

# Lypsyl Lip Balm



# Core Lypsyl Product Offering

- Available in 4 variants – **Lypsyl is the #5 brand ranked in unit consumption!**
- Modern graphics deliver strong shelf impact and consumer shop-ability



NEW 2021

MCP ITEM#	DESCRIPTION	UPC Code	Case Pack	Inner Pack Qty	
LYP-00114	Lypsyl Original Lip Balm 4.2g	8 35374 00114 4	48	8	
LYP-00121	Lypsyl Cherry Lip Balm 4.2g	8 35374 00121 2	48	8	
LYP-00764	Lypsyl Sensitive Lip Balm 4.2g	0 67990 00764 8	48	8	
LYP-80031	Lypsyl Elderberry Lip Balm 4.2g	067990800317	48	8	

# Lypsyl<sup>®</sup> NEW 2021

## Lypsyl Elderberry – New & Trending Ingredients!

- Established in 1905, Lypsyl has been providing consumers with superior lip care for over 100 years
- New Lypsyl Elderberry moisturizes & helps protect lips with Elderberry extract and Zinc
- **Known to benefit the immune system, Elderberry and Zinc are high in antioxidants and vitamins that help nourish dry lips**
- **Key Benefits:**
  - Nourishes and hydrates
  - Soothes dry, chapped lips, Leaves lips feeling soft and supple
  - Made without Phthalates, Parabens, or Dyes
- A great impulse sku to have in your store! It's an easy way to get your consumer to add just one more item to their purchase!



- *Infused with innate anti-aging and free radical fighting properties, elderberries keep your skin radiant for longer periods.*
- *They also act as a natural detoxifying agent and help prevent distressing skin conditions like chapped and cracked lips*
- *Elderberries contain high levels of vitamin A which helps to soothe lips*



# Brand Support

- Clipstrips are the ideal way to drive sales in the highly impulse lip care category
- Extensive PR and sampling programs across Canada



MCP ITEM#	UPC CODE	DESCRIPTION	Units per CS			
LYP-00751	0 67990 00751 8	Original Clipstrip	12			
LYP-00752	0 67990 00752 5	Cherry Clipstrip	12			
LYP-00776	0 67990 00776 1	Sensitive Clipstrip	12			
LYP-80033	0 67990 80033 1	Elderberry Clipstrip	12			