

PRODUCT PRESENTATION TYPES

- **Single product** exists in a single presentation form.



- **A range of variants similar in composition for the same use but differs in colours, flavours etc**

refers to a range of cosmetic products which are similar in composition and produced by the same manufacturer, and are intended for the same use but are available in different shades or flavours.

Examples: lipsticks, eye shadows or nail polish but not composite packs of different types



- **Palette(s) in a range of one product type**

refers to a range of colours as defined above, which may be presented in a series of palettes.

A single palette



PRODUCT PRESENTATION TYPES

Range of palettes



- **Combination products in a single kit**
refers to similar and/or different product types packed and sold in a single kit. They cannot be sold separately (e.g. a make-up kit of eye and lip colours; a set of skin-care products sold in a single kit).

