

Who's going to make your customers a soft touch? : Battery Philishave - with an exciting new promotion ... Ladyshave - with a national TV campaign : starting April 6th for 8 weeks - masisve TV campaign for Philips shavers / Philips Small Appliances Division, Drury Lane, Hastings, Sussex TN34 1XN.

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Philips Small Appliances Division.

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**WHO'S GOING TO
MAKE YOUR CUSTOMERS
A SOFT TOUCH?**

BATTERY PHILISHAVE- WITH AN EXCITING NEW PROMOTION.



Philishave Battery De Luxe.



Philishave Battery Compact.

Sales of battery shavers reach a peak during the summer holiday period.

We're making sure Britain's number one is the one to take away.

The famous Philishave rotary action is being promoted with an irresistible give-away.

Free travel bag offer.

We're offering a unique free travel bag banded to every battery Philishave.

Spacious and stylish, it folds up to the size of a purse and carries the Philishave name and logo.*

Just the job for the beach.



*Offer available while stocks last.



Eye-catching point-of-sale.

We're seeing to it that your customers don't miss this amazing offer. You can too. Just display the attractive point-of-sale items showing off the travel bag to its full advantage. They'll see how small it folds and how big it can grow. And they'll want to take it away.

LADYSHAVE-WITH A NATIONAL TV CAMPAIGN.

When women don their summer fashions, they don't want nature letting them down.

So sales of Ladyshave go up. And that includes battery Ladyshave, which is ideal for taking on holiday.

We're taking full advantage and putting Britain's brand leader back on TV.



Ladyshave Cordless



Ladyshave Special

STARTING APRIL 6th FOR 8 WEEKS-MASSIVE TV CAMPAIGN FOR PHILIPS SHAVERS.



PHILIPS

Massive TV campaign.



From May 4th your customers will be seeing the successful 'eye-pencil' commercial. 78% of all women will see it around 5 times over four weeks.

Attractive display support. Ask your Philips Small Appliances rep about the high quality POS items available—and display them to your best advantage.



PHILIPS. THE BIGGEST NAME IN SMALL APPLIANCES.

PHILIPS are the biggest small appliance company in the UK.

PHILIPS Small Appliances have five major brand leaders—Philishave, Ladyshave, Fan Heaters, Health Lamps, and Heated Food Servers.

PHILIPS spend more on supporting their products than anyone else.

PHILIPS S.A. are putting £5 million behind their name in 1981.

The Philips Small Appliances collection:

Philishave® Electric Shavers, Ladyshave, Hairdriers, Health Lamps, Sunlamps, Solaria, Suncouch, Fan Heaters, Convector, Electric Under-blankets, Clocks, Coffee-makers, Toasters, Irons, Blender, Knife Sharpener, Citrus Press, Can Openers, Food Mixers, Gas Lighter, Window Fan, Hostess Trolleys, Trays, Cabinets and Cook 'n' Serve.

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