

CORE SKUS – TIGER BALM MUST HAVES

ONE OINTMENT



Ultra Strength Ointment, 0.63 oz.

UPC: 0-39278-31510-3

Active Ingredients:

- Camphor 11%
- Menthol 11%

Sku Position:

- Most widely distributed sku
- #1 selling Tiger Balm sku
- Strongest formula
- Non-staining



Extra Strength – Red Ointment, 0.63 oz.

UPC: 0-39278-31510-3

Active Ingredients:

- Camphor 11%
- Menthol 10%

Sku Position:

- Red – Considered the original Tiger Balm
- Many arthritis sufferers like the Extra Strength
- Typically, priced about \$1 less than Ultra Strength

ONE PATCH



Pain Relieving Patch, 5 count

UPC: 0-39278-32200-2

Active ingredients:

- Camphor, Menthol, and Capsicum

Sku Position:

- Convenient & Not Messy
- Lasts up to 8 hours
- Faster usage/turn rate



GENERAL BRAND CHARACTERISTICS:

- High concentration of essential oils
- Effective (It works!)
- Ancient oriental wisdom/mystique
- High brand loyalty/favor

PROFESSIONAL/PRACTITIONER SKUS



Ultra Strength, 1.7 oz.

Sku Position:

- Strongest formula
- Largest size
- Ideal for massage therapists, sports trainers, and heavy users



Liniment, 2 oz.

Sku Position:

- Oil formulation
- Fastest penetrating
- Used by massage therapists for deep penetration

TARGETED DEMOGRAPHIC SKUS

SENIORS



Arthritis Rub, 4 oz.

Sku Position:

- Easy to use pump
- Lotion formula with Glucosamine & Chondroitin
- People suffering arthritis

ATHLETES



Muscle Rub, 2 oz.

Sku Position:

- Cream formulation
- Pre-exercise warm-up or post-exercise sore muscle relief.
- People who exercise and workout.

OFFICE WORKERS



Neck & Shoulder Rub, 1.7 oz.

Sku Position:

- Cream formulation
- Soothing lavender scent
- People who suffer tension around neck & shoulder

MANUAL LABORERS



Large Patch

Sku Position:

- Largest patch
- Physically demanding workers
- Good for backs

GREAT FOR P.O.S. – SINGLE SIZE PATCH



Patch – Single Size 12 Count Display

Sku Position:

- Trial size
- Each pack has peg hole—can be put on clip strip.
- Great for POS area