



INNOVATIONS



Made in England since 1749

WELCOME

Welcome to the Autumn edition of **INNOVATIONS**, the International Newsletter from Potter and Moore.

With our continued global expansion we are delighted to share our latest product developments and news from around the Globe.

We are incredibly busy at the moment bringing some fantastic New Product Development into the Portfolio, a small selection is shown in this Newsletter but we have MUCH MUCH more to share with you in the coming months. Watch this space!

We would like to thank all our colleagues, distributors and customers for their support in our continued success.

Nick Wade
Export Director designate

NEW DEVELOPMENTS

Bringing you the latest product developments

The Herbal Hair Company - Haircare range
The Herbal Hair Company is a high performance haircare range infused with expert blends of performance enhancing natural extracts. This range of professionally formulated shampoos and conditioners offers both a moisture and shine solution, promoting healthy, shiny hair that is conditioned from root to tip. Available in 4 skus at 400ml each.



AVAILABLE TO ORDER NOW

NEW! Argan Body Handwash
Argan Body Handwash is the latest addition to our popular and extensive range of bath, body and tanning products with **Moroccan Argan Oil**. This gently cleansing, moisturising handwash leaves hands silky smooth and nourished. It comes in a large 500ml size with a dispensing pump.



View and download the complete range catalogue:
www.potterandmoore.com

AVAILABLE TO ORDER NOW

Café de Bain – Delectable Home Bathing

Introducing Café de Bain our new indulgent 'French patisserie inspired' luxury bath & body collection. The range features 4 delicious and delectable fragrances: **Sweet Vanilla Madeleine, Raspberry & Rose, Coconut Macaroons** and **Cherry & Almond**. All fragrances are available in **250ml Softening Shower Crème** and **500ml Indulgent Bath Crème**.

ORDER NOW FOR DELIVERY IN DECEMBER



Squeaky Clean – Retro Style Bath, Body, Tanning and Skincare range

Squeaky Clean is a value positioned range of products fragranced with a juicy combination of sweet Raspberry and Pomegranate. Each product has been specially developed with super skin benefits, leaving skin fruity fresh and fancy free. This comprehensive range features bathing, body, tanning and skincare products.

AVAILABLE TO ORDER NOW



CHRISTMAS SPECIAL



Amie Naturally Kind Gift Set
We now have available a new **Amie Naturally Kind Gift Set**, specially created for the Christmas period, featuring *Morning Clear Purifying Facial Wash 150ml, Morning Dew Matte Finish Moisturiser 100ml, Spring Clean Deep Cleansing Mask 100ml, Bright Eyes Very Gentle Eye Makeup Remover 125ml*. Contact us for more information.





IN STORES

Latest product launches

Launch in Gratis stores, Turkey



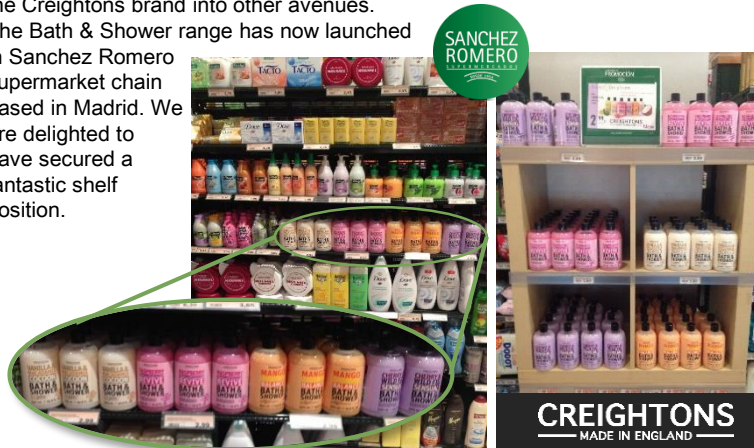
We have successfully launched a selection of Bath & Body and Skincare products in Gratis, the largest Health and Beauty Retailer in Turkey - **Creightons Ingredients** bath & shower gels, **Perfectly Clear** medicated skincare and **Amie Naturally Kind** skincare. This is our first launch in the Turkish market and we look forward to future opportunities in this region.



Launch in Sanchez Romero, Spain



Following last year's successful launch of **Creightons Ingredients** Bath & Shower Gels in Primor perfumeries, we have now witnessed the expansion of the Creightons brand into other avenues. The Bath & Shower range has now launched in Sanchez Romero supermarket chain based in Madrid. We are delighted to have secured a fantastic shelf position.



gratis



CREIGHTONS
MADE IN ENGLAND

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MADE IN ENGLAND

STAY CONNECTED

Get the latest info by visiting our website
www.potterandmoore.com.

Download our [Brand Catalogue](#) to obtain product information, or view the [Interactive](#) version.

Get constant updates by following us on Twitter
[@PandMExports](https://twitter.com/PandMExports).

Send us images of how you are featuring our brands in stores via
export@potterandmoore.com

Sign up to [Distributor Central](#) to access product and brand images, specifications and marketing material

Launch in Dis-Chem Pharmacies, South Africa



Argan Body Bath & Body range is now available in South Africa in the Dis-Chem pharmacy chain. We are very happy to be broadening our product offering in the South African market following the successful launches of **The Real Shaving Company** male grooming range in Clicks pharmacies and **Creightons Haircare** range and **Creightons Ingredients** Bath & Body range in Pick 'N' Pay stores.



AWARDS

Award winning brands

Woman's Own Age Less Beauty Awards

Following the successful launch in August this year, we are delighted to announce that **Keratin Pro 2 Minute Super Smooth Treatment** has been shortlisted for the Woman's Own Age Less Beauty Awards in the hair treatment category. Keratin Pro is one of our best-selling lines so we are delighted to receive great feedback. Watch this space for more news!



Other Keratin Pro products:



Shampoo & Conditioner

RESOURCES

Distributor Central



We have new resources available to all our Distributors. Visit our website www.potterandmoore.com and log-in to Distributor Central to access product images (both high and low resolutions), artwork, packaging specifications and presentations.