

BODY ^{brand} **GLIDE** ^Æ

Speaks to women -
to buyers & merchandisers, too!

NEW!

for
TM
her



- bras •
- thighs •
- feet •

new size
for her!

net wt **0.80 oz** (22.68 g)

comfort matters

trusted since 1996



based on
the original
anti-chafe
formula

selling points

1st Again! The first product in the category to target women!!

- 1 Women** outnumber men...
in **most sports channels**. In many (most) running stores,
60-70% of their customers are women.
- 2 "For Her"** attracts women ...
The package brings together the image of an **active woman** in her colors - **white, pink, light blue**.
- 3 "For Her"** calls out her needs ...
bras, thighs, feet.
- 4 "For Her"** fits with her merchandise ...
the packaging is an ideal fit with **sports bras, women's apparel and shoes**.
- 5 NEW** hanging/standing clamshell ...
flexibility for shelves & sports bra racks, as well as hooks
- 6 "For Her"** is more than a performance product ...
this package and the benefits of the product are attractive to **all women** regardless of their level of activity -
and whether they shop for **performance** or **fashion**.
- 7 "For Her"** is an ideal surprise gift for her