

**The natural tan of the islands : Hawaiian Tropic : supplement to the
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Contributors

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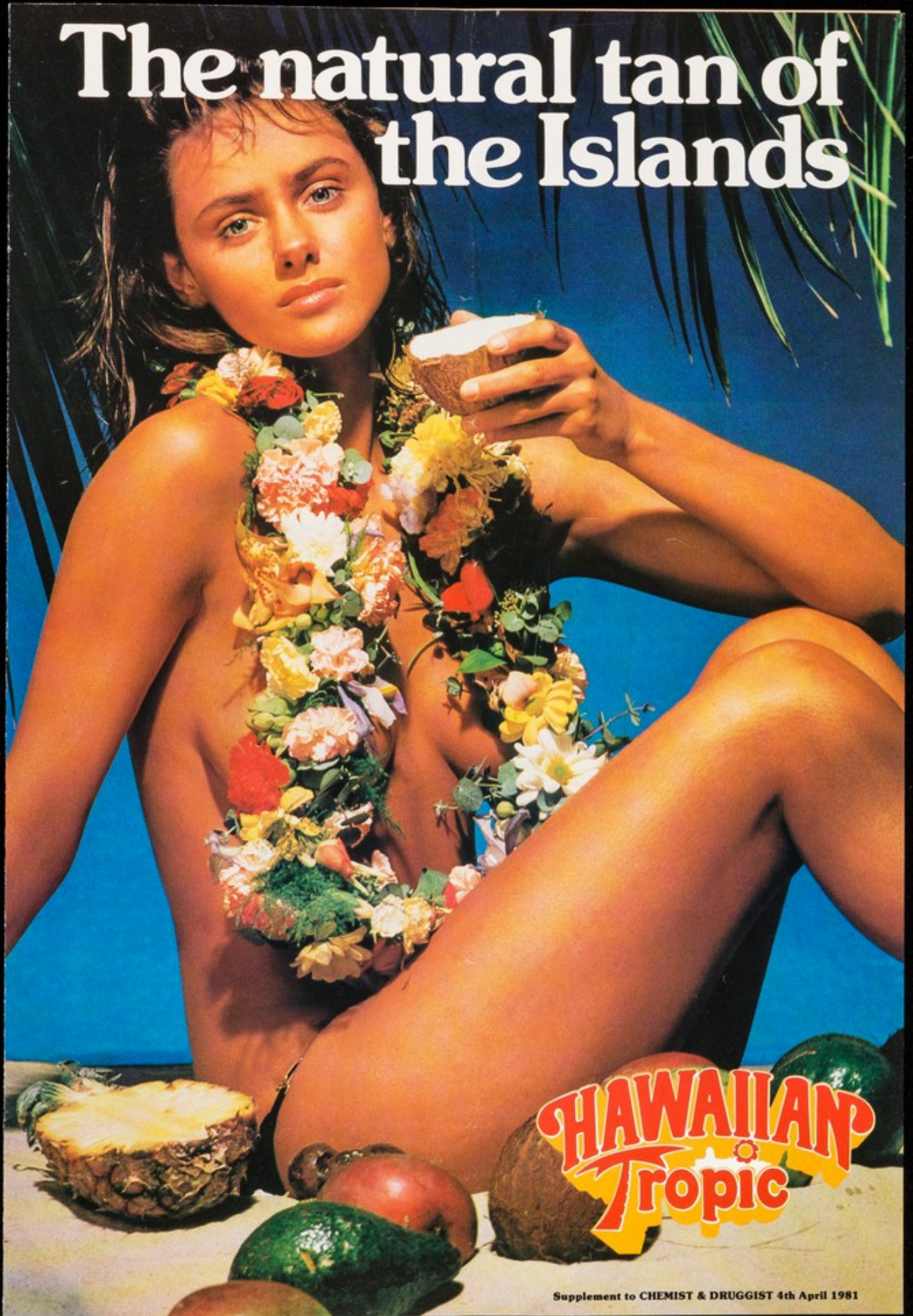
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The natural tan of the Islands



HAWAIIAN
Tropic

From its origins in Hawaii, HAWAIIAN TROPIC quickly established almost a cult following of sun worshippers. The message quickly moved to Mainland U.S.A., across the Continent from California to Florida Hawaiian Tropic became the Number 1 brand.

From America the HAWAIIAN TROPIC success spread to the sunspots of France, Italy and the Canaries. Your customers tried it themselves and sought it out back home.

Now a short time since its European introduction, HAWAIIAN TROPIC is the fastest growing suntan range in the U.K.

The Products

The Hawaiian Tropic range promises a tan for every skin tone, from the palest to the darkest.

It is a complete range of suntan products from high protection creams and lotions to professional oils. All are made from a unique blend of natural ingredients to give a safer, darker longer-lasting tan.

Advertising

In 1981 we will be letting even more people know about us. We are doubling our advertising expenditure this year. Full colour ads, many double page spreads, are aimed straight at your biggest customers.

Throughout the season Hawaiian Tropic will be appearing in the right places.



In addition there will be a co-operative campaign with Silhouette Sunsoakers, the top-selling swimwear range.

HAWAIIAN Tropic

The natural tan of the Islands



Safe natural ingredients for all skin types and all tanning stages.



Unique simple pricing structure - all products at £3.75.



Generous 200 ml packs, with at least £1.25 profit per pack sold.



£300,000 Advertising and Promotion spend in 1981.



Passport to Hawaii promotion (See over for details)

Sampling

History shows that once people have tried Hawaiian Tropic, they go out looking for more.

We are offering one million samples cover-mounted in Woman's World, Look Now and Honey.



Coupons

Backed by the editorial endorsement of the magazines we are also offering each reader of Woman's World, Look Now and Honey a 30p coupon against the purchase of any product in the range.

Pricing

Every product in the Hawaiian Tropic range is at one price - £3.75.

No longer will customers need to balance the benefits of the right product for their skin tone against price. With Hawaiian Tropic they choose the products that are right for them.

There are benefits for you too. One price for the range means that you don't have to look up price lists every time you mark-up stock.

With our lotion, milk and oils we are offering your customers generous 200 ml. packs... and don't forget there is at least £1.25 profit on every pack you sell.

PASSPORT TO HAWAII

For your Customers

As well as offering your customers a safer, darker, longer-lasting tan, we're also giving them the chance to sample the delights of Hawaii for themselves.

Our competition offers a first prize of a holiday for two, flying 1st class to Hawaii by Western Airlines, staying at the Waikiki Holiday Inn. There are three second prizes of Holiday Inn Weekends in the U.K. and twenty-five runners-up prizes of a choice of the 1981 Silhouette Sunsoakers range of swimwear.

For you

From your Unicliffe representative you can obtain a full display kit, containing posters, showcards, window bills and competition entry forms.

Now, use this material in a window display based on the theme 'Passport to Hawaii' and you could win:



1st Prize:

2 weeks fully inclusive holiday for two in Hawaii worth £2,000.

Spend two weeks at the superb Waikiki Holiday Inn. Soak up the Islands' endless sunshine. Swim, sunbathe and dance; on these exotic islands there is so much to enjoy every minute of your stay.

You'll also have the chance to sample the true benefits of Hawaiian Tropic!

Runner-up Prize:

A weekend for two at a Holiday Inn in the United Kingdom.



Some helpful hints!

Use natural looking props - Sand, bark, fruits and flowers.

Talk to your local travel agent - get some additional display material.

Link other holiday products - sunglasses and cameras.

Incorporate Hawaiian Tropic in your display.

Remember an exciting display in your window is your advertisement day and night.

ENTRY FORM

How to enter

Fill in the details below and send your entry form together with a photograph of your "Passport to Hawaii" display to:

Passport to Hawaii Display, PO Box 84, London SW5 OLG.

Please make sure your name and address is on the back of the photograph.

NAME _____

Signature of Unicliffe Representative _____

ADDRESS _____

All entries must be received by 31st October, 1981.
All enquiries to Unicliffe Limited, 01-843-2345.

Prize Winners will be notified by 30th November, 1981.

For a detailed copy of the Window Display Competition rules and regulations, please send a stamped self addressed envelope to the competition address listed above.

A list of prize winners will be available on request after 30th November 1981

No correspondence will be entered into by the organisers.