



# Coppertone<sup>®</sup>

SUNCARE PRODUCTS

Coppertone<sup>®</sup>  
Water  
BABIES.



Coppertone<sup>®</sup>  
KIDS





## Coppertone® - America's #1 Suncare Brand:

For over 60 years, Coppertone® has been making better suncare products for better summers! With increasing concerns about harmful sun exposure, consumers are seeking products they trust will provide superior UV protection. Coppertone is THE suncare expert that provides protection from the most damaging rays allowing consumers to enjoy life outdoors with less worry of long-term skin damage. Coppertone delivers products in a variety of forms and SPFs to meet the whole family's needs.

### Marketing Support:

Coppertone leads the suncare category in marketing support with a 360° integrated campaign that includes: TV and print advertising, high visibility public relations, FSI's, internet, consumer promotions and marketing initiatives targeted to Professionals (i.e. Dermatologists and Pediatricians).



### Brand Power:

- 98% Brand Awareness
- #1 brand in suncare category
- WaterBabies is #1 Pediatrician recommended brand
- Consumers think of Coppertone first whenever they think of the pool, beach, ocean, and outdoor activity\*
- Consumers have confirmed significant purchase intent for products with Coppertone branded UV protection\*\*
- The highly recognizable "Little Girl and Dog" icon is an American classic

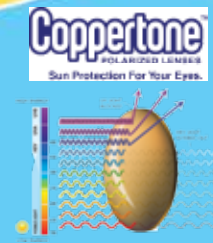
### Leadership in Innovation:

- Introduced SPF system in the USA
- 1st to introduce sunblock specifically developed for young children
- 1st to launch Continuous Spray technology
- 1st sunscreen with antioxidants that promotes skin repair

### Coppertone Brand Extensions:

Licensing extends Coppertone's superior sun protection beyond just skin protection in categories such as polarized lenses, sunglasses and UPF headwear. Categories available for licensing include:

- UV protective products: Apparel, swimwear & accessories for adults & children, infant products, windows for home and auto, umbrellas
- Lifestyle products including: Beach towels, beach chairs, bags, footwear, collectibles



For licensing opportunities, contact:

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