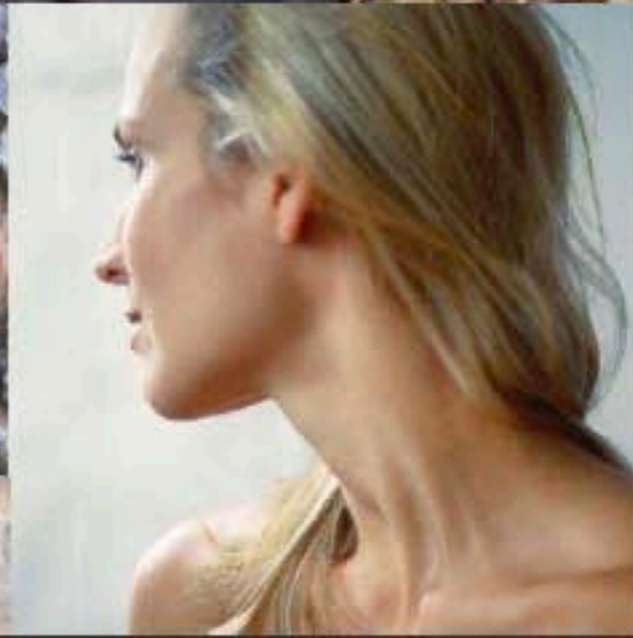


concept 1:

aveeno is **familiar**

Aveeno[®]

ACTIVE NATURALS[™]



skin care that's second nature

it's about enjoying your life

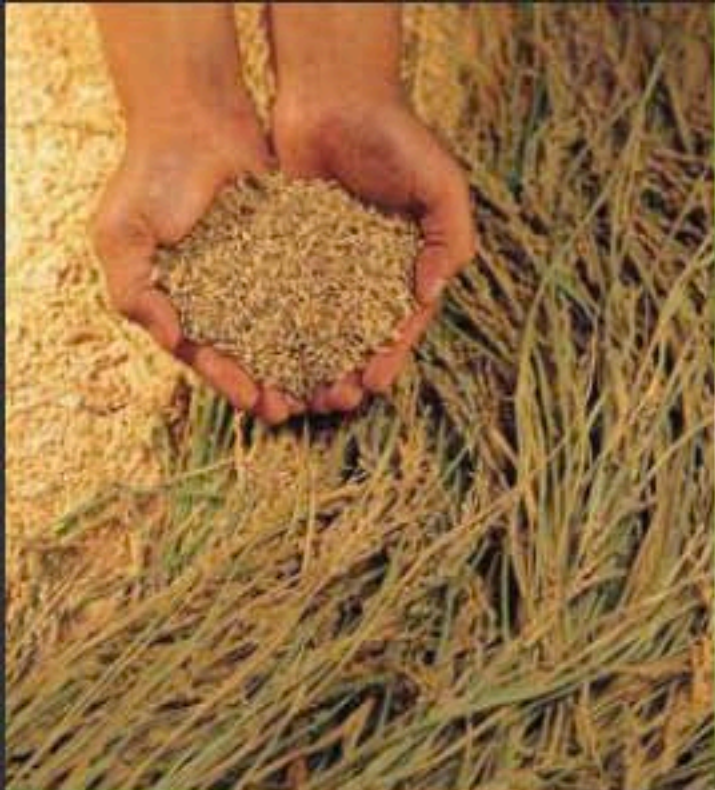
as it comes, living in and appreciating the day,
not wasting any of it, not trying to change it,
but finding joy in what occurs naturally.

it's about connections:

between people, families, the earth; between past
and present; between mind, body and heart;
between the way ingredients are grown
and the way they're used.

the aveeno person

- is intuitive
- is free-spirited
- makes—and cares about—the connection between the earth, health, and what goes on the skin
- has a subtle style
- wears natural fabrics
- dresses to feel good—for comfort and appeal—knowing that's what makes a person look good



**aveeno fits your life;
it's skin care that's second nature.**

concept 2:

aveeno is **modern**

Aveeno[®]
active naturals[™]



care for skin,
laugh at life

it's like happy certainty:

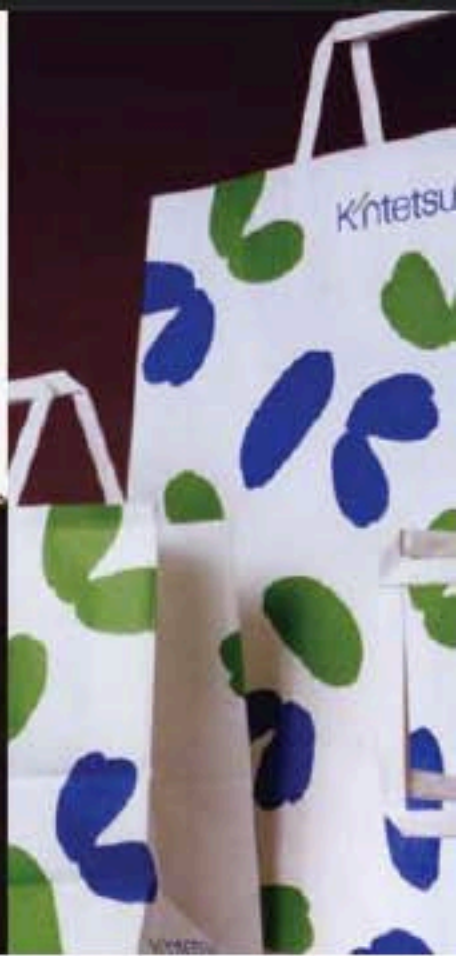
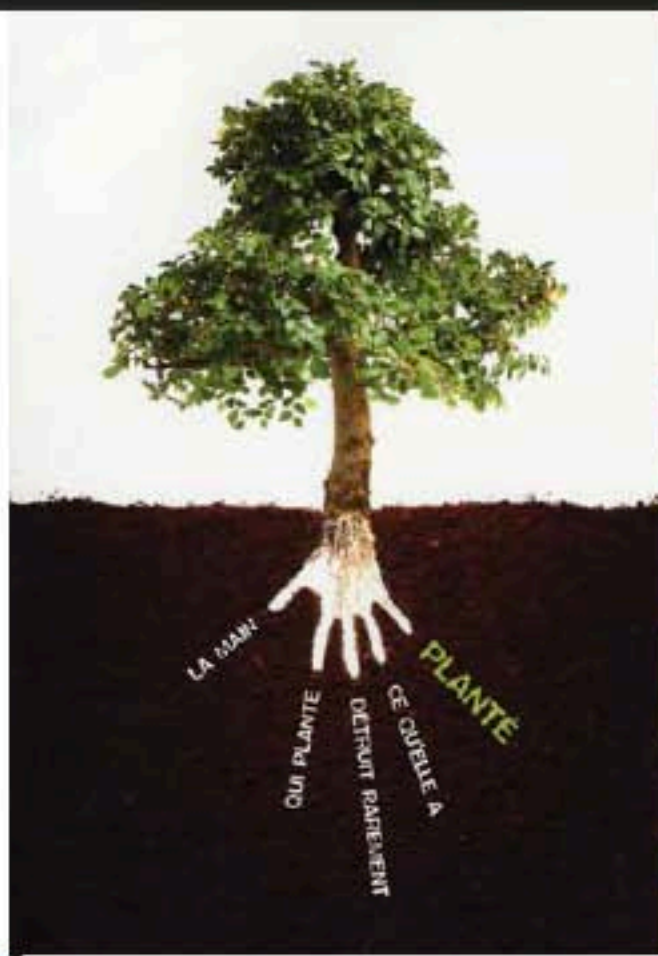
brilliant, confident, bold; a spark, with the authority of the natural and scientific worlds behind it, but delightful.

**it embodies the science
behind nature:**

teasing to the eye, but effective, invaluable,
like bees drawn to vibrant flowers for pollination;
it's playful and textured as in nature,
but with clean lines that get to the point.

the aveeno person

- wears color
- is bold but not showy, in look and attitude—
accentuates what came from nature
- is streamlined
- is confident
- is witty and discerning—laughs easily at life,
but knows what's important
- believes that what sits on your bathroom shelves
says something about who you are

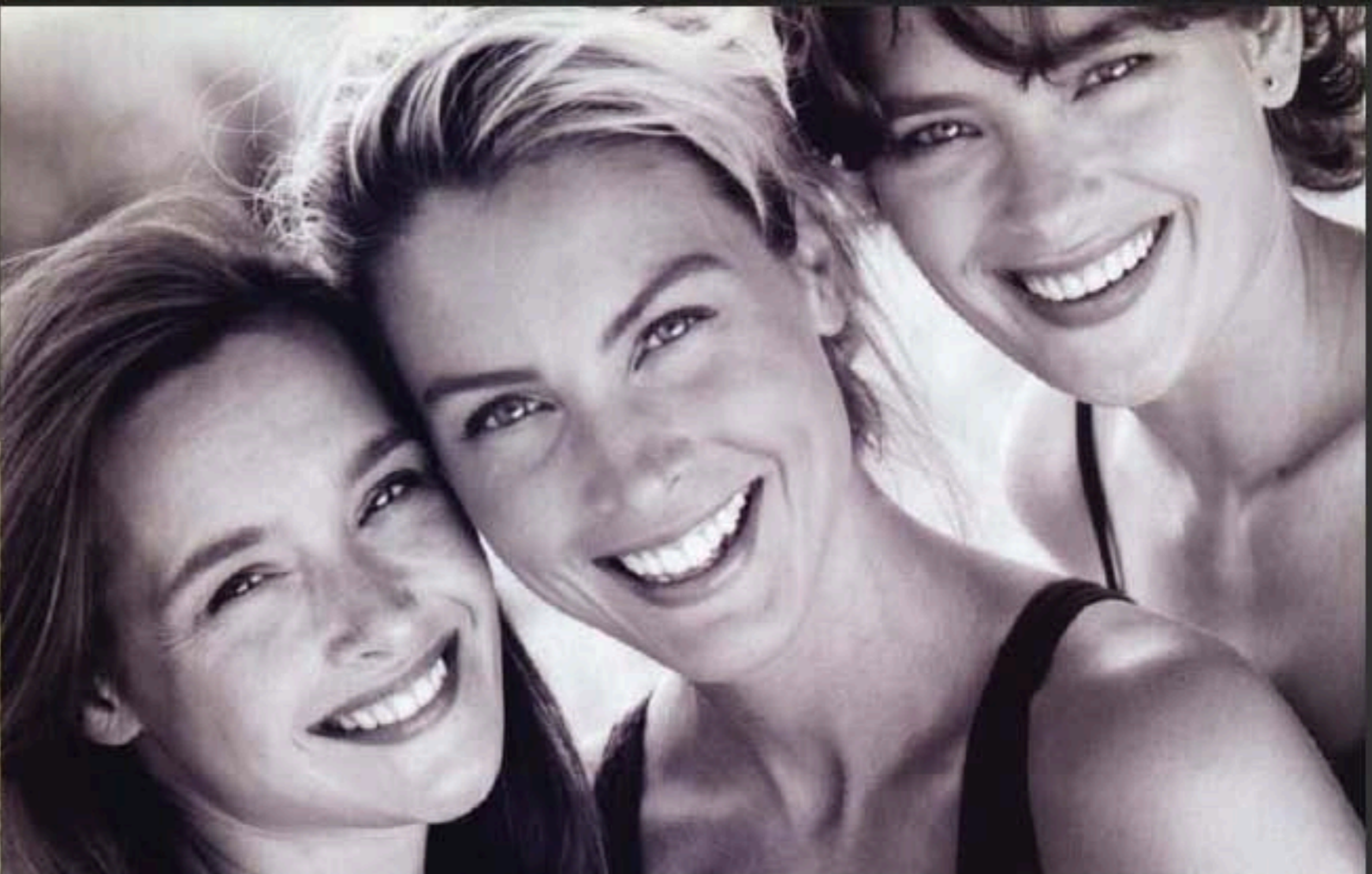


**aveeno lets you take skin care
seriously, and life lightly.**

direction 3:

aveeno is **effective**

Aveeno[®]
active naturals[™]



science + natural sense = beauty

it's like a quiet “a-ha” moment:

proof of what you've long believed, spoken plainly and without ego. directions that you're naturally inclined to follow, but have found a well-used map to; an easy meeting of minds.

it's science meeting the senses, a

chain that joins the harvest—naturally abundant oats, or soy—to proven skin care science: formulas with a life of their own, for the life of your skin.

the aveeno person

- is classic in style
- is smart and self-contained
- is confident—about looks and choices
- knows that brains = beauty
- is a critical thinker: seeks proof, asks questions before making judgments
- is disciplined, in mind and body; will commit to a proven skin care regimen



**aveeno's made a science out of
natural skin care; it makes sense
on skin.**

**[or]
aveeno makes sense
for smart skin.**

the science of nature.

Aveeno[®]
active naturals[™]