

Rexall/Best New Product Awards In-Store Promotion!



Pharma Plus

A pharmacy first.



About the Promotion

- 300 Rexall and PharmaPlus stores in Ontario, Alberta, Manitoba, Saskatchewan and British Columbia
- In-store signage began February 20, 2010
- Flyer promotion began March 6, 2010



Rexall Flyer

Rexall PharmaPlus
A pharmacy first.

FREE \$10 PETRO-CANADA GIFT CARD™ when you spend \$50** or more
2 DAYS ONLY! Saturday, March 6th & Sunday, March 7th

SAVINGS ALL WEEK!
March 6-12

RELIEF Save up to 31%
BUY 1 GET 1 FREE*
WEBBER NATURALS or SWISS NATURALS Vitamins, Minerals, or Herbal Products (Excludes Diet Products)

ASA 81 mg Save \$1.99
BUY 1 GET 1 FREE*
REXALL BRAND ASA Coated Daily Low Dose Tablets 120's

RELIEF Save up to 59%
BUY 1 GET 1 FREE*
REXALL BRAND Facial Tissues 2-Ply or 3-Ply or Soak Up! Paper Towels 2-Roll

SENSODYNE Save \$1.80
349 each
SENSODYNE Toothpaste 75mL or 100mL

2/500
HERBAL ESSENCES or AISSIE Hair Care Selected Types and Sizes

RELIEF Save up to 19%
3/999
COCA-COLA, SPRITE, PEPSI or 7UP 12x355mL, Regular or Diet Assorted Varieties or DASANI or AQUAFINA Water 12x500mL

RELIEF Save up to 29%
188
CHRISTIE Cookies 350g, KOOL-AID Jammers or DEL MONTE Juice 10-Pack Assorted Varieties

RELIEF Save up to 14%
399
CASHMERE Bathroom Tissue Double & Roll

NEW
30% OFF*
L'OREAL Paris Cosmetics Regular price

PRE-ORDER* AND SAVE!
NEW MOON DVD
March 6-12, 2010
ONLY \$1.77
*DVD available Saturday, March 20th, 2010

Nothing but the best at Rexall! Featuring this year's Best New Product Award Winners. Look for this logo in store.

USE YOUR VISA CARD TO WIN \$2010 EVERY MONTH FOR A YEAR.
SEE BACK FOR DETAILS.

Nothing but the best at Rexall!
Featuring this year's Best New Product Award Winners.

Look for this logo in store.

RELIEF Save \$2
7.99
JOHN FRIEDA or AVENEO Hair Care Selected Types and Sizes

2.19
DOVE Bar Soap 2x90g

2.49
REXALL BRAND Pads 14's-24's or Pantliners 36's-48's

2/6.99
ALWAYS, Kotex or STAYFREE Pads, Pantliners, TAMPAX or O.B. Tampons Selected Types and Sizes

8.49
ALWAYS Clean Ultra or Infinity Pads 24's-36's or TAMPAX Pearl Tampons 36's-40's

Save 16.49
FREE
BUY 1 GET 1
ADIDAS Body Wash 400mL

Save 12.85
FREE
BUY 1 GET 1
IRISH SPRING Bar Soap 3x90g

Save 13.99
FREE
BUY 1 GET 1
YARDLEY Soap 2x120g

Save 14.99
FREE
BUY 1 GET 1
HERBACIN Hand Cream 75mL

Save 11.99
FREE
BUY 1 GET 1
REXALL BRAND Glycerin Soap

THE FRESH SCENT OF SAVINGS.

- Started March 6, 2010
- Smaller ads and logo placement beside BNPA health & beauty winners to continue throughout 2010
- Flyer circulation: 3,000,000 weekly



Rexall Standee



- Standee removed from stores March 26, 2010



