



SWEET BREATH®

TRUSTED ORAL CARE





Sweet Breath® as a Category Leader: Portable Breath Fresheners

- Portable Breath Freshener category leader for over 30 years
- Over 1 billion units sold to date
- Historically as high as 59% of the US market share in the portable breath freshener category
- During the last decade, ranked #11 of 28,000 in terms of velocity/turns in units of all commodities in drugstores





Sweet Breath® Product Features & Benefits

- On-the-Go, instant breath freshening
- Total portability: Carry with you absolutely anywhere – purse, pocket, gym bag, travel friendly
- Intense & bold flavors in discreet delivery systems; great alternative to mints & gum
- Three unique delivery systems : drops, sprays and micro mists
- Over one hundred uses per bottle
- Highly concentrated formula offers effective long-lasting fresh breath with only 1-2 drops or sprays
- All products are fat & sugar free
- Brand enjoys excellent sell through



Sweet Breath® Core Line Product Family



**Single Drops – Bulk
48 Ct Display**
(Peppermint, Spearmint)



Twin Drops
(Peppermint, Spearmint)



Single Spray
(Peppermint, Spearmint)



Twin Spray
(Peppermint, Spearmint)
6 pc shelf tray
Peppermint available every day.
Spearmint requires 6 Wk Lead-time



**Micro Mist - Single
18 Ct Display**
(Peppermint, Spearmint)



**Micro Mist - Bulk
48 Ct Display**
(Peppermint, Spearmint)



Sweet Breath® Consumer

- Sweet Breath® attracts a very broad demographic
- Target customer is value seeking impulse buyer looking for an inexpensive & fast solution to fresh breath.
- **Fresh Breath control** is the Sweet Breath® consumer's top priority
- The Sweet Breath® consumer wants:
 - A discreet, effective, fresh-tasting alternative to mints & gum
 - Bold & intense flavors that deliver long-lasting, maximum breath freshening
 - Value for their money



**SWEET
BREATH**
TRUSTED ORAL CARE

Key US Retailers

Walgreens



drugstore.com
the uncommon drugstore

**FAMILY
DOLLAR**
my family. my family dollar.

BILO
Real Savings Real Fresh



Wegmans



weis



FOOD CITY
The Food Experts.

BILO
Real Savings Real Fresh

**Lowe's
foods**
good for you.





Loyal Consumers and Acceptance Worldwide

- Sold worldwide in leading retailers in Europe, Canada, South Africa, Turkey, Asia-Pacific and the U.S.
- Sweet Breath® can be found in Carrefour, Auchan, Watsons, Migros, Aldi, Clicks, Metro, and Shoppers Drug Mart, amongst others
- Sell through numbers in leading retailers in Canada such as Shoppers Drug Mart exceed threefold standard sell through of fast moving personal care brands.



SWEET BREATH[®]

Sweet Breath[®]:

Great for your Business

- Best practices for in-store product placement
- Retail Store Images
 - Shoppers Drug Mart (Canada)
 - Auchan (Europe)
 - Carrefour (Europe)
- Retailer success stories





Sweet Breath® In-Store Best Practices

- Sweet Breath® is an impulse purchase
- In-Store Placement is Key
 - Check-stand placement is ideal
 - Sweet Breath is proven to sell 3x faster when placed in check out area
 - Perfect way to circumvent planograms; no de-listing



← **Clip Strips:**

- Limitless flexibility in placement
- Minimal store footprint with maximum impact
- Eliminates need for securing a place in a retailer's planogram
- Monetizes unused space
- Adds impulse element to planned purchase categories



Canada: Shoppers Drug Mart



- Sweet Breath® Clip Strips in prominent placements with branded personal & oral care items
- Add impulse element to planned purchase categories



European Market Store Images: Auchan

- Sweet Breath® enjoys a halo effect from placement among major players in oral care category when merchandised on clip strips
- Clip Strip merchandising eliminates possibility of being removed due to planogram re-set



European Market Store Images: Carrefour



- Incredible flexibility in terms of in-store placement
- Clip strips can be hung virtually anywhere





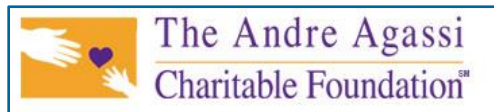
Sweet Breath® Enjoys Loyal Consumers Worldwide

- Sold worldwide in leading retailers in Europe, Canada, South Africa, Turkey, Asia-Pacific and the U.S.
- Notably, Sweet Breath® can be found in Carrefour, Auchan, Watsons, Migros, Metro, Shoppers Drug Mart, Aldi, and Clicks amongst others
- Sell through numbers in leading retailers in Canada such as Shoppers Drug Mart **exceed threefold standard sell throughs of fast moving personal care brands.**



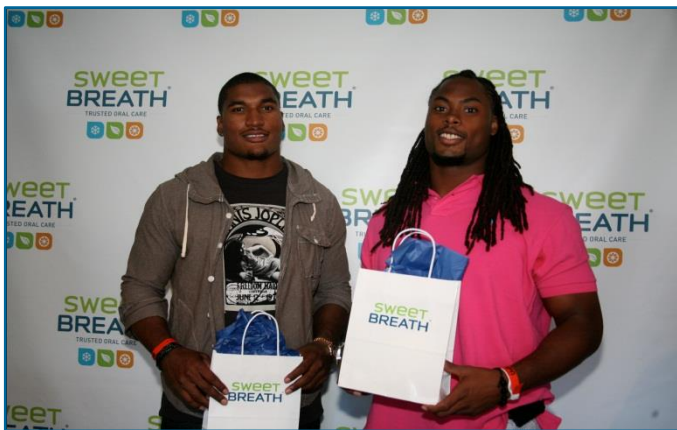
SWEET BREATH[®]

- Public Relations
 - Heavy sampling to charitable organizations & celebrity events





- The ESPY Awards, an annual event hosted by ESPN, honors extraordinary achievements and milestones in professional sports
- Sweet Breath[®] hosted a gifting lounge where attendees received gift bags with products and t-shirts
- Celebrity Athlete attendees included:
Reggie Bush, Lamar Odom, Drew Brees, Amar'e Stoudemire, Matt Leinart, Darrelle Revis, Jordan Farmar, Evan Longoria, John Isner, Ramses Barden, Tim Tebow, Terrell Owens



Larry English, Chargers & Corey Mays, Chiefs



- The MTV Video Music Awards are an annual event honoring breakthroughs in music and video, nominating talented artists and producers for their achievements
- Sweet Breath[®] hosted a gifting lounge where attendees received gift bags with products and t-shirts
- Celebrity MTV personalities & musicians included :
Cast members from: The Jersey Shore, The Hills, The Real World, Road Rules, MADE, Hung and Glee
Recording artists: LMFAO, Justin Bieber, Lil Jon, Sean Kingston, HyperCrush, and Tila Tequila



The Jersey Shore cast with Sweet Breath[®] gift bags





SWEET BREATH®

TRUSTED ORAL CARE

