**[Insert Store Logo]**

**SUBJECT: Procter & Gamble**

**Sustainability – $10 Prepaid Mastercard®**

Promotional Period

**List dates (ads, POP delivery, Catalina coupons, etc.)**

Participating Divisions

If applicable, list customer participating division



program overview

Together RETAILER NAME and P&G will provide the RETAILER NAME shopper with a $10 Prepaid Mastercard® with the purchase of $30 of participating P&G products.

CONSUMER OFFER

**Buy $30 in P&G products, get a $10 Prepaid Mastercard®!**

**Participating Procter & Gamble brands**: 9 Elements®, Align®, Always®, Aussie®, Bounce®, Bounty®, Cascade®, Charmin®, Cheer®, Clearblue®, Crest®, Dawn®, Downy®, Downy Unstopables®, Febreze®, Fixodent®, Gain®, Gain Flings®, Gillette® (razors, disposables and gels), Gillette Venus® (razors and disposables), Glide®, Head & Shoulders®, Herbal Essences®, Ivory®, Luvs®, Metamucil®, Mr. Clean®, Olay®, Old Spice®, Oral-B®, Pampers®, Pantene®, Pepto-Bismol®, Prilosec OTC®, Puffs®, Scope®, Secret®, Swiffer®, Tampax®, Tide®, Tide Pods® and Vicks®.

**Non-participating brands**: Braun® and Gillette Venus® (cartridges). Not valid for any Prilosec OTC® product reimbursed or paid under Medicaid, Medicare, or any federal or state healthcare program, including state medical and pharmacy assistance programs, or where prohibited by law. Not valid in Massachusetts if any part of the product cost is reimbursed by public or private health insurance. ©2022 Procter & Gamble.

Point-of-SALE materials

*See below for installment and placement instructions. Please place by recommended P&G brands.*

KIT CONTENTS:

|  |  |  |
| --- | --- | --- |
| Item | # Per Kit | Installment |
| Header Card | 1 | P&G end caps or displays |
| Header Card Clips | 3 | Attach to header card for secure placement |
| Display Card OR  Aisle Violator w/ Tear Pad | 4 | P&G end caps, at shelf  In aisle, at shelf near suggested P&G brands (see below) |
| Tear Pad | 12 | Attach to display cards  Place extras at customer service desk |
| Tear Pad Fasteners | 8 | Use for additional tear pad placement in-store |
| Aisle Violator | 4 | In aisle, at shelf near suggested P&G brands (see below) |
| Aisle Violator Clips | 4 | Attach to violator to secure to shelf |
| Shelf Wobbler | 10 | In aisle, at shelf near suggested P&G brands (see below) |
| POS Material Setup Sheet | 1 | - - - - - - - - - - |

SUGGESTED PLACEMENT:

|  |  |
| --- | --- |
| Category | P&G Brands for Placement |
| Fabric | 9 Elements®, Bounce®, Cheer®, Downy®, Downy Unstopables®, Gain®, Gain Flings®,Tide® and Tide Pods® |
| Home Care | Cascade®, Dawn®, Febreze®, Mr. Clean® and Swiffer® |
| Household Needs | Bounty®, Charmin® and Puffs® |
| Beauty & Hair Care | Aussie®, Head and Shoulders®, Herbal Essences®, Ivory®, Olay®, Old Spice®, Pantene® and Secret |
| Grooming | Gillette® and Venus® |
| Feminine Care | Always® and Tampax® |
| Baby | Pampers® and Luvs® |
| Oral Care | Crest®, Fixodent®, Glide®, Oral B® and Scope®, |
| Personal Care | Align®, Clearblue®, Metamucil®, Pepto Bismol® Prilosec OTC® and Vicks® |

