


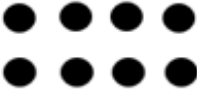





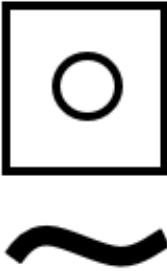
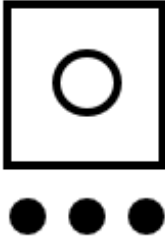
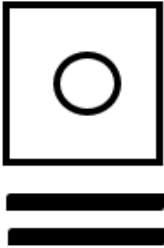











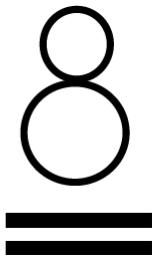
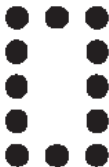



Application	Tactile Symbol	Rationale
Body Wash		1 Stripe – 1 Body Stripes symbolize Cleaning
Hand Wash		2 Stripes – 2 Hands
Shampoo		4 Stripes - lots of hair, S for Shampoo & Stripes (Cleaning)
Conditioner		C for Conditioner & C for Circle Circle(s) symbolize conditioning/moisturizing
Moisturiser		Empty 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

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

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

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

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