

# PRESS RELEASE

## ZOTOS INTERNATIONAL'S *BAIN DE TERRE* HAIRSPRAYS DEBUT IN CCL CONTAINERS

2002 – With its tall, slender packaging and pale Caribbean hues, Zotos International, Inc.'s revamped *Bain de Terre* line of aerosol hairsprays is right at home on an exclusive spa shelf.

That was precisely the idea when Zotos chose CCL Container's 53mm x 249mm Trimline aluminum container for its new look. The Trimline's refined shape and soft, natural colors lend the products a spa-like elegance that's successfully appealing to *Bain de Terre*'s mature, upscale clientele.

Available nationwide in professional salons, salon chains and beauty supply outlets, both products, Infinite Hold™ Flax Seed Finishing Spray and Stay 'n' Shape™ Lemongrass Shaping Spray, are botanically-based formulas that replenish and revitalize hair. The finishing sprays belong to a product line that includes shampoos, conditioners and styling products, all marketed as "spa therapy for your hair."

"Our previous packaging was outdated. For the brand re-stage, we wanted to do a complete about face and achieve a spa look and feel. We designed a completely new logo, and opted for tall, slim packaging complemented by upscale, botanical colors," comments Stacy Keating, group marketing manager.

Zotos' purchasing agent, Gary Fitch, explains the choice of CCL's aluminum containers. Says Fitch, "The look of aluminum is more elegant and subtle. And, because it's formed from a single piece of solid metal, there are no seams—unlike other metal containers. This gives the product a more refined look and helps distinguish our line in today's noisy and competitive marketplace."

"CCL is always inventing unique and attractive containers that can be produced economically," comments Ed Martin, vice president of sales and marketing, "and the Trimline is a good example of that. It's a graceful design that complements the *Bain de Terre* line and, at the same time, is a great value in terms of packaging costs."

The restage launched in early May and preliminary results are extremely positive. "We've had great response," says Keating, "and that's about as good a therapy as any spa could offer."

Zotos International is a professional beauty industry leader that manufactures and markets a full range of hair care, texture service and hair color options for today's salons and salon professionals. Zotos is wholly owned by Shiseido International Corporation, a subsidiary of Shiseido Co., Ltd. of Tokyo, Japan, an international manufacturer of fine fragrances, skin care products and cosmetics.

CCL Container Aerosol Division is North America's leading manufacturer of recyclable aluminum aerosol cans and bottles and is a major supplier of barrier systems. The company offers both the Piston Barrier system and ABS "bag-in-can" technology. The company's manufacturing facilities are located in Hermitage, PA, Penetang, ONT and Mexico City, Mexico. All facilities are ISO 9002 Registered.

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