



## WINNING SHOPPERS WITH RICH PRODUCT CONTENT

BEST IN CLASS SUCCESS STORY -- Tom's of Maine uses Syndigo to push out relevant and engaging product content that creates a rich shopping experience and increases sales at Walgreens both in-store and online.

### DRIVE ENGAGEMENT AND CONVERSIONS

Rich content showcases features and benefits targeted to “natural” consumer. Compelling images, charts and videos bring the brand and products to life, resulting in greater shopping engagement and conversions.

### BRAND MESSAGE

“What’s inside matters.” Messaging that educates and appeals to the target market and provides peace of mind that products are pure, high quality, healthy, effective and safe.

#### Product Features



#### We believe what's inside matters

All of us at Tom's of Maine share a passion for quality and natural goodness that stretches back over 40 years. Our personal care products are made only of ingredients derived from nature. That means no artificial colors, flavors, fragrances, preservatives, animal ingredients or animal testing. You deserve the peace of mind that comes with knowing that the products you choose work and are made by a company that shares your values.  
Image: Tom's of Maine Goodness Day -- Mt. Agamenticus located in York, Maine.

### INGREDIENT TRANSPARENCY

Sharing every **Ingredient**, its **Purpose** and its **Source (IPS)** is a key motivator for the target market.

#### We share every Ingredient, its Purpose, and its Source

We're proud of our ingredients and want you to know about each one, including its purpose and source. The image on the right shows you the I.P.S. for Rapid Relief Sensitive toothpaste.

#### Ingredients with purpose

Tom's of Maine Rapid Relief Sensitive toothpaste is clinically proven to provide rapid relief<sup>1</sup> and long-lasting protection<sup>2</sup> from sensitive tooth pain. Unlike some sensitive toothpastes that just numb the pain, our formula with the amino acid arginine and calcium carbonate quickly seals the pathways that lead to sensitive tooth nerves, providing rapid relief. With regular use, it builds a long-lasting protective barrier that acts like a seal against sensitivity.

Ingredient	Purpose	Source
Arginine	Sensitivity relief	Derived from sugar cane
Carboxymethylcellulose	Thickening agent	Derived from cellulose
Calcium carbonate	Whitening agent	Derived from calcium carbonate
Hydroxyapatite	Consistency	Purified calcium from the earth
Natural Flavor	Natural Flavor	Blend of natural flavors
Polystyrene	Adult freshness	Purified calcium carbonate from the earth
Styrene	Dispensant	Derived from coconut and/or palm kernel
Sorbic acid	Antibacterial	Derived from sorbic acid
Triethylamine	Natural Color	Derived from essential oils
Water	Consistency	Appifer
Zinc Oxide	Whitening agent	Vegetables
Zinc Oxide	Plaque-acid reducer	Tea tree or clove



## BRAND STANDARDS

Long-standing commitment to natural goodness conveys the message that Tom's of Maine shares the values of its shoppers.



### Our standards for natural

- Sourced in nature
- Simple and understandable ingredients
- Free of artificial preservatives, colors, sweeteners, flavors, fragrances, and other additives
- Free of animal ingredients
- Made of high-quality ingredients
- Subject to limited processing
- Purposeful in the system of ingredients
- Promote organically grown ingredients wherever possible and practical
- Learn more about our Stewardship Model and what "natural" means for Tom's of Maine ingredients and their processing at [TomsOfMaine.com](http://TomsOfMaine.com)

## DID YOU KNOW

Educates consumers on other available products.

### Did you know...

Tom's of Maine also offers Mouthwash, Toothbrushes, and Floss, as well as a variety of personal care products like Deodorant, Antiperspirant and Bar Soap



### A little bit more about us

We first pioneered our idea of natural, sustainable and responsible personal care products back in 1970. From toothpaste and mouthwash to deodorant and bar soaps, our love of nature inspires every product we create. Tom's of Maine has sponsored hundreds of nonprofit efforts by giving back 10% of our profits. Our employees' ideas for improving sustainable standards are critical to the responsible way we do business. And our partnerships with customers, suppliers and community groups allow us to do even more to make a difference for people and the planet.





## MORE ABOUT US

Value-added brand information that resonates with shoppers.

## IMAGES

Visuals reinforce brand recognition and create a richer experience.

### Benefit Comparison

				
	Men's Long-Lasting Deodorant	Unisex Long-Lasting Deodorant 8 options available	Original Care Deodorant Solid	Naturally Dry Antiperspirant 2 options available
Aluminum-free	✓	✓	✓	✓
24-hour odor protection	✓		✓	✓
24-hour wetness protection			✓	✓
Available in unscented/fragrance-free			✓	✓
Propylene glycol-free		✓		✓
Paraben-free	✓	✓	✓	✓
100% Natural Fragrance		✓	✓	✓

## COMPARISON CHARTS

Shoppers are prompted to click through for a deeper, more engaging experience.

## VIDEO

Reinforces messaging, highlights key benefits and creates memorable visual connections.

## ACCESSIBILITY

Shoppers can get product details from any device to do research online or in-store.

### Featured Videos

