lipmate.co.uk

Retail Introduction Q1 - 2017



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About Lipmate® Lip Balm

Lipmate® was created by Pharmacists over 25yrs ago
with the aim to provide a product line that would give consumers a choice of lip care products for all year round use.

sun • wind • cold
SPF15

Each Lipmate® gives protection by smooth application of the moisturizing balm.
In Medicated and Menthol we add ingredients to help to ease and soothe the effects of chapped lips.

5 Different flavoured Lip Balms were created which are:

Strawberry – with SPF15
Original – with SPF15
Menthol – with SPF15
Sensitive – free of SPF
Medicated – with SPF15



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Lipmate® Lip Balm Features & Benefits

- ✓ A unique blend of Natural and Organic ingredients, highly refined, produced under Medicinal Licenses and/or Pharma GMP conditions and all brought together at our UK facility under controls of the latest Cosmetics Regulatory Directive ISO22716.
- ✓ We use the best of ingredients and processes producing we believe to be the best quality of Lip Balm on the market today.
- ✓ We are fragrance free, paraben free, cruelty free and use no animal products in our balms and are vegan friendly. UVA and UVB filters are used and a protection factor of SPF15 is our standard today (excluding Sensitive).
- ✓ Our balms have been storage stability tested and our balms will retain their original quality for 30 months from packing
- ✓ The balms are packed in our own design twist up containers for a trouble free application
- ✓ A twice daily application is recommended
- ✓ Packaged in clam shells and point of sale ready (in units of 10)

MADE IN BRITAIN

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The Lipmate® 2017 Rebrand

In 2016 we began research and development to increase the Lipmate® product portfolio which will see an extended range of products launching in 2017 and 2018.

This also provided the ideal time to update the current range branding and labelling in order to stand out from a crowded cosmetic industry.

Commissioning a leading Branding specialists and extensive customers surveys, we are delighted to have introduced and vibrant new look and feel to the same great and trusted product.





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lipmate®
original





MENTHOL





MEDICATED





STRAWBERRY





sensitive



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Who buys Lipmate®?

- ✓ Both males and females
- ✓ From aged 6 to 100+
- ✓ Indoor and outdoor sports enthusiasts
- ✓ People that work in dry or sunny environments
- ✓ People that talk a lot
- ✓ As a base layer before applying lipstick
- ✓ People suffering from dry, chapped lips and cold sores
- ✓ People that are suffering illness and susceptible to inflammation of, or lack of moisture to lips
- ✓ Anyone that wants to look after the health of their lips
- ✓ People also apply to other areas of their face or finger tips when the skin suffers from lack of moisture or as a protective barrier



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Lipmate® original



With a hint of Vanilla, Original Lipmate helps to moisturise lips and protects them against the drying effect of sun, wind and cold.

For all year round use, SPF 15 protection is our standard today

The formulation gives a comfortable smooth application over the lips

Can be used as a base layer before adding your favourite lipstick colour

Provided to you in clear blister packaging twin packs



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Lipmate® MENTHOL



We have added benefits above the Original flavour which help to soothe and care for sore and chapped lips

The addition of essential oils and Menthol give this version of Lip Mate a distinct soothing and cooling effect ideal if your lips need care.

The flavour and aroma of Menthol is pleasing to the nasal passages also.

SPF15 protection also is our standard today

Provided to you in clear blister packaging twin packs



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Lipmate® MEDICATED



Medicated Lipmate feature the inclusion of Eucalyptus Oils which are widely used because of their benefits of having Antiseptic, Remedial and Healing properties

We maintain some Menthol ingredients to maintain a soothing and cooling effect

Helps to moisturise lips and protects them against the drying effect of sun wind and cold.

SPF15 protection also is our standard today

Provided to you in clear blister packaging twin packs



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Lipmate® STRAWBERRY



Strawberry Lipmate is a vibrant flavour and ideal for Summer Sun protection

We maintain the same original flavour ingredients with an added strawberry flavour

Helps to moisturise lips and protects them against the drying effect of sun wind and cold.

SPF15 protection also is our standard today

Provided to you in clear blister packaging twin packs



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Lipmate® sensitive



Lipmate Sensitive is designed to be a neutral lip balm

It maintains the same core ingredients as our other balms but without the flavours of vanilla menthol and strawberry

Helps to moisturise lips and protects them against the drying effect of sun wind and cold.

Does not include SPF to remain a completely neutral balm yet

Provided to you in clear blister packaging twin packs



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Lipmate® - Bespoke Retail Offering

Twin packs are packaged in packs on 10,
Carton of 100

We provide seasonal mixed
flavour twin packs including
Summer Essentials and Winter Essentials

We also provide your own branded
lip balms a minimum order quantity and
bespoke labelling





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Lipmate® 2017 Availability

Manufactured, labelled and retail packaged from our own manufacturing plant in Lancashire, the Lipmate product range is available immediately

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We have capacity to manufacture 1 million units per month

We are increasing our lip balm product portfolio throughout 2017 with new product range launching in Q4

2018 will see the launch of a lip based Lipmate product



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Find out more about Lipmate ®

- ✓ The brand value associated as a Lipmate ® stockist
- ✓ Come and get me, vibrant, appealing retail packaging
- ✓ Tried and tested, valued and trusted brand, for over 25 years



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