

**Take a tip from us : cotton on to Q-tips profit!.**

**Contributors**

Chemist & Druggist  
Chesebrough Manufacturing Company

**Publication/Creation**

1977.

**Persistent URL**

<https://wellcomecollection.org/works/s3vr55dj>

**License and attribution**

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).



Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
E [library@wellcomecollection.org](mailto:library@wellcomecollection.org)  
<https://wellcomecollection.org>

Supplement to Chemist & Druggist January 15th 1977

**TAKE A TIP  
FROM US**





# Cotton on to Q-tips® PROFIT!

Q-tips® cotton swabs will be supported by its heaviest ever advertising campaign. Full page colour advertisements will appear in all the leading specialist baby and women's magazines throughout the year, covering over 80% of prospective purchasers.

In addition, Q-tips® cotton swabs is the only cotton swab to be sampled direct to the expectant mother,



Q-tips® cotton swabs celebrated their "golden anniversary" in 1976 against a background of fifty years of successful expansion around the world. Q-tips® cotton swabs were introduced in the USA in 1926 and today are marketed in 29 countries.

They are far and away the biggest selling cotton swab in the world, and in Great Britain they are the fastest growing brand in chemist outlets.

1926

Q-tips® cotton swabs are being repackaged in attractive see through packs, which enable your customer to identify the product immediately. Wherever see through packs have been introduced in the world, both in cotton swabs and other product categories, substantial sales increases have resulted. The convenient, reclosable pack comes in 20s, 60s, 105s and 210s, and offers better value for money than the next leading brand. In addition, the packs come ready packed in display trays for ease of handling in store and maximum impact on shelf. Simply remove the protective cover and display.



The most important part of a cotton swab is the tip, and this X-Ray photograph shows the real difference between Q-tips® cotton swabs and the next leading brand. Q-tips® cotton swabs are safe and soft for baby because they have 50% more cotton on the tip.

1956

1976



20 FLEXIBLE STEMMED SAFETY SWABS



# AND NOW THE FREE TIP

Your customers will be getting the best tip  
in cotton swabs, but you haven't been forgotten.  
Attractive bonuses are available on all packs,  
together with special display outers to  
enable you to get maximum impact and sales  
from the new packaging, so make sure to see your  
Chesebrough-Pond's representative for full details.

In addition you can get 50p off your  
next purchase of Q-tips® cotton swabs  
by using the coupon below.

<p>To the retailer – this coupon entitles you to 50p off the purchase price of at least two outers of Q-tips® cotton swabs.</p>	<p>To get your 50p, cut out the code numbers from the protective covers of any two outers of Q-tips® cotton swabs, and send these plus this 50p coupon to Chesebrough-Pond's Ltd, Q-tips® 50p Refund Offer, NCH Dept. 168, Corby NN17 1NN.</p>	<h1>50p</h1>
		