

Vaseline® Intensive Care®

THE MARKET

Skincare is a dynamic and exciting category as more people than ever before are interested in keeping their skin looking and feeling great. The U.S. market for hand and body lotion is competitive and growing — with dollar sales up around \$1.5 billion in 2001. As the U.S. population inches towards 300 million, there is no shortage of bodies to care for — and hands and bodies both need care to feel healthy and look attractive every day.

American consumers buy their hand and body lotion products in a wide variety of marketplaces. Grocery stores, drugstores, mass merchandisers, category-busting retail environments, and high-end department stores are some of the options.

ACHIEVEMENTS

Vaseline Intensive Care Lotion has been the number-one selling body lotion brand in the United States for over thirty years (*AC Nielsen dollar share data*). Few products can claim similar success. Not only is the brand a market leader in skincare, Vaseline also has the highest household penetration in the body lotion category. Even with all the changes in American society since 1970 and with the seemingly daily parade of changing opinions on what's good for you and what's not, Vaseline Intensive Care Lotion has remained a favorite with Americans.

In addition to lotions, Vaseline Petroleum Jelly has been an excellent moisturizer since the



Stronger nails and younger, healthier looking hands in just **two weeks.**

New Healthy Hand Essentials. You might want to get your hands on it.

**Vaseline®
Intensive Care®**

1870s. Today you can find Vaseline Petroleum Jelly in 80 percent of American households. It might be in the bathroom or the kitchen, or on the changing table or the nightstand — but in four out of five homes in the United States, there's a place for Vaseline Petroleum Jelly.

HISTORY

Petroleum jelly has been used for over 140 years. The starting point for Vaseline Petroleum Jelly can be traced to 1859, when Robert Augustus Chesebrough, a 22-year-old English-born chemist with an interest in the oil industry, noticed Pennsylvania oil field workers using rod wax — a petroleum by-product from the oil pump rods — to soothe and promote the healing of cuts and burns.

Chesebrough returned to his home in Brooklyn, New York, and spent years refining and testing the product he called “petroleum jelly.” By 1870, Chesebrough was manufacturing the product. He traveled door-to-door marketing his wonder jelly, which provided protection for minor cuts and burns and soothed dry skin. In the early 1870s, Chesebrough received several patents on his petroleum jelly. Vaseline also became a registered trademark.

A full century passed between the time of Chesebrough's original creation and when Vaseline extended its franchise by putting the hallowed Vaseline name on another product. In 1970, the Vaseline franchise expanded to include the Vaseline Intensive Care Lotion brand — offering the Dry Skin Formula. Then additions to the product line came more frequently.

The Vaseline Intensive Care bath line was introduced in 1973. Vaseline Lip Therapy reached the market in 1985 with a tube applicator, and in 1987, customers found out about Vaseline Intensive Care Lotion Aloe Vera.

As the twentieth century wound down, Vaseline Intensive Care acknowledged the changing composition of American society. No longer was the United States an easily categorized palette of women staying at home and men performing largely physical labor, as it was when Chesebrough began his work. Vaseline in the 1990s expanded its product line to meet the skincare needs of all kinds of people with all types of skin.

Innovation continued in the new millennium. In 2001, Vaseline launched its first anti-aging body lotion, Renew & Protect, which helps bring out a healthy-looking, youthful glow. In 2002, Vaseline Intensive Care introduced two additional products: Healthy Hand Essentials — a complete-care solution for both hands and nails — and Healthy Body Complexion, a lotion that evens out skin tone and improves texture to reveal a radiant complexion.

THE PRODUCT

The Vaseline brand is widely recognized for its hardworking and effective moisturizing properties. Many elbows, knees, hands, and feet have been softened by Vaseline products. Today its lineup includes lotions, jellies, and bath products:

Vaseline Intensive Care Lotion

- Dry Skin
- Aloe & Naturals
- Advanced Healing
- Water Resistant
- Renew & Protect
- Healthy Hand Essentials
- Healthy Body
- Complexion
- Firming & Nourishing
- (to launch May 2003)

Vaseline Petroleum Jelly

- Creamy
- Dual Action

Lip Therapy

- Advanced
- Cherry

Vaseline Bath Line

- Moisturizing Bath Beads line
- Foaming Creme Bath line

RECENT DEVELOPMENTS

In the past year, Vaseline Intensive Care introduced two new advanced body moisturizers that meet consumers' desire for better skin:

- **Healthy Hand Essentials**, an Alpha Hydroxy lotion for the hands with Vitamin E and Keratin. Its special formula immediately hydrates skin, strengthens nails, and softens cuticles in two weeks, and in four weeks diminishes the appearance of fine lines and wrinkles.
- **Healthy Body Complexion**, an Alpha Hydroxy lotion for the body with Vitamins A and E. Its formula helps diminish the appearance of rough spots, dry patches, and blotches to reveal a radiant, healthy-looking complexion all over.

PROMOTION

The first advertising campaign for Vaseline Intensive Care Lotion launched in 1971 and featured a dry leaf, which symbolized dry skin. The "Leaf" advertising was highly memorable and drove the brand to market leadership. Another famous campaign was "Scratch Dry" (1986), where the Vaseline lotion provided visual evidence of its moisturizing properties through scratching the word "dry" on skin. This campaign helped to reinforce Vaseline Intensive Care Lotion's efficacy image and drove market share in a competitive environment.

Given its long therapeutic heritage, Vaseline Intensive Care Lotion evolved to an even more positive positioning in the 1990s. The "Take Good Care" advertising campaign launched in 1999 featured people of all ages and ethnicities taking good care of their skin with Vaseline Intensive Care Lotion. The campaign carried the brand's message of nurturing, caring, and

skin intimacy. Vaseline Intensive Care is one of the only brands that appeals to both men and women (and children) of all ages, and the "Take Good Care" campaign focused specifically on the positive aspects of how everyone feels good when they have good skin.

In 2001, Vaseline Intensive Care won an Effie Award for "From Here On," a commercial for the product launch of Vaseline Intensive Care Lotion Water Resistant, a lotion with moisturizers that last through a hand washing. In 2000, the ad, which was within the "Take Good Care" campaign, had helped Water Resistant achieve a top ten share ranking in the body lotion innovations category after only six months. Effie Awards are presented annually by the New York American Marketing Association in recognition of the year's most effective advertising campaigns.

BRAND VALUES

With so many uses for so many different types of people, the Vaseline brand represents a bundle of impressions that people have accumulated over generations of its use. The Vaseline brand is a contemporary classic — genuine, honest, and hard-working. For over 125 years, people have trusted Vaseline to take care of themselves and their loved ones. Families have found a multitude of ways to use Vaseline's products, which — oddly enough — emerged from an industrial environment.

Through its promotions, the Vaseline brand lets its loyal customer base know that the backers of the brand genuinely care about the customers' health and well-being. In turn, consumers depend on the Vaseline brand to deliver quality products that are effective in bringing forth their best skin. With promotions such as Vaseline Intensive Care Month and related events such as an essay contest in upbeat *Self* magazine, Vaseline educates others about the importance of skincare and promotes an image of the vitality and self-assuredness that come from taking care of one's own body.



Say goodbye to dry...

When your skin's so dry you can scratch the word "dry" on it, you need Vaseline Intensive Care Lotion. It actually starts healing dry skin on contact, so your rough, dry skin gets soothed, smoothed and relieved. Use it every day and say goodbye to dry.

Vaseline Intensive Care Lotion.
It starts healing dry skin on contact.

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THINGS YOU DIDN'T KNOW ABOUT VASELINE

- Robert Chesebrough, the pioneer and an avid user of Vaseline, lived to the ripe age of 96.
- Vaseline Petroleum Jelly skincare secrets have been passed down from generation to generation. Celebrities reported to use Vaseline Petroleum Jelly include Yasmine Bleeth, Rachel Hunter, Bobbi Brown, Eartha Kitt, and Kim Alexis.
- More people use Vaseline Intensive Care Lotion than any other body lotion brand in America.
- Vaseline Petroleum Jelly can be used to remove makeup, soften cuticles, moisturize lips, and as an overnight hand and foot softener.
- Marilyn Monroe reportedly used to wear three shades of lipstick blended together and coated with a glossy mixture of Vaseline Petroleum Jelly and wax to make them look their fullest.

BRIAN NUCE/ILVA REPRESENTS

Extraordinary women don't use ordinary lotions.

Your strength and confidence come from inside. Let them shine through and not be masked by dull, ashy-looking skin. Vaseline® Intensive Care® Advanced Healing, with its special therapeutic ingredients, does more than just moisturize. It actually heals and protects. For skin as extraordinary as you are, try Vaseline Intensive Care Advanced Healing Lotion.

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