



WELCOME

Welcome to the latest edition of INNOVATIONS, our regular International Newsletter. We continue to make great progress Internationally with our Brands, exemplified by some fantastic listings in a number of major Retailers and we are very proud to showcase a selection of those new listings in this Month's edition. We also feature latest product developments and these will be on view at the forthcoming annual **Cosmoprof International Beauty Show** to be held in Bologna – we would be delighted to welcome you to our Stand and we are once again exhibiting within the British Pavilion, in Hall 30, Stand No. A35, Aisle B. See you there!

Thank you for your continued support,
Nick Wade
Export General Manager

NEW DEVELOPMENTS

We are bringing you exciting new products this year and we have many more to come!

NEW Creightons Perfectly Clear
Perfectly Clear, a range of skincare regime products has recently been launched. Available to order NOW.



NEW Creightons Ingredients Body Butters
To complement our ever-growing Ingredients range of Bath and Body products, we are launching a brand new range of fruity body butters in 4 varieties. Available to order NOW.

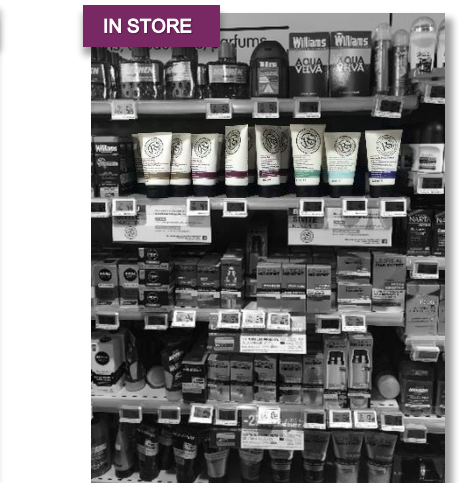
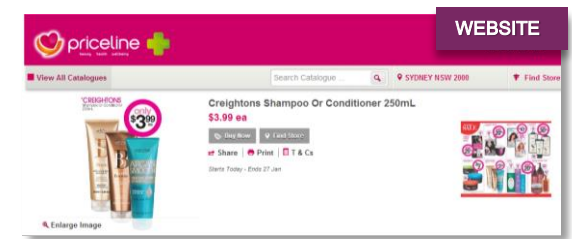


NEW VENTURES

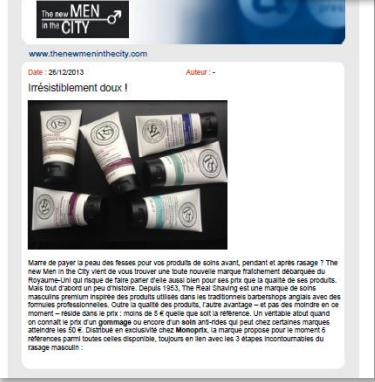
We have enjoyed some fantastic new listings recently and are very proud to be associated with some of these very famous and highly respected Retailers.

Australia: Creightons Haircare brands have successfully launched in **Priceline** stores in Australia. The brands listed include **Beautiful Brunette**, **Sunshine Blonde**, **Keratin Pro** and **Argan Smooth**. The brands are being ranged in-store, on Priceline's website and a featured promotional catalogue.

France: **The Real Shaving Co.** has now been successfully launched into the French market, in its dual Anglo/French packaging. The brand is being sold through **Monoprix**, a major French retail chain. The International male grooming brand is already enjoying plenty of PR and in-store activity.



BLOG





IN STORE Established Brands are also seeing plenty of International activity in-store.

The Real Shaving Co. in South Korea
After the successful launch in **Lotte Lohbs** stores in 2013, we have now achieved a great shelf position for **The Real Shave Co.** product range, reflecting its premium reputation.



IN STORE

Creightons Haircare in Lithuania
Creightons **Beautiful Brunette**, **Sunshine Blonde** and **Argan Smooth** are now featured in **Douglas** stores, across Lithuania.



IN STORE



COSMOPROF
WORLDWIDE BOLOGNA



April 4-7th 2014
We'll be exhibiting
In the
British Pavilion, Hall 30,
A35 Stand B



ONLINE ACTIVITY We are increasing our presence on the web!

P&M International website revamp
We have refreshed our Potter & Moore International website recently and we are constantly applying dynamic updates. See the very latest developments by visiting www.potterandmoore.com.



NEW twistedsista South Africa website
Following the successful launch of **twistedsista** exclusively at **Clicks** stores in South Africa we have developed a website dedicated to the South African market. This brand new consumer focused website provides the latest product information, styling tips and location availability and can be accessed at www.twistedsista.co.za.



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

IN THE PRESS

With our growing presence in the South African market, we are also enjoying some great press coverage with **The Real Shaving Co** and **twistedsista** Brands being featured in various publications.



Beauty South Africa

