

from: glory read
Public Relations Counsel, Inc.
18 East 41st Street
New York, NY 10017
(212) 686-9110

for: Johnson & Johnson Swabs

NEW JOHNSON & JOHNSON SWABS
DECORATOR PACKAGE BEING INTRODUCED

Johnson & Johnson Swabs are now available in a colorful new decorator package.

A special new dual dispenser makes the prettiest and handiest way to keep those indispensable swabs right where you need them.

When the plastic overwrap is removed, the swabs can be dispensed through the top window opening or the end flap may be removed by tearing along the perforation so the inside tray can be pulled out.

They come in three designs, one for the bathroom, one for the bedroom and one for your vanity, and contain 300 swabs. The three designs are Floral, Farm Scene, and Butterfly.

Johnson & Johnson Swabs are the ones with the unbreakable blue plastic stems that are flexible and never break. They have fused non-fraying tips that are extra tightly wound so stray fibers don't get left behind.

Of course, everybody knows that swabs are an indispensable tool for beauty. When it comes to application and removal, swabs perform many beauty tasks.

Cotton swabs are ideal for removing excess mascara that may come off during application, and blending eye shadow evenly over the lid for a softer look. They remove excess powder or

(more)

foundation from the tiny crevices around the nose, mouth and eyes.

Use swabs to apply medication to pimples or blemishes. It's the sanitary way that keeps your hands from touching the infected area.

Every member of the family will find a cotton swab the best way to clean the outside of the ears, remembering of course never to insert it in the ear canal.

You've probably already discovered many other ways to use this hygienic beauty tool, and with the new decorator boxes strategically placed around the house you're bound to find some new uses as well.

* * *

Average retail price: \$1.59