

How you can make money out of garlic, cigars, whisky pickled onions and curry.

Contributors

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CIBA-GEIGY Limited

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**How you can
make money out of
garlic, cigars, whisky
pickled onions
and curry.**

This is what goes in your customer's pocket



★ **Binaca**

the pocket or purse size Breath Freshener that really works.

★ **Binaca**

spray or drops that instantly take away the oral effects of eating, drinking & smoking.

★ **Binaca**

has a unique Frosty Mint Flavour that's preferred throughout the world.
(Brand leader in USA; Brand leader in Canada)

★ **Binaca**

Metered spray gives approx 200 sprays.
Drops give approx 160 drops.

Your customers will be sold on Binaca even before they come into the shop.



Heaviest launch advertising in UK for this product category.



Full colour ads in womens and mens press during August, September and October.

This is what goes in your pocket



★ **Binaca** with your help, we will make Binaca brand leader.

★ **Binaca** Spray and drops available in easy to display eye-catching counter units.

★ **Binaca** Special Introductory Offer, available from your local Wholesaler or your CIBA-GEIGY Representative.

★ **Binaca** NEW FROM CIBA-GEIGY (UK) Limited

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