

Beecham passport break away : Beecham toiletries.

Contributors

Beecham Toiletries

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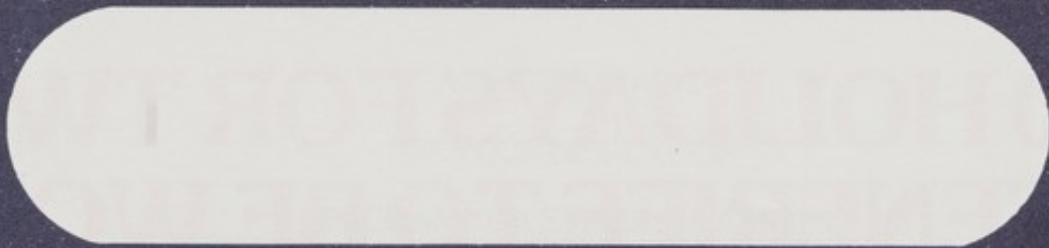
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BEECHAM PASSPORT



Beecham Toiletries
Supplement to Chemist and Druggist 12th February, 1977

WIN!

40 HOLIDAYS FOR TWO IN TENERIFE TO BE WON...

a photo of your Beecham Toiletries
display could win one for you.....

Your displays of Beecham Toiletries during February and March could win you and your wife one of our fabulous weeks at a holiday hotel in sunsoaked Tenerife in May.

We'll judge your displays by photographs taken either by you or your staff or by your regular Beecham Representative.

The photograph – preferably a Polaroid – must be firmly attached to the space provided on this leaflet. Please fill in your name, address and other details clearly.

Your chance to win a sunshine week in Tenerife as guests of Beecham Toiletries will last until March 25th. Every new Beecham Toiletries display you build between today and March 25th is worth a photo!

The judging panel from Beecham's Senior Sales and Marketing Management

will be looking for:

Impact; Siting;
Pricing; Originality;

Each display must feature at least one of the following Beecham Toiletries:

Macleans; Body Mist;
Aquafresh; Brylcreem;
Vosene; Falcon;
Silvikrin Midas foam bath;
hair products;
Bristows Fynnon bath.
hair products;

40 holidays for two. Lots of chances to win. Winners will leave the U.K. on 29th April 1977 returning a week later 5th May 1977.

MAKE SURE YOU ARE AMONGST THEM!

COMPETITION RULES

1. Entries may be in colour or black & white.
2. Entry forms must be completed in full.
3. All entries must reach Beecham Toiletries or handed to your Beecham Representative by 25th March 1977.
4. Entries received after that date cannot be considered.
5. Judging will be based on the quality of the display and not on the technical excellence of the photograph. The decision of the Panel of Judges is final and no correspondence will be entered into. All entries become the property of the Company and will not be returned under any circumstances.
6. Beecham Toiletries display Competition is open to any retailer mounting a display which features

at least one product from the following list:

| | | |
|-----------|-----------------|----------------|
| Vosene | Falcon | Silvikrin |
| Body Mist | Midas foam bath | hair products; |
| Brylcreem | Fynnon bath | Bristows |
| Macleans | Aquafresh | hair products; |

7. Winners must take the holiday prize as specified by Beecham Toiletries. There is no cash alternative. Winners will be notified w/c 29th March 1977.

8. A full list of winners will be available on request not later than 4th April 1977, from:

**Display Competition, BHA1,
Beecham Toiletries, Beecham House,
Great West Road, Brentford, Middlesex.**

A PHOTOGRAPH
OF YOUR DISPLAY OF
BEECHAM TOILETRIES PRODUCTS
SHOULD BE ATTACHED FIRMLY
TO THIS SPACE!



Name:

Name and address of store:

Type and size of store:

Date photograph taken

Products shown:

Approximate number of cases used in building this display:

If this photograph was taken by a Beecham Representative,
he/she should complete this section:

Name of Representative:

Area:

For office use only:

Recvd:

Judging:

Result:

Your holiday island of Tenerife lies in the Atlantic close to the north coast of Africa – a legendary island of green valleys, pine forests, rugged cliffs and gentle beaches, dominated by Mount Teide, a quiet volcano, which sits and guards the island.

Vivid flowers, banana trees and lush vegetation contrast with the moonlike appearance of the volcanic craters ... a magic island waiting for you.