

**PASTA
DE
LASSAR
ANDRÓMACO** TM

For over 45 years, Moms have trusted Pasta De Lassar for the treatment and prevention of diaper rash

**Pasta De Lassar
"BabyCare" 2016**



**PASTA
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ANDRÓMACO**

Proven Relief and Protection for Baby's Sensitive Skin

Focused on US Hispanic Moms with:

Strong Value Proposition

- \$3.47 retail price for 60g branded heritage product
- Skin protectant for diaper rash and minor skin irritations
- 25% zinc oxide with proven effectiveness
- Elegant, non-greasy formulation
- No added fragrance, perfect for sensitive skin

Exclusive 2016 Walmart Bonus Pack Promotion

- BOGO 2-pack launch promotion
- Free unit valued at \$3.47 to customer
- Newly developed PDQ merchandising trays

Leading Brand in Mexico with a Pharmaceutical Heritage

- Trusted by Moms for over 45 years
- Manufactured by Industria Farmaceutica Andromaco, a pharmaceutical company operating in Mexico for over 80 years



**DID YOU
KNOW?**



Pasta De Lassars means "Lassar's Paste" after Oskar Lassar, a German dermatologist who pioneered the use of zinc oxide as an effective skin treatment



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2016 Promotional Program

Driving Incremental Traffic & Sales to Hispanic Skin/Hair Set:

EXCLUSIVE “2 FOR 1 BOGO FREE” Promotion

- 90 Day promotion
- Newly developed PDQ merchandising shelf trays
- Supported with:
 - Social Media promotion
 - In-Store Demos
- Exclusive to Walmart

Pasta De Lassar BabyCare Mobile Loyalty Program

- Mobile effort accelerates Pasta De Lassar unit movement
- Drives Hispanic shopper traffic to Hispanic Skin/Hair set
- Pasta De Lassar “BabyCare” Educates US Hispanic Mom’s with Spanish-Language Baby Care Health & Wellness information



12 count (6 x 2)
PDQ shelf/counter display



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In-Store Promotion & Merchandising

EXCLUSIVE TO WALMART: Pasta De Lassar In-Store Demo Program in Key Markets

- Premium 5g samples with bilingual product information card
- Information card includes tips for new Moms
- Including exclusive BOGO and Gift w/Purchase
- Mobile & Social platforms driving Hispanic Mom's to Hispanic Skin/Hair set

San Francisco

Los Angeles

Phoenix

**PASTA
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Chicago

Dallas

Houston

Texas Valley

**PASTA
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Zinc Oxide/Óxido de Zinc
Skin Protectant/Protector de la Piel

Relieves & Prevents
Diaper Rash

Alivia y Previene la
Rozadura de Pañal



¡Sana, Sana
Colita Aliviada,
Pasta De Lassar
es Tu Pomada!™

45 años

ANDRÓMACO





Pasta De Lassar “BabyCare” Online Video Series

Pasta De Lassar “BabyCare” Online Video Series Supported by Tier 1 Clinics and Professionals in Prenatal and Infant Health Care

- Spanish language educational programming specifically designed to reach Spanish Dominant US Hispanic moms lacking information and resources
- Digital and Social Media efforts to deploy videos to specific consumer target
- All videos tagged with “Where to Buy” and Walmart logo



How to Clean a Baby during a Diaper Change



How to Handle Diaper Rash



How to Burp a Newborn Baby



How to Get a Baby to Sleep



Pasta De Lassar Baby Launch 2016

- Introduction of 4oz/113g Pasta De Lassar Baby SKU
- Specifically formulated for extra relief for a baby's sensitive skin
- Value size attractive to US Hispanic Moms

