of fragrance has arrived.
"SILK" - THE ULTRA LASTING FRAGRANCE.

It doesn't just go on. It goes on .. and on .. and on.

ALTERNATES TO "SILK":

"RADIANCE" OR "RADIANZE"

The all-embracing fragrance

"SANS TIME"

The fragrance without end.

"ETERNELLE"

The timeless fragrance

FOREVER

ULTIME

SILVER

TO DISTRIBUTIONDATE July 26, 1974FROM Paul C. LaStayoRE: NOXELL - NEW PRODUCTS

As you can tell, after two aborted attempts, it's tough to get us all together for a joint session on Noxell New Products. So I'm asking for your help by mail.

Take a "moment-or-two" this weekend to jot our three ideas that seem plausible for Noxell to market under a - Non-Noxzema, Non-Cover Girl, Non-Raintree, Non-MoistureWear title.

To stimulate and add a little discipline, I'm attaching the market size and trends of the kinds of categories in which Noxell would be interested. Also attached is a sample of the simple kind of product description we are looking for. Keep them that simple and in roughly that form.

Let me have them by Monday evening, July 29.

Thanks.

PCL/jdh

att.

DISTRIBUTION

M. Ayres
C. Boich
M. Cosnowsky
D. Ellington
T. Halleran
R. Lareau
J. Meyers
L. Patston
G. Poris
S. Roberts
D. Tierney
S. Watling
J. Watson
C. Webber
L. Weisberg
D. Wilde

THE TOP TEN PROPRIETARY DRUGS

RANK	CATEGORY	1972	1971	1972 V. 71	1973	1971 V. 70
#1	<u>TONICS & ALTERNATIVES</u> LIQUIDS TABLETS, PILLS, LOZ.	* <u>120.800</u> 105.400 15.400	* <u>105.280</u> 91.270 14.010	<u>1972 V. 71</u> +15 +15 +10	* <u>97.700</u> 86.300 11.400	<u>1971 V. 70</u> +8 +6 +23
#2	<u>EXTERNAL ANALGESICS</u> SALVES, OINT., BALMS LINIMENTS & LIQUIDS	* <u>103.800</u> 72.700 31.100	* <u>99.400</u> 69.200 30.200	<u>1972 V. 71</u> +4 +5 +3	* <u>97.200</u> 68.500 29.700	<u>1971 V. 70</u> +2 +1 +2
#3	<u>ANTACIDS</u> LIQUIDS TABLETS, PILLS, GUMS, LOZ.	* <u>101.200</u> 58.700 43.500	* <u>93.200</u> 52.000 41.200	<u>1972 V. 71</u> +9 +13 +6	* <u>88.000</u> 49.000 39.600	<u>1971 V. 70</u> +6 +6 +4
#4	<u>DIARRHEA</u>	* <u>75.600</u>	* <u>73.000</u>	<u>1972 V. 71</u> +4	* <u>69.700</u>	<u>1971 V. 70</u> +5
#5	<u>SUNTAN LOTIONS, OILS</u>	* <u>64.900</u>	* <u>61.900</u>	<u>1972 V. 71</u> +5	* <u>57.900</u>	<u>1971 V. 70</u> +7
#6	<u>ACNE PREPS</u>	* <u>58.700</u>	* <u>54.400</u>	<u>1972 V. 71</u> +8	* <u>51.400</u>	<u>1971 V. 70</u> +6
#7	<u>SLEEPING AIDS</u>	* <u>29.800</u>	* <u>29.000</u>	<u>1972 V. 71</u> +3	* <u>28.300</u>	<u>1971 V. 70</u> +2
#8	<u>BURN REMEDIES</u>	* <u>27.700</u>	* <u>27.100</u>	<u>1972 V. 71</u> +2	* <u>26.200</u>	<u>1971 V. 70</u> +3
#9	<u>EYE LOTIONS & WASHES</u>	* <u>25.400</u>	* <u>22.800</u>	<u>1972 V. 71</u> +11	* <u>20.500</u>	<u>1971 V. 70</u> +11
#10	<u>MOTION SICKNESS PREP</u>	21.700	<u>20.800</u>	<u>1972 V. 71</u> +4	* <u>20.700</u>	<u>1971 V. 70</u> +0

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270

OTHER MARKETS OF INTEREST

PARK	CATEGORY	1972	1971	1972 vs. '71	1970	1971 vs. '70
#1	AFTER-SHAVE LOTIONS	<u>123,500</u>	<u>118,800</u>	<u>+4</u>	<u>110,700</u>	<u>+7</u>
#2	MEN'S COLOGNE	100,200	104,300	-4	<u>94,500</u>	<u>+10</u>
#3	MEN'S HAIR DRESSING	<u>59,900</u>	<u>58,800</u>	<u>+1</u>	<u>58,000</u>	<u>+1</u>
	AEROSOL	33,400	24,700	+35	12,300	+103
	ALL OTHER	66,500	74,100	-10	85,900	-14
#4	HAND PREPARATIONS	<u>81,200</u>	<u>80,600</u>	<u>+1</u>	<u>76,600</u>	<u>+5</u>
	LOTIONS	63,000	61,400	+3	57,700	+7
	CREAMS	18,200	19,200	-5	18,900	+1
#5	BATH SALTS, TABS, OIL	<u>63,100</u>	<u>57,600</u>	<u>+10</u>	<u>53,900</u>	<u>+7</u>
	BUBBLE BATH	31,900	29,000	+10	26,800	+8
	ALL OTHER	31,200	28,600	+9	27,100	+5
#6	DEPILATORIES	<u>14,700</u>	<u>12,900</u>	<u>+14</u>	<u>11,200</u>	<u>+15</u>

BOWEL REGULATOR
(Polycarbophil)

A liquid - in a good tasting cola vehicle
that...

* Absorbs water and forms
a stool in a Diarrhea Patient

or

* Lubricates blockage and
forms a passable stool in
a Constipated Patient

Non Toxic - Non Systemic - In Mild Dose,
it can be used daily to help regulate the
bowel.

DEPILATORIES

FACE

A film-forming Depilatory for facial hair. Peels off like a mask.

LEGS

Same as above but stronger acting formula for the more stubborn hair on legs.

A COSMETIC EYE LOTION

An Eye Lotion that does all that others do -
soothes, cleans, gets red out -

PLUS

Accentuates the eyes natural colors...

(White and Blue)
(White and Brown)
(White and Green)
etc.

Through the addition of harmless liquid
reflectors. Used daily.

A NAIL HARDENING LOTION

A protein (?) Lotion (with contoured finger
bowl) that hardens nails through once-a-week,
3 - 5 minute soaking.

A FLOURIDE MOUTHWASH

A pleasant-tasting, easy-to-take oral rinse
that not only fights bad breath, but helps
prevent tooth decay and cavities.

SSC&B Inc. Advertising

TO George Poris

DATE September 3, 1974

FROM Linda Patston

cc: T. Halleran
 P. LaStayo

RE: NOXELL-ORAL MOUTHWASH WITH FLUORIDE

Attached are comments from my dentist on a mouthwash containing fluoride. He doesn't think it's such a hot idea - but he's only one dentist. Please ask your dentist about it and I'll call the Dental Association.

ORAL MOUTHWASH

The fluoride in the drinking water is one part per million. Some areas are higher-up to ten parts per million. If you have more than ten parts it will make the tooth enamel look speckled.

Fluoride in water works by taking it internally and it works from the inside while the tooth is developing.

Topical fluoride treatments are effective on youngsters under eighteen and need be done only every six months.

The fluoride in toothpaste also works best on youngsters but is somewhat effective on adults. The active contact of brushing with a fluoride toothpaste would do more than a few swigs or gurgles with a mouthwash.

Cosmetics

We're sorry to say it, but the girl has lost her glamour. She is going to disappoint a good many of her admirers.

"FIRST FLOOR! Cosmetics, perfumes, dreams and illusions." How else should a department store elevator operator describe what's for sale on the main floor of New York's Bloomingdale's, home of the nation's No. One cosmetics center? There, glamorous salespeople hawk the latest dream potions to young women who want to look sophisticated, to sophisticated women who want to look younger and to occasional young men who... well, you know.

But almost unnoticed, consumers have started to get by with a little less illusion than they once did. Annual per-capita consumption of cosmetics and toiletries soared from \$9 to \$32 between 1950 and 1971. Projected into the indefinite future, these figures indicated glowing prospects for cosmetics. But the optimists seemed to have forgotten two phrases: "saturation" and "changing lifestyles."

Those two phrases add up to this: The \$8-billion cosmetics and toiletries industry has been a make-believe growth industry since 1970. Since then it has been growing only about 5% a year in the U.S. Paper or steel or copper can do as well as that. And the future looks no better.

That's the worst possible news for Revlon, Fabergé, Gillette, Alberto-Culver, Avon and a slew of drug companies that diversified into the field with Wall Street's blessings. Those companies once commanded price/earnings multiples of upward of 50. Even today they sell at far richer multiples than most industrial stocks.

But today the cosmetics and toiletries business is like the mature women in tight slacks you see parading around Beverly Hills. From across the street, they look pretty good. But up close, you see the wrinkles and bulges. Among the aging glamour girls are:

- Avon, whose U.S. cosmetics are growing at less than 5% these days.

- Colgate's Helena Rubinstein, which lost \$4 million in the U.S. in 1972 and an undisclosed amount last year, even though it was profitable overseas.

- Eli Lilly's Elizabeth Arden, which has lost \$6.5 million since 1970.

- Alberto-Culver, which posted lower sales and virtually no earnings this year, despite spending over 35% of its \$184 million in revenues on advertising its unwanted products.

- Bristol-Myers' Clairol, which has boosted sales a paltry 11% in the

three years since 1970.

- Chesebrough-Pond's, whose toiletries sales declined by over 3%, to \$121 million, last year.

Throughout the industry, as youth gives way to maturity, what were once shrugged off as "things that don't affect us" are now developing into major headaches. Certainly inflation is taking a heavy toll. When the Avon lady comes calling these days, she is likely to encounter a customer who no longer has anything to spare from the weekly grocery money, whose husband has decided to make the old car do for another year and whose family has just decided to spend the summer vacation "taking it easy in the backyard." The conventional wisdom is that cosmetics can weather hard times because people are always willing "to invest in hope," as one beauty editor puts it. Perhaps so. But who says you have to buy \$20 worth of hope when \$3 worth might do?

Peter Godfrey, who created Love cosmetics for SmithKline's Menley & James subsidiary, concedes that women have become more cost-conscious: "People are beginning to wonder what the difference is between a \$20 night cream and a \$3.50 one. The increasing trend is to buy more reasonably priced cosmetics."

Inflation has chipped away another advantage the industry long enjoyed. In the past the cost of the product and its packaging were proportionately small items; if they rose, it was no trouble at all to pass on the higher costs. But now it is getting almost impossible to raise prices. In fact, concedes Gillette Chairman Vincent C.



1600s—Patches



1920s—Beauty Mark



1930s—Pencil Eyebrows

Fashion Calendar

DOWN through the ages, one touch of cosmetic illusion or another has always been "in"—be it 16th century patches, the Twenties' beauty mark, the Thirties' pencil-thin eyebrows, or whatnot. But now comes the "natural look," which amounts to little more than an industry effort to persuade yesterday's hippie and today's liberated woman not to quit cosmetics altogether. The argument: You need a little rouge and lipstick to look really natural. Suddenly, cosmetics are no longer "in." That spells, if not a decline for the business, at least saturation.



1940s—Lips

Ziegler: "Prices sure as hell have been under pressure." Ziegler speaks from painful experience. In spite of such great new products as the Trac II razor, Gillette's profit margins have relentlessly declined for the past seven years now.

The Population Balloon

The industry retains a brave face. Gillette is the world's largest toiletries company. Chairman Ziegler, while acknowledging that "domestic growth of toiletries has slowed," goes on to note that his prime 25-to-34-year-old market is expanding. Some 12 million persons will enter that age group in the Seventies, compared with only 2 million in the Sixties. Says Ziegler: "The prospects for toiletries are much better in the Seventies than they were in the past."

But let's puncture that population balloon right now. The Seventies are half over, and that population growth has not translated into sales growth. Why? It looks like a bad case of changing lifestyles. The young are using less cosmetics than their older sisters did. They are using them, but much more sparingly.

Statistics are hard to come by. The proof takes the form of assertion and anecdote. Amelia Bassin, who created Fabergé's Brut and Xanadu lines some years ago and today writes for *Drug and Cosmetics Industry*, says flatly: "There are enough kids partly or completely off makeup today to make a difference. Privately, people in the industry admit it."

Mary Neary, who has run her own cosmetics company and the well-known Mary Neary modeling agency for more than 20 years, says: "I'll be trying to show ten women at a cosmetics party how to make themselves up, when in walks one of their daughters in dungarees making cracks about 'that crap' on their faces. A great scene. We call them the ugly genera-



The Cosmetic Chic—receptive to the latest in sights, scents and sex.

tion. Even my own 21-year-old won't give me 3 cents for cosmetics."

Says a young career woman: "I'm trying to kick the habit."

"Why?" asked a middle-aged friend.

"It's an unnecessary bit of consumption," she replied, "a kind of bondage. My generation got started on it when we were kids, but we have since had our consciousness raised."

"Anyhow, realistically, what does natural-look makeup do for a person?"

In the old days, the companies could literally manufacture growth by introducing an endless number of "new" products—like skin creams that smell like avocado (ever smell an avocado?). That strategy worked wonders for companies like Revlon and Norton Simon's Max Factor, which have introduced hundreds of new items while expanding their lines upward to department stores, downward to five-and-tens and supermarkets and sideways to drugstores.

Those multiline companies are in good shape. But their act is tough to follow, mainly because the stores are already loaded with a bewildering array of products for hair, hands, armpits and what-have-you. *Family Circle's* beauty editor Mary Milo suggests, only half in jest, that there ought to be a law requiring any company that introduces three "new"

shampoos to retract three "old" ones.

It's not that you can't put over a new product. It is simply that the cost and effort can be forbidding. Consider Love cosmetics. SmithKline's Peter Godfrey and advertising superstar Mary Wells Lawrence (the wife of Braniff Airways President Harding Lawrence) came up with lemon scent, see-through packaging and phallus-like containers aimed squarely at the faddy, but presumably booming, youth market. What happened to that "sensual assault on youth"? Today, five years later, Love cosmetics are still losing money, and Godfrey is cutting back on the line, changing to "new" natural scents like cucumber (ever smell a cucumber?) and shifting its target age group slightly.

Speak to cosmetics men of all this and they will reply: "Ah, but the grass is greener on the other side." The industry is depending heavily on foreign sales picking up where domestic sales are flattening. Last year, Avon, Fabergé, Gillette, Helena Rubinstein and Max Factor posted from 33% to more than 60% of their sales (\$3 billion) and a higher proportion of their \$260-million profit overseas, especially in Europe.

Marketing statistics indicate that the overseas market is ripe—in more ways than one. Says Gillette's Ziegler: "Our



1950s—Hair



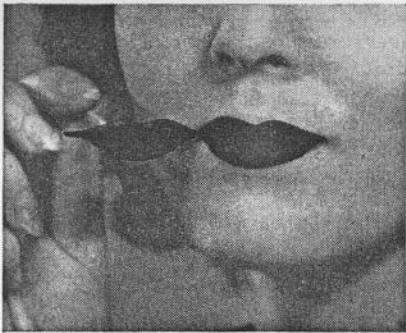
1960s—Eyes



1970s—Natural Look



Lipstick For Men? What will they think of next? How about trying to revive the Twenties' lipstick press, which was used like a rubber stamp? The obvious market: gay bureaucrats.



surveys show that 80% of U.S. men have used deodorants. In Sweden, where the European usage is greatest, the figure is 55%; it ranges down to 28% in Italy." With numbers like that, it is not surprising that industry executives forecast a 10% to 20% annual overseas sales growth.

But just because the market exists does not mean the sales will follow. In fact, it now looks like the trend may go the other way. Under the impact of the oil crisis and inflation, European standards of living have ended their long climb and have started to decline. Can you sell deodor-

ants and lipsticks to people who are trying to scrape up the price of a piece of beef for Sunday dinner? Italy already is studying means, be it by law or taxes, to stop its people from shelling out \$500 million a year on imported cosmetics and toiletries. Selective tariffs, price controls and add-on taxes are likely to become the rule rather than the exception throughout Europe and perhaps even in Japan, where Avon, Max Factor and Revlon have over 15% of the market. Japan has been heavily oil-blitzed, and its march into affluence has slowed if not stopped. As for those nondeodorant-using Europeans and other foreigners—some people always have considered a moderate amount of body odor to be sensual; now maybe it will be patriotic as well.

Just over a year ago (July 1, 1973)

FORBES predicted that the day was fast coming when the admirers of Avon Products would "wake up and face the inescapable facts." The stock was then selling at 140; it now sells at under 30. But Avon's troubles did not happen in isolation. The world is moving fast. Things as seemingly far away as the oil crisis are having a deep impact on consumer habits. So, more obviously, is the changing role of women and their shifting aspirations. What is happening to the cosmetics industry is a lesson that all manufacturers of consumer goods ought to ponder deeply. ■

Supermarketing Cosmetics

IMAGINE the latest cosmetics, say today's strawberry-flavored lipstick and cucumber cold cream, being sold in your local supermarket next to the fresh strawberries and cucumbers. Don't laugh. That supermarket push for the masses is inevitable, according to the cosmetic pioneer who discovered the mass cosmetics market in the first place.

She's Hazel Bishop. Remember her? She left her mark—which proved even more lasting than the indelible lipstick that carried her name in the Fifties—by being the first to advertise cosmetics on television. The classic slogan: "Stays on you, not on him."

"A woman loves to be shown 'how to,'" says Miss Bishop, who is a slender sixty-plus. "TV is like a personal demonstration. But the product you demonstrate tonight better be where she can buy it tomorrow, or you risk losing her." That axiom dictated mass distribution through drugstores, an idea which took hold in the Fifties; and that, in turn, led to cosmetic company acquisitions by the major drug companies like Eli Lilly, Schering-Plough and Squibb.

Supermarkets look like the untapped mass cosmetics outlets of the Seventies.

Imagine the consequences—A&P lipstick and Safeway eye shadow.

Despite her bright ideas and well-known name, Miss Bishop's own career has been bittersweet. Growing up in Hoboken, N.J. steeped in business—her family owned enough small businesses to be classified a miniconglomerate—Miss Bishop earned a chemistry degree at Barnard, eventually went to work for a noted dermatologist. One of her jobs was analyzing cosmetics that caused skin irritation. During World War II, working for Jersey Standard and Socony, she perfected a nonsmear lipstick.

Why lipstick? "Because," says the veteran businesswoman, "a survey showed that 98% of women use lip-

stick vs. 96% who brush their teeth."

The established cosmetics houses brushed her off, so she formed her own company, turned to TV and quickly captured 25% of the nation's \$40-million lipstick market by 1954.

Unfortunately for her, since she had no money, she financed her company and product promotion by giving up almost all the stock to others, including some top executives whose judgment she later criticized. She says: "I didn't think spending \$1 million on ads to enter the \$3-million rouge market was good management."

Hazel Bishop Inc. went public in 1954 and posted a short profitable period, followed by years of deficits and then bankruptcy. She sued management, but ended up with only a few thousand bucks and no rights to sell cosmetics under her own name. Partly to stay close to the cosmetics world she loves and partly to eat, she became a cosmetic stock analyst several years ago. Today she works for Wall Street's Evans & Co.

How does the pint-sized businesswoman view her life? Without a pause, unfazable Hazel shot back: "I wouldn't trade the fascination of my life for all the tea in China."

Hazel Bishop in 1951



... and today.

