



Promotion Display Calendar

2013

Ask us about
softgelrelief.com



**Daytime/Nighttime 16 count
(compare to Dayquil/Nyquil)**

- 16 piece End Cap Display
- 8 pieces each
- Daytime 16 count
- Nighttime 16 count



**Daytime/Nighttime 16 count
(compare to Dayquil/Nyquil)**

- Open Stock Bonus Size 16 count + 4 free
- Same footprint as current 16 count

Cough/Cold

Proprietary and Confidential





◀ Mucus Relief and Mucus Relief DM 30 count (stand alone)

- 20 piece End Cap Display
- 10 pieces each

Cough/Cold



Find out about
retailer coupons.



- ◀ Sleep Softgel 32 count
(compare to Unisom)
 - 12 piece Gravity Chute Display

- ◀ Sleep Softgel Bonus Size 32+8
 - Same footprint as current 32 count

Sleep Aid

Proprietary and Confidential



Ask us about
bigallergyrelief.com



Allergy Relief End Cap Display

- 18 piece assorted Allergy End Cap Display
- 6 pieces Cold and Allergy 24s (compare to Actifed)
- 6 pieces Allergy Relief 24s (compare to Benadryl Minitab)
- 6 pieces Cetirizine Tablet 30s (compare to Zyrtec)

Allergy Relief Bonus Size (compare to Allegra)

- Open Stock Bonus Size 30+5

Allergy Relief

Proprietary and Confidential



Find out about our customizable Cetirizine video!



◀ Cetirizine Softgel
(Compare to ZYRTEC)

- Vial On Pack!
- Cetirizine Softgel with free 8 count Vial
- Same width/depth as regular 25 count

Allergy Relief

Proprietary and Confidential





**Ibuprofen Softgel
(compare to Advil)**

- 12 piece Gravity Chute Display
- Ibuprofen 40 count



**Sleep Softgel Bonus Size
(compare to Unisom)**

- 32 count + 8 free

Pain Relief/Sleep Aid

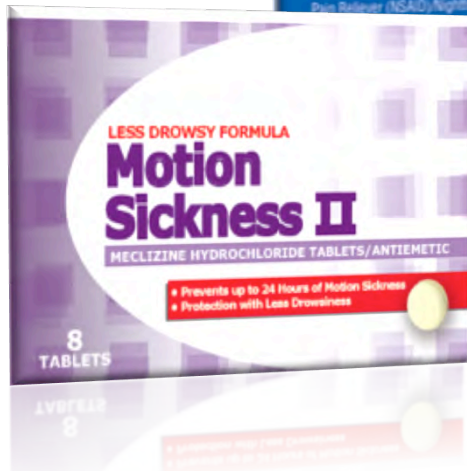
Proprietary and Confidential





◀ **Ibuprofen and Ibuprofen PM Bonus Sizes (compare to Advil and Advil PM)**

- On Shelf Promotion
- Ibuprofen Softgel 40+8 count
- Ibuprofen PM Softgel 32+6 count



◀ **Motion II Clip Strip (compare to Dramamine)**

- 12 piece of Motion II 8 count Clip Strip Event

Sleep/ Motion



Ask us about our direct to consumer promotions!



Ibuprofen Softgel and Sleep Softgel (compare to Advil/Unison)

- 18 piece End Cap Display
- 8 pieces 40 count Ibuprofen
- 10 pieces 32count Sleep Softgel



Sleep Softgel Bonus Pack (compare to Unison)

- On Shelf Bonus Size 32+8

Pain Relief/ Sleep Aid

Proprietary and Confidential





**Ibuprofen Softgel and Sleep Softgel
(compare to Advil/Unisom)**

- 18 piece End Cap Display
- 9 pieces each
- Ibuprofen Softgel 40 count
- Sleep Softgel 32 count



**Sleep Softgel Bonus Pack
(compare to Unisom)**

- On Shelf Bonus Size 32+8

Pain Relief/ Sleep Aid

Proprietary and Confidential



Breast Cancer Awareness Month

Breast Cancer Awareness Endcap
(compare to Midol/Phillips)

- 16 piece End Cap Display
- Includes American Breast Cancer Foundation (ABCF) Pink Ribbon Logo on Package
- Includes PLD donation to ABCF for every product purchased
- Minimums Apply (20,000 pieces per sku)
- 8 pieces each
- 24 count Premenstrual Relief (compare to Midol Complete)
- 30 count Probiotic Colon Health (compare to Phillips Colon Health)



Feminine Pain Relief

Proprietary and Confidential





Use softgelrelief.com to promote your brand!



**Gas Relief Endcap
(compare to Gas X/ES Gas X)**

- 12 piece End Cap Display
- 6 pieces each
- Gas Relief 30 count
- ES Gas Relief 30 count



**Gas Relief Bonus Size
(compare to Gas X)**

- Open Stock Bonus 30+6

Gas Relief

Proprietary and Confidential





◀ **Analgesic Endcap**
 (compare to Bayer, Advil, Excedrin)

- 18 piece End Cap Display
- 6 pieces each
- 81 mg Aspirin 120 count (compare to Bayer)
- Ibuprofen tablet 100 count (compare to Advil)
- Headache Relief 100 count (compare to Excedrin)

◀ **Headache Relief Bonus Size**

- Open Stock Bonus Size 100+20

Cold/ Cough

Proprietary and Confidential

