

HOW VITAMINS CAN GIVE YOU A HEALTHIER SHARE OF THE \$11 BILLION WOMAN.

This year, American women will spend about \$11 billion on personal care and beauty products. And because they're more aware than ever of their looks and their bodies, they're more likely to buy products that contain something special. Like vitamins.

Fact is, vitamins A, D, E, and panthenol (pro-vitamin B₅) have already been successfully added to handcreams, suntan lotions, shampoos, conditioners and make-up bases. And of course, they can still be added to thousands of other health and beauty products. Including yours.

So if you'd like to make your business healthier, we'd like to tell you more about vitamins. Just call (201) 235-5712. Or write Chemdex Information Services, Roche Chemical Division, Hoffmann-La Roche Inc., Nutley, NJ 07110.

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