

Welcome to our Winter 2016 edition of Innovations, the international Newsletter from Potter & Moore, featuring our latest news from around the globe.

As we approach the end of another very successful year we are delighted to share our very latest New Product and Brand launches with you. Our **Creightons Brands** in Hair Care and Bath & Body Care continue to grow rapidly across the Globe and we are now represented in over 35 Countries worldwide.

Quality Products, Made in England, Stylish Packaging and superb Value For Money, continues to offer our Customers and Consumers alike, the very best in Personal Care. Many thanks for your continued support and we wish you the very best Seasons Greetings and Happy Holidays.

Nick Wade
Export Director

New! Crème de Coconut & Keratin

HAIRCARE



AVAILABLE NOW

Recently launched is our latest **Creightons** Hair Care addition, **Crème de Coconut & Keratin Shampoo and Conditioner**. A new take on Coconut haircare, this super-blend of Coconut Milk and Keratin is professionally formulated to hydrate, nourish and indulge hair.

Crème de Coconut & Keratin is the perfect solution to achieve salon-finished hair everyday. Suitable for all hair types. Further range extensions will be launched in 2017.



AWARD WINNING BRANDS

The Curl Company Enhance & Perfect Curl Cream wins Bronze Award for Best New Hair Styling Product. This is the second award for The Curl Company styling hero which early in 2016 won The Hair Awards Best Styling Product for Curls.



Groomed has also been awarded a Pure Beauty Award.

The Extreme Hold Styling Gel won Silver Award for Best New Male Hair Product.



Argan Smooth Packaging Redesign

We're excited to launch this stunning redesign of our best-selling **Creightons** haircare brand **Argan Smooth**. This professionally formulated range of products



delivers nourished, healthy hair every day. The newly designed range looks as sleek as the hair it creates. The range will feature the **Deep Conditioning Masque** in a new 125ml tube format and the **Heat Defence Spray** with a new and improved formulation.

AVAILABLE JANUARY 2017

SKINCARE It's all about masks!

With the growing demand of face masks and the popular trend of multi-masking, we are pleased to announce we will soon be launching a range of face masks – **Creightons Photo Perfect**. The range includes four masks for various skin types; further additions to the range will include a Sheet Mask,

Brush cleanser and Setting Spray. It's the perfect collection for **#selfie ready skin** every day.

AVAILABLE FEBRUARY 2017

PHOTO PERFECT #SELFIE READY SKIN



Amie Daybright Glow Brightening Sheet Mask

Amie's New Daybright Glow™ Brightening Sheet Masks are soft cloth masks infused with skin-friendly natural ingredients designed to brighten, hydrate and revitalise your skin. Perfect to give your skin a spa-at-home treatment or to take with you when you travel.

AVAILABLE NOW



BATH & BODY

We are excited to announce the formation of our new Licensed Brand Division. We start with the introduction of two leading Brands in our new catalogue. **Humble** is a range of natural & sustainable Bath & Body products by TV presenter and writer Kate Humble.

Emma Bridgewater Bath & Body and Home Fragrances are inspired by scents from home spaces, perfectly complementing the iconic Ceramic range of products.

AVAILABLE NOW

New Licensed Brands addition



Emma Bridgewater FEELS LIKE HOME



BATH & BODY

New! Exciting Additions to Creightons Ingredients

Following the successful launch of **Creightons Ingredients** in many international markets, we are now extending the range with exciting new products – **475ml Body Butters with new and improved formulation; 400ml Body Lotions and 250ml Shower Scrubs**. The new product formats are now available in our most popular fragrances: **Vanilla & Macadamia, Raspberry & Pomegranate and Mango & Papaya** with two new fragrances being added early in 2017.

AVAILABLE TO ORDER NOW!



FURTHER RANGE EXTENSIONS

- Mango & Papaya – 500ml Hand Wash
- Raspberry and Pomegranate – 500ml Hand Wash
- 100ml Hand Cream
- 100ml Bath & Shower Gel

AVAILABLE 12TH DECEMBER



EXCITING NEW FRAGRANCES COMING IN JAN 2017

SIMPLY STRAWBERRY HYDRATE
SHEA & GINGER NOURISH



NEW MARKET LAUNCHES

Expanding Global Brand Presence

2016 has been another record year for International sales for Potter and Moore. We have managed to increase our sales through a combination of organic growth in existing markets and further expansion into new territories. This has been supplemented by a continual NPD programme that drives innovation through our core Product categories.

During 2016 alone, we have opened distribution in the following Countries:- Germany, Russia, Mexico, Senegal, Iraq, Italy and Croatia. We export now to over 35 Countries globally and continue to expand.

We have launched the Curl Company and Hair Design Studio Brands into some major International retailers.



Other new market launches:



EXHIBITIONS 2016

We are committed to our International Exhibition programme

This year Potter & Moore brands were represented at various exhibitions globally. These included **Cosmoprof Worldwide Health & Beauty** exhibition in Bologna, Italy, held every March.

Following previous years successes we once again participated in the **ECRM International Health and Beauty Care** (Tampa, Florida) in June as well as returning to the European version in the **ECRM European Beauty & Personal Care** (Cannes, France) in February.

We also exhibited our newly added licensed brands, **Humble** and **Emma Bridgewater**, at the **Harrogate Home & Gift Buyers' Festival** (UK) in July.

Finally, in October **Creightons Haircare, The Curl Company** and **Groomed** were featured in Poland at the **Forum of Cosmetics Industry**.

We are delighted by the amazing feedback received at all events we have participated this year and the very positive impact they have had in all business development aspects. **We will have an even bigger exposure during 2017 exhibitions.....**

