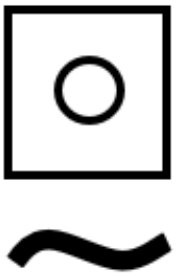
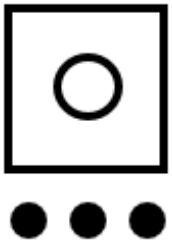
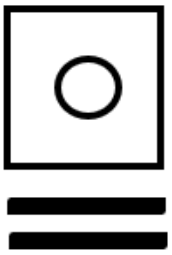
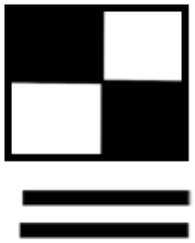
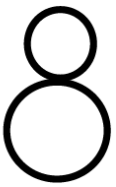
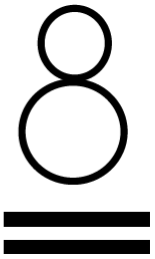
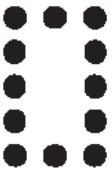
Business Use

Application	Tactile Symbol	Rationale
Body Wash		1 Stripe – 1 Body Stripes symbolize Cleaning
Hand Wash		2 Stripes – 2 Hands
Shampoo		4 Stripes - lots of hair, S for Shampoo & Stripes (Cleaning)
Conditioner		C for Conditioner & C for Circle Circle(s) symbolize conditioning/moisturizing
Moisturiser		Empty Circle for moisturising symbolizing face
Moisturiser with SPF		Empty Circle/sun for moisturizing & SPF protection
Facial Cleanser		Circle for face with Stripe for cleansing
Eye Treatments		Circle for face with inner solid Circle inside to symbolize eye treatments

SUD/Dry/HDL		Square with circle inside for a washing machine Stripes below for Cleaning
Fabric Softener (LFE)		Washing machine with wave below symbolizing Softening
Beads		Washing machine with dots below symbolizing Beads
Drier sheets		Washing machine with 2 parallel horizontal lines below symbolizing Drier Sheets

Air freshener		The lines and dots stand for mist/spray
Fabric spray		The lines and dots stand for mist/spray Wave stand for softening the fabric
Surface cleaner		The square is the room and the top block symbolizes the surface.
Surface wipes		Symbol for liquid surface cleaner and two horizontal lines mean that the product is a type of wipes
Surface dusters		The dots represent the dust.
Surface disinfectant		The inverted triangle is a symbol for disinfecting

Floor cleaner		Symbolizes of a floor tile
Floor wipes		Symbol for floor cleaner and two horizontal lines mean that the product is a type of wipes
Hand dish		The circle is the dish and the top side symbolizes the surface to clean.
Auto dish		Circle represents the dish and the checkered pattern symbolizes the pods.

Rinse aid		The two diagonal lines represent our designated symbol for rinsing.
Toothpaste		Reapplication of Oral Care's 'nurdle' used to symbolize Toothpaste on our current products & advertising
Diapers		Symbolizes the head and torso of a baby
Baby wipes		The two horizontal lines beneath the baby symbol indicate wipes.
Menstrual		The rectangle symbolizes the shape of a pad
Adult incontinence		The inverted triangle alludes to the shape of the incontinence pants