

EXCERPT: SHULTON
(Inside Page 1)
(Lightning logo as watermark)

WHO SAYS LIGHTNING DOESN'T STRIKE TWICE?

(VISUAL)
Text on first bottle reads:
Department stores make millions!

(VISUAL)
Text on second bottle reads:
New Category to mass retailers!

Presenting **THRIVE!** Shulton's solution to men's thinning hair concerns,
now taking the country by storm...

Shulton has identified the high pressure zone that is sweeping the male population
between the ages of 25 and 54.
Thinning hair.

IT'S THE # 1 CONCERN
Thicker, fuller hair is what these men want.

It's a fact. The numbers are skyrocketing.
By 2015, this 25-54 age category will be 70,000,000 strong.

(Text Box, right justified, 2nd page,
reprises colors on cover)

The department store market place has already proven the stunning potential of men's thinning hair products. In the last twelve months alone, their sales have rocketed to 300 million incremental dollars.

Shulton invites you to share in an electrifying long term volume and profit opportunity,
with THRIVE for thinning hair.

THE TIME IS RIGHT TO THRIVE.