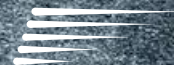




HAPPY START
TOWARDS BATHING





AUDIENCE



Primary: 2 – 5 years
Secondary: 6 -10 years



Favorite topic: cars, car brands, racing
Favorite characters : characters from popular cartoon series about cars and transformers
Favorite toys: cars, auto tracks, transformers



Boys from 2 to 10 years - **6 mln. people** (urban population according to Rosstat 2018).



6
mln.

AUTO RACING TOPIC fully matches expectations of **BOYS** and their play behavior at this age (**BOYS= CARS**)

RACING is a universal language for boys, easy to play with peers.





PRODUCT RANGE

300 SERIES

SOFT
FORMULA



ACTIVE
COMPLEX

D-PANTHENOL
MILK EXTRACT
NATURAL BERRY EXTRACTS

400 SERIES



Creates conditions for impulse buying.
Increases shelf velocity and average
purchase receipt. Offers assortment in
the most capacious buying segment.

1+

NO
DYES

NO
SLS and MIT

NO
SILICONES

The most in-demand and high-reward
products.



СТАРТ!

TOWARDS BATHING

