



INNOVATIONS



WELCOME

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

In this latest edition we are delighted to share our latest product developments and news from around the Globe.

Following successful exhibitions recently, at Cosmoprof Bologna and ECRM Las Vegas, we have opened further distribution in a number of Countries and we would like to thank all of our partners for their continued support.

Nick Wade
Export General Manager

NEW DEVELOPMENTS

The very latest exciting new product developments this Summer!

Amie Naturally Kind – Dual Language

We have re-launched our natural skincare range, **Amie**, with enhanced dual language English/French packaging and the addition of two new products – **Morning Light Hydrating Moisturiser** and **Petal Perfect 2 in 1 Cleanser & Toner**.



Creightons Ingredients Hand Creams

To complement our ever-growing Ingredients range of Bath and Body products, we have launched a brand new range of fruity hand creams. Available to order now!



Creightons Hair Care Gift Sets

With the continued success of our hair care range we are introducing gift sets to the **Argan Smooth** and **Keratin Pro** ranges. Including a new Keratin variant – 2 Minute Super Smooth Treatment. Limited stock available – so be quick!



NEW! AVAILABLE AUGUST 2014!



Creightons Argan Body – Bath & Body range

Following the successful launch of the Argan hair care range, we have developed an exciting new Bath and Body range infused with the popular Argan Oil ingredient and including Bath, Body and Skincare variants.



This is our first Bath & Body range featuring a **Gradual Tan Body Lotion** – perfect for a bronzed Summer look without facing the harmful rays!

Bronze Ambition REVAMP!

We have given our professionally-formulated Self-Tanning range a makeover. This delicious pina-colada fragranced range continues to feature **MEDIUM Bronze Me Mousse**, **Fake Don't Bake Gradual Tanning Cream** and **Glow 'N' Go Instant Tan** in both **MATTE & SHIMMER**.



NEW! AVAILABLE to Order NOW!



AWARDS

Featuring award winning brands

Last year we were delighted to have **Creightons Beautiful Brunette** crowned WINNER of **Hair Awards 2013 – Best for Brunettes**. This year we are very proud to announce that we are once again winners in the hair care category. **Creightons Perfect Blonde Conditioner** was crowned WINNER of **Hair Awards 2014 – Best for Blondes!**



Our award-winning male grooming range **The Real Shaving Co.** also received great recognition by the Cosmetic Industry. The **Super 8 Balm** was voted a FINALIST of **Beauty Insiders' Choice**.

RESOURCES

Obtain our latest marketing material

We have a variety of resources available to support our current and new customers, which includes our new Brand Catalogue, Press Releases, Product Images and Specifications. These are all available to view and download on our website: www.potterandmoore.com



IN STORE

Our brands are featured in key retailer chains

With our ever-growing international presence we are benefiting from having our products featured in some of the World's most recognisable retailers. Below are some of our best-selling brands being showcased in **Pick n Pay** stores in South Africa.



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](#).

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

EVENTS

P&M represented in International Events

After last year's successful results we were delighted to return and exhibit exciting new products at **Cosmoprof** in Bologna, Italy and **ECRM Health & Beauty** event in Las Vegas, USA. Both events generated great feedback and interest for our brands, with new opportunities already opened and many more on the horizon.

ECRM Las Vegas, USA – June 2014



Cosmoprof Bologna, Italy – April 2014

