



# CONAZOL<sup>®</sup> FOOTCARE 2016



Walmart 

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**Maximum Strength**

**LA CURA MÁXIMA**

**Focused on US Hispanic Shoppers with:**

**Strong Value Proposition**

- Maximum Strength OTC Formulation (Miconazole Nitrate 2%)
- \$7.47 Price Point at Walmart



**Multiple SKUs Now Available in the US**

- Cream and Spray Powder Now Available
- Talc in 2016
- Complete Conazol Foot Care Portfolio Coming Soon



**Conazol - a Leading Brand in Mexico with a Pharmaceutical Heritage**

- Liomont Labs, a leading pharmaceutical laboratory operating in Mexico for over 75 years.







# 2016 PROMOTIONAL PROGRAM

***Driving Incremental Traffic & Sales to Walmart's Foot Care Set!***

- **Robust Univision TV Schedule Q2 & Q3**
  - Supported by in-store merchandising and displays
  - **EXCLUSIVE** Walmart Foot Care Tags
- **Conazol Endorsed by Hispanic Soccer Personalities**
  - Product Endorsements **EXCLUSIVE** to Walmart
- **Conazol "FutCare<sup>SM</sup>" Mobile Loyalty Rewards Program**
  - Mobile effort accelerates Conazol unit movement
  - Drives Hispanic shopper traffic to Walmart Foot Care set
  - Conazol "FutCare<sup>SM</sup>" Designed to Educate US Hispanics with Spanish-Language Foot Care Health & Wellness information
  - **EXCLUSIVE** to Walmart



**UNIVISION**



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# IN-STORE PROMOTION & MERCHANDISING

- **EXCLUSIVE to Walmart:** Conazol In-Store Sampling in Key Markets
  - Including Exclusive BOGO and Gift w/Purchase
  - Mobile & Social platforms driving Hispanics to Foot Care set



2g Premium Sample with Information Card

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# “COPA CONAZOL<sup>sm</sup>” Walmart Exclusive Partner Opportunity

Conazol's “Copa Conazol<sup>sm</sup>” Junior Soccer Program from Jan to Dec 2016

- Supporting US Hispanic Community Soccer Leagues in Key Markets

Featuring robust prizes and incentives:

- World Cup Package Prize to Winners
- Soccer Gear & Conazol Product Giveaways
- Conazol Sampling w/Bounce-Back coupons Exclusive to Walmart Foot Care
- Local engagement with Hispanic Families in Key Markets



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