

Attends®

.....PREMIER.....

100%
SATISFACTION
GUARANTEED



**PREMIUM
OVERNIGHT
PROTECTION**

Marketing Support At-A-Glance

In-Store Marketing Support

- **Attends® Premier Advantage Kit**

Full assortment of **shelf content and retail collateral** to help consumers find the right product for their needs. These pieces will also **help your staff make knowledgeable recommendations** for consumers with questions related to their needs.

- **Retail Display Options**

Our Attends® Premier retail displays elevate the Attends® Premier brand from other products on the shelf, helping to draw attention and increase conversion.

- **Free-Standing Large Display:** For select, qualifying customers, our Attends® Premier large retail display offers a **unique way to merchandise the full Attends® Premier assortment**.

- **Small Cardboard Display:** The Attends® Premier small free-standing display offers an alternative display option for those who prefer a smaller display to merchandise the Attends® Premier assortment.

- **Coupons**

Attends® Premier offers **coupons for users to try our products for the first time** through **December 31, 2021** to encourage trial. We'll provide a shelf talker with tear off coupons for your store offering **\$15 OFF per case or \$3.75 OFF per bag**.

- **Free Sampling**

Free samples delivered directly to your customers or end users through our easy-to-use web portal or on Attends.com! Contact your Domtar Personal Care representative to begin set up. Free sample display for your shelf or counter-top is also available free-of-charge to easily showcase that free samples are available in store. The sample display comes pre-stocked with Attends® Premier samples for immediate use in-store.

- **Pay-Per-Click Ads**

For qualified customers, we offer a campaign to **drive traffic to your store**. Qualifying customers receive a **customized Attends® Premier landing page** with guidance on where-to-buy and how to reach your store. Through **geographically focused pay-per-click ads**, we'll push traffic to **your store**.

- **Videos and Educational Support**

If your store has TV or video capabilities, we offer a **variety of videos and educational content** to help consumers understand Attends® Premier products and select the product **most effective for their needs**.



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800.4.Attend (800.428.8363) : www.attends.com

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Domtar
personal care

Attends®

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Marketing Support At-A-Glance

Online Marketing Support

- **Videos, Online Content and Educational Support**

Videos, customer testimonials, lifestyle content, educational blog posts and other content will be available for your website to help **drive traffic to your site**. Attends® Premier content will help consumers **understand** the Attends® Premier product line to select the best product for their needs. It will also provide them **confidence in the product** they are purchasing from you.

- **Attends® Premier Digital Marketing Kit**

Full assortment of tools and resources, including product overviews, videos, tri-folds, and sizing guides to help consumers locate the right products for their needs on your website. The digital material is optimized for the web and can be **customized with your logo or other information** you would like to share.

Additionally, we provide **Attends® Premier web banners** for you to use on your website, ad campaigns, and social media accounts to drive traffic to your site.

- **Salsify**

We provide you a **time-efficient, online solution** to keep you up-to-date on all our products and product information. Via [Salsify's easy-to-use online platform](#), you can search and download all our product images, packaging, product descriptions and information from one central location — **allowing you to quickly and easily pull Attends® Premier content to your website**.


- **Free Sampling**

Free samples delivered **directly** to your customers or end users through our **easy-to-use web portal** or on **Attends.com!** Contact your Domtar Personal Care representative to begin set up.

- **Coupons**

We offer **online coupons** for users to try Attends® Premier products for the first time. Coupons will be available online for download, with redemption via mail through **December 31, 2021** to encourage trial. The discount offered will be **\$15 OFF per case** or **\$3.75 OFF per bag**.



 1. Complete this original mail-in certificate. 2. Remove the UPC symbol from the original packaging of any Attends® Premier product. 3. Submit the original, store-identified cash register receipt dated between 12/01/19 & 12/31/20. MUST BE RECEIVED BY 01/31/21. 4. Circle the qualifying products and prices on your original cash register receipt. 5. Mail or submit this original mail-in certificate, original UPC and receipt described above to: MAIL TO: Inmar Rebate Center ATTN: DOMH001 PROGRAM: Attends® Premier Rebate 1 PO Box 426008, Del Rio, TX 78842-6008	Name: _____ Address: _____ City, State Zip: _____ Email Address: _____ <input type="checkbox"/> Yes, I would like to receive news and promotion updates on Attends® products. <small>Requests must be received by 01/31/21. One rebate per person, family or address and right is reserved to confirm identity. Requests from groups, clubs or organizations will not be honored or acknowledged. Offer valid if original purchase receipt, original purchase receipt, original package UPC, this original mail-in certificate and complete name, address and zip code are not included. Rebate will not be mailed to PO Box address. Void where prohibited, limited, taxed or restricted by law. Valid in the USA and Canada. Allow 6 weeks for processing. Proof of purchase must be from products you purchased. Offer cannot be combined with any other offer. Fraudulent Submission Could Result in Federal Prosecution under Mail Fraud Statute (18 USC 1342). Use of multiple addresses to obtain additional rebates may constitute fraud and may result in prosecution. Reproduction, Purchase, Sale or Trade of Rebate Forms, Receipts of Purchase and Cash Register Receipts are Prohibited. Rebates expressly prohibited by law. Domtar Healthcare reserves the right to modify this offer at any time without notice. Rebates are not cashed within 90 days. For rebate inquiries, call 1-877-327-4755 or visit www.attends.com. \$15.00 rebate per case OR \$3.75 rebate per bag Mail-In Rebate Exp. 12/31/20 LIMIT ONE REBATE PER PERSON, FAMILY OR ADDRESS. Rebate in US Dollars.</small>
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Have questions about Attends® Premier products and/or Attends® Premier Marketing Support? Contact your Domtar Personal Care Representative or call **Customer Care at 1.800.4.Attend (1.800.428.8363)**.

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