



McCaughey Consumer Products



# Media Report

## P.R. Clippings 2016

Clip Publish/ Air Date	Outlet/ Station Name	Media Type	Reach	Article / Link	Positive	Balanced	Negative	Bonus / Demerit Point	Company / Brand Mention	Photo / Image / Logo	Colour	Competitive / Peer Inclusion	Notes
April 27/28		Magazine E-edition	264,000 - 422,000	<a href="https://nowtoronto.com/movies/contests-now-free-flick-mondays-almost-famous/#/">https://nowtoronto.com/movies/contests-now-free-flick-mondays-almost-famous/#/</a>	✓				✓	✓	✓		Wet N Wild Finesse

**NOW ROYAL**  
Free Flick MONDAYS  
608 College St. 416-466-4400 theroyal.to  
FREE FLICKS 1 YEAR ANNIVERSARY SCREENING - 100% FREE

PRESENTED BY  
**Stiegl** **PIXIE**

SPECIAL GUESTS  
wet n wild Stay Wild **FINESSE** insideout  
TORONTO LOST FILM FESTIVAL

MAY 9, 7:30PM. DOORS 6:30PM  
FIRST 100 GUESTS RECEIVE FREE POPCORN

**ALMOST FAMOUS**  
#NOWFFM



Clip Publish/ Air Date	Outlet/ Station Name	Media Type	Reach	Article / Link	Tone			Quality Ratings					Notes	
					Positive	Balanced	Negative	Bonus / Demerit Point	Company / Brand Mention	Photo / Image / Logo	Colour	Competitive / Peer Inclusion		
5-Apr-16		Website	151,000	<a href="http://www.besthealthmag.ca/best-you/oral-health/fresh-breath-tips-10-ways-to-get-a-clean-and-healthy-mouth/">http://www.besthealthmag.ca/best-you/oral-health/fresh-breath-tips-10-ways-to-get-a-clean-and-healthy-mouth/</a>	✓				✓	✓	✓	✓	✓	Extreme Cold Sore Relief

# pdc brands

beauty & wellness

Clip Publish/ Air Date	Outlet/ Station Name	Media Type	Reach	Article / Link	Positive	Balanced	Negative	Bonus / Demerit Point	Company / Brand Mention	Photo / Image / Logo	Colour	Competitive / Peer Inclusion	Notes
15-Apr-16	HUFFPOST STYLE CANADA	Website	2,890,000	<a href="http://www.huffpost.ca/2016/04/15/90s-beauty-products_n_9704278.html">http://www.huffpost.ca/2016/04/15/90s-beauty-products_n_9704278.html</a>	✓				✓	✓	✓	✓	90s Beauty Products: An Ode To The Classics We Love And Miss  Hawaiian Ginger Body Spray
20-Apr-16	MONTREAL in style	Website	15,000	<a href="http://www.montrealstyle.com/2016/04/de-lavocat-pour-ta-peau.html">http://www.montrealstyle.com/2016/04/de-lavocat-pour-ta-peau.html</a>	✓				✓	✓	✓	✓	De L'avocat pour ta peau  Dr. Teal's Bath Oil Dr. Teal's Foam Bath
28-Apr-16	CTV NEWS OTTAWA	Website TV Program	235,000 225,000	<a href="http://ottawa.ctvnews.ca">ottawa.ctvnews.ca</a>  <a href="#">CTV Morning Live (CTV Two)(CJOH)</a>	✓				✓	✓	✓		The Best Gifts for Mom:  Bodycology
28-Apr-16	THE CANADIAN GIFT GUIDE	Blog	29,000	<a href="https://canadiangiftguide.com/2016/04/28/the-mother-lode/">https://canadiangiftguide.com/2016/04/28/the-mother-lode/</a>	✓				✓	✓	✓	✓	The Mother Lode:  Bodycology - Petal Away
28-Apr-16	29 SECRETS	Website	166,000	<a href="http://29secrets.com/beauty/6-beauty-products-to-treat-yourself-this-weekend/5/">http://29secrets.com/beauty/6-beauty-products-to-treat-yourself-this-weekend/5/</a>	✓				✓	✓	✓	✓	6 Beauty Products to "Treat Yourself" with this Weekend  Dr. Teal's Mineral Soak





**HUFFPOST STYLE**  
CANADA

Home | Style | Beauty | Health | Wellness | Food | Travel | Entertainment | Arts & Culture | Business

90s Beauty Products: An Ode To The Classics We Love And Miss

By **Laurie Odey**  
Products | Love

**3. Olay Hawaiian Ginger Body Spray**




There was no better time in North America that wasn't defined by the scent of Olay Hawaiian Ginger Body Spray than 1990s, with the only exception being the better times that smelled like Olay Fresh Skin lotion. Nothing hit me like Olay's fragrance. I remember myself a beauty enthusiast - despite (I might) being born to smell the smell of my grandma's bag.

With that in mind, let me perfectly clear: the only thing worse than too much Olay in the smell of too much Olay mixed with grandma's. Especially since after spraying my shoes, I could fit them tightly in a plastic bag. Which meant that every time I went there, they were not, smelled like Fresh or Hawaiian Ginger, and whatever else you're currently laughing.

**THE CANADIAN Gift GUIDE**

**THE NUTHER LOSE**



Bodycology's Nuthier Lose is a natural, non-toxic, and safe product that helps you lose weight and improve your skin. It's a natural, non-toxic, and safe product that helps you lose weight and improve your skin. It's a natural, non-toxic, and safe product that helps you lose weight and improve your skin.

**6 Beauty Products to "Treat Yourself" with this Weekend**

Your partner is growing distant. Work has been especially crappy this week. You've been in a slump lately. Whatever your issue, that guilty mood is common around this time of year when the weather is doing that back and forth in-between thing and the rainy weather just makes you want to go back to your comfy blanket and hot beer you have in your bed so much. The nice weather is frequent, so a little more self-care, but still we go full-on Summer. There's still time to pamper yourself while getting your skin ready for the season of sunshine and patio - and we've got the products to help. Today, the regular price of some are included.

**Dr Teal's**

Dr Teal's is no longer cold or though definitely not as warm as we Canadians like to believe it is, either. But the things like your mind and body together that an open will need - especially if you're been stepping up your fitness routine lately. Dr Teal's Super Moisturizer Avocado Oil Mineral Lotion (25) available at mass drugstores nationwide helps to detox your body and relax some muscles, all while replenishing hydration to dry skin.

**NEWS OTTAWA**

**THE BEST GIFTS FOR MOM**



**DE L'AVOCAT POUR TA PEAU**








L'été, ce n'est pas seulement les rayons du soleil. Avec tout l'exposition qu'on connaît pour se faire depuis quelques temps, il y a un détail pas plus important pour qu'il se présente dans nos produits de beauté: l'eau chaude. Voilà, voilà (le Canada).

Kid's a laud et moi-même une délice. J'ai été de ce côté-ci de la frontière, dans les profils (jusqu'à aujourd'hui) de mon monde. Les effets de cette eau chaude sur la peau sont énormes, mais aussi dangereux. La découverte de cette délice s'appelle le Dr Teal's Super Moisturizer Avocado Oil Mineral Lotion. Quand à la lotion, elle est dans un petit pot, elle hydrate profondément la peau, et elle est si douce et si agréable, qu'il ne faut pas hésiter à l'appliquer. L'eau, c'est la clé.

Donc, si tu veux être belle et fraîche, l'été n'est pas seulement un temps pour se faire un bon bain chaud, mais le moment de la situation depuis que j'ai commencé à me faire un bain. Mon bain est riche en vitamine E, et il est riche en vitamine E. C'est comme se sentir au paradis, mais, c'est un peu comme se faire un bain. Tu n'as pas besoin de plus de produits, mais, c'est un peu comme se faire un bain. Tu n'as pas besoin de plus de produits, mais, c'est un peu comme se faire un bain.

Avec tout les beaux produits de beauté à l'été (7)

PHYSICIANS FORMULA









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April	totalbeauty.com	Website		<a href="http://awards.totalbeauty.com/awards2016/">http://awards.totalbeauty.com/awards2016/</a>									Murumuru Butter Bronzer won the Total Beauty Award for Editor's Pick: Bronzer!  Mineral Wear Loose Powder was a reader's choice honorable mention for the Total Beauty Award Reader's Choice: Powder! 
April Issue	 allure	Magazine	1,139,932	Game Changers Primed for Greatness Paradise Found									MW ABC Cushion Foundation AW 2in1 Oil & Coconut Water Primer SS Extreme Shimmer Shadow/Liner 
April Issue	 seventeen	Magazine	2,021,792	Cheap Thrills									AW Argan Oil Kohl Kajal Eyeliner 
April Issue	 style	Magazine	20,000	Natural Beauty									Argan Wear Ultra-Nourishing Argan Oil Blush 
4-Apr-16	 OK!	Magazine	508,401	2016 Spring Beauty Awards									AW Argan Oil BB Concealer SPF30 



PHYSICIANS  
FORMULA



PHYSICIANS FORMULA

Clip Publish/ Air Date	Outlet / Station Name	Media Type	Reach	Article / Link	Positive	Balanced	Negative	Bonus / Demerit Point	Company / Brand Mention	Photo / Image / Logo	Colour	Competitive / Peer Inclusion	Notes
14-Apr-16		Website	UVP: 7,132,780	<a href="http://hollywoodlife.com/2016/04/14/shay-mitchell-mothers-day-beauty-makeup-bronzer-how-to/">http://hollywoodlife.com/2016/04/14/shay-mitchell-mothers-day-beauty-makeup-bronzer-how-to/</a>									Bronze Booster Glow-Boosting Bronzer and Super BB #InstaReady Contour Trio BB Stick 
18-Apr-16		Magazine	381,989	Good-For-You Beauty									Organic wear Work It! Full! Flared! Fit! 
21-Apr-16		Website	225,000	<a href="http://imabeautygeek.com/2016/04/21/makeup-for-seasonal-allergies-professional-artist-tips/">http://imabeautygeek.com/2016/04/21/makeup-for-seasonal-allergies-professional-artist-tips/</a>	✓				✓	✓	✓	✓	Argan Wear Powder 
22-Apr-16		Flare (edition)		<a href="http://www.flare.com/beauty/earth-day-natural-beauty-products/image/6/">http://www.flare.com/beauty/earth-day-natural-beauty-products/image/6/</a>									Organic Wear Work It Tinted Moisturizer 



# PHYSICIANS FORMULA

**FLARE**

FASHION BEAUTY ENTERTAINMENT VIDEO WEDDINGS

Celebrate Earth Day With 20 Luxe Eco-Friendly Beauty Finds

Search for your favorite brands all the while this Earth Day. Reduce your carbon footprint with the latest innovations in natural beauty, made with sustainable, green ingredients.

Apr 22, 2014 | [Beauty](#) | [16](#) | [20](#)



**Physicians Formula**  
Eco-Friendly Makeup SPF 15 Sunscreen Lipgloss 15.5 fl. oz.

It's so vibrant & fun, it'll give you the bright, sunny glow of a summer day. It's also so eco-friendly, it's made with sustainable, green ingredients.



**GOOD-FOR-YOU BEAUTY!**

Why are products packed with harsh chemicals when healthy, natural, Earth-friendly alternatives are an option?

A healthy-looking glow of skin, radiant and glowing, is the ultimate goal for a healthy complexion.

**REACTIVE**  
A healthy-looking glow of skin, radiant and glowing, is the ultimate goal for a healthy complexion.

**DUMPED On Her 2nd Anniversary**

**Hollywood Life** *Life in the Spotlight*

Beauty News | Hot List | Prices | Reviews | Shopping | Photos | Celebrity | Beauty | Entertainment

**Shay Mitchell Wore An \$8.99 Bronzer On The Red Carpet — Get Her Exact Glow**

By [The Editors](#) | [April 15, 2014](#) | [11](#) | [1](#) | [1](#) | [1](#) | [1](#)

BEAUTY GET THE LOOK! shop

Click To Shop



Start practicing now, Shay Mitchell just wore our favorite summer beauty look. Wearing her hair in a messy, textured braid, the actress completed her look with a golden glow. Click ahead to shop her drugstore bronzer!

**beautygeeks**

MAKEUP SKIN NAILS LIPS HAIR FRAGRANCE CELEBRITY LIFESTYLE NEWS









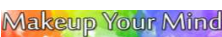





REACTIVE MAKEUP COLLECTION

HOW TO FACE OFF AGAINST SEASONAL ALLERGIES

A pro makeup artist's tips for dealing with those itchy, watery eyes and that puffy, red complexion, plus my own favorite tips of winning.

DATE: APR 21, 2014



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April Issue		Magazine	6,576,670	Swipe The Right Color									MegaLast Lip Color 
1-Apr-16 20-Apr-16		Magazine E-edition	864000 346,000	Club Kid	✓				✓	✓	✓	✓	Proline Graphic Marker 
4-Apr-16		Blog	2,000	<a href="https://beautyandtheblog.ca/2016/04/04/budget-beauty-5-minute-face/">https://beautyandtheblog.ca/2016/04/04/budget-beauty-5-minute-face/</a>	✓				✓	✓	✓	✓	Mega Liner Liquid Eyeliner 
11-Apr-16		Blog	1,000	<a href="http://gemstone-beauty.blogspot.ca/2016/04/mani-monday-where-is-spring.html">http://gemstone-beauty.blogspot.ca/2016/04/mani-monday-where-is-spring.html</a>	✓				✓	✓	✓	✓	1 Step WonderGel 
12-Apr-16		Tutorial	581	<a href="http://www.makeup-your-mind.net/2016/04/video-faced-sweet-peach-makeup-tutorial/">http://www.makeup-your-mind.net/2016/04/video-faced-sweet-peach-makeup-tutorial/</a>	✓				✓	✓	✓	✓	Pro Line Felt Tip Eyeliner - Black 
12-Apr-16		Blog	40,474	<a href="http://www.everythingmom.com/style/style-wet-n-wild-makeup-brushes">http://www.everythingmom.com/style/style-wet-n-wild-makeup-brushes</a>	✓				✓	✓	✓		Brushes 
12-Apr-16		Blog	5,000	<a href="http://www.fashionableheart.com/2016/04/wetnwildsugarplumfair.html">http://www.fashionableheart.com/2016/04/wetnwildsugarplumfair.html</a>	✓				✓	✓	✓		Sugar Plum Fairy Megalast Lipstick 

# wet n wild<sup>®</sup>

ALL ACCESS BEAUTY los angeles

**34 Sunscreen your essential**  
 Sunscreen is your best friend for protecting your skin from the sun's harmful rays. "There's a lot of talk about SPF, but not everyone knows how to choose the right one," says Paula Lee, MD, of the Los Angeles University Center for Skin Care. It's all about the ingredients and how they work on your skin. Here's how to choose the right one for you. [Learn More](#)

**37 What's in a bottle**  
 We asked the top beauty bloggers what they love. And the answer is... "I'm a fan of 'clean' beauty," says Paula Lee, MD. "I like products that are free of parabens, sulfates, and other harsh chemicals. I also love products that are cruelty-free and have natural ingredients." [Learn More](#)

**Brighten Up Your Smile**  
 Want your teeth to shine and white with natural ways to follow this? [Learn More](#)

**SWIPE THE RIGHT COLOR**  
 If you're looking for a new lipstick, you'll want to try a shade that's a little darker than your current one. "I like to try a shade that's a little darker than my current one," says Paula Lee, MD. "It's a good way to see if you can pull off a darker shade." [Learn More](#)

**FLARE** 20

Club Kit  
 Publish Date: April 1, 2016  
 Media Outlet: Flare  
 Location: National  
 Promotion: CMI  
 Type: Magazine  
 Reach: 884,000

## BEAUTY & THE BLOG

Get lost in the beauty aisle

HOME ABOUT TAGS ARCHIVE SERVICES ABOUT/CONTACT

Budget Beauty 5-Minute Face

I think the only time I felt excited about going to the store and there was something I really had a hunch on the budget with the idea of picking up a few products that would make a real look without going to the entire \$5 budget. I didn't come out with the most groundbreaking products ever, but I did manage to give myself just the best possible budget look in 5 minutes. [Learn More](#)

## Makeup Your Mind

### VIDEO: Too Faced Sweet Peach Makeup Tutorial

© April 12, 2016 • Makeup, Tutorial, YouTube • Too Faced

**EVERYTHING MOM** Walmart SUMMER 2016

HOME + FOOD LIFE + LOVE TRAVEL + READ PARENT + PLAY

MY STYLE. WET N WILD MAKEUP BRUSHES

My Style Wet n Wild Brushes

LIVE

## fashionable HEART

TUESDAY, APRIL 12, 2016

Wet n Wild Sugar Plum Fairy MegaLast Lipstick

I don't think I have ever used a MegaLast lipstick before. I have other products from the brand, but I haven't used MegaLast in the past few years. I can't say why, because I usually like what I buy from there. I always get feelings of nostalgia whenever I see up a MegaLast product. They were the "it" brand while I was growing up and the reason I always thought most who got to see what when we were getting ready.

Get the product from here and I can help you to choose something and the benefits of it. Here's the Wet n Wild MegaLast Lipstick from the brand.



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					Positive	Balanced	Negative	Bonus / Demerit Point	Company / Brand Mention	Photo / Image / Logo	Colour	Competitive / Peer Inclusion	
17-Apr-16	LIVING THE GREY	Tutorial	2,500	<a href="https://www.youtube.com/watch?v=IV-U3yTLsKs">https://www.youtube.com/watch?v=IV-U3yTLsKs</a>	✓				✓	✓	✓	✓	  <p>Fluff / Fan Brush Cloricon Blush - Rose Champagne</p>
20-Apr-16	 Canadian Fashionista A FASHION, BEAUTY AND LIFESTYLE BLOG	Website	8,000	<a href="http://www.canadianfashionista.net/new-for-wet-n-wild-2016/">http://www.canadianfashionista.net/new-for-wet-n-wild-2016/</a>	✓				✓	✓	✓		 <p>New for Wet N Wild 2016</p>
20-Apr-16	FUN SIZE BEAUTY	Blog	2,000	<a href="http://funsizedbeauty.blogspot.ca/2016/04/three-things-wet-n-wild-to-reflect.html">http://funsizedbeauty.blogspot.ca/2016/04/three-things-wet-n-wild-to-reflect.html</a>	✓				✓	✓	✓		<p>Reflect Shimmer Palette - I'll Have a Cosmo Colour Icon Blush - Plastic Fantastic Pink Mattifying Powder - Take On the Day</p> 
20-Apr-16	gemstone beauty	Blog	1,000	<a href="http://gemstonebeauty.blogspot.ca/2016/04/wet-n-wild-studio-eyeshadow-palette.html">http://gemstonebeauty.blogspot.ca/2016/04/wet-n-wild-studio-eyeshadow-palette.html</a>	✓				✓	✓	✓		<p>Studio Eyeshadow Palette Coming - Latte</p> 
21-Apr-16	beautygeeks	Website	225,000	<a href="http://imabeautygeek.com/2016/04/21/makeup-for-seasonal-allergies-professional-artist-tips/">http://imabeautygeek.com/2016/04/21/makeup-for-seasonal-allergies-professional-artist-tips/</a>	✓				✓	✓	✓	✓	<p>Color Correcting Palette</p> 
27-Apr-16	gemstone beauty	Blog	1,000	<a href="http://gemstonebeauty.blogspot.ca/2016/04/wet-n-wild-studio-eyeshadow-palette_27.html">http://gemstonebeauty.blogspot.ca/2016/04/wet-n-wild-studio-eyeshadow-palette_27.html</a>	✓				✓	✓	✓		<p>Studio Eyeshadow Palette - QuartzCenter</p> 

# wet n wild

ALL ACCESS BEAUTY los angeles

HOME BEAUTY STYLE LIFE

## New for Wet N Wild 2016

Wet N Wild is one of those affordable brands that always seems to be up on the latest trends and technology. I'm not going to lie, I often get sucked into fancy packaging, smart marketing and hyped about products, but I always come back to brands I trust and love. Wet N Wild being one of them. After playing around with some of their latest launches, I can't help but ask myself, why I spend upwards of \$70 for a palette, when I can get one for much less. This year, Wet N Wild introduces a ton of new products, featuring the hottest innovations that are sure to keep you looking beautiful, but at a price we can all afford. I've already featured their new 1-Step Wonder Gel Polish and new Cloudy-Free Vegas Makeup Brushes on this fashion blog, but keep reading for some outstanding makeup finds.

## HOW TO FACE OFF AGAINST SEASONAL ALLERGIES

A green concealer will help you de-puff those itchy, watery eyes and that puffy red complexion, plus my own favourite tips of seasonal relief.

W, A red nose tends to be another major visible sign of seasonal-allergy suffering. Always dab your nose with a bit of concealer after blowing, to minimize the skin stress. "A green concealer dabbed very lightly on the redness, and followed by concealer and powder on top, will help even out the tone," says Lori-Ann. (You'll have to re-do after each tissue session, unfortunately.) A little green concealer blended strategically before foundation can also help tone down patches of red in your complexion. Lori-Ann suggests the **753 Color Corrector Concealer Palette** as a great budget buy, and the **Make Up For Ever Color Corrector Palette #1** as a great pro option. We love the convenience of the brush-on **130 Concealer Concealer** as well, and that the **Wet N Wild Conceal Conceal** features a highlight shade and yellow for dark brown circles, an eye green for red nose. **Oh Canada, find 2015 at wetnwild.com and Wet N Wild at Wal-Mart, Loblaws and Costco.**

LIVING THE GREY

GRWM, NEW IN BEAUTY & FIRST IMPRESSIONS | Jubie

WET N WILD COLORICON BLUSH IN ROSÉ CHAMPAGNE

# gemstone beauty

Best Makeup Moments in 2016

Wet N Wild Color Corrector Concealer Palette (753) - Amazon

Wet N Wild Color Corrector Concealer Palette (753) - Amazon

# FUN SIZE BEAUTY

Wet N Wild To Reflect Shimmer Palette in I'll Have a Cosmo, Color Icon Blush in Fantastic Plastic Pink, Take On the Day Mattifying Powder



# BONNE BELL

Clip Publish/ Air Date	Outlet/ Station Name	Media Type	Reach	Article / Link	Tone			Quality Ratings					Notes	
					Positive	Balanced	Negative	Bonus / Demerit Point	Company / Brand Mention	Photo / Image / Logo	Colour	Competitive / Peer Inclusion		
April				<b>New signups in the month of April get a FREE GIFT!</b>										
		Digital		<ul style="list-style-type: none"> <li>✓ Banner Ads</li> <li>✓ Facebook and IG ads</li> <li>✓ Email Blast</li> <li>✓ Website takeover</li> <li>✓ Coupons.com</li> </ul>										
		Print												
		Free Coverage		<a href="http://goodydaysacramento.cbslocal.com/video/3384595-run-dont-walk-deal-of-the-day/">http://goodydaysacramento.cbslocal.com/video/3384595-run-dont-walk-deal-of-the-day/</a>										
15-Apr-16		Magazine	7,113,920	<b><u>OTHER PRESS</u></b>									ROB KARDASHIAN WOULD LIKE YOU TO KNOW ABOUT THIS OTHER LIP KIT Some fans are saying this is a shady (!) move on both Rob's and Chyna's parts, but if you're Kylie Jenner, there's not much to complain about since everything from her line is absolutely sold out right now. Also, if anyone must know, this drama is way beyond me because the only lip products I need these days are Watermelon Lip Smacker and Nivea Kiss of Smoothness lip balm. My lips got really dry this winter and it's time to treat them with kindness	
29-Apr-16		Magazine	7,113,920										YOU'VE NEVER TRIED A LIP PRODUCT LIKE THIS BEFORE "The Clarins Light Lip Comfort Oil in 'Raspberry' literally felt like butter on my lips. The berry tint was just enough pigment, and the application was smooth and comforting. The smell was so nostalgic, in a good way - it gave me '90's Lip Smacker vibes!"	
29-Apr-16		Magazine	130,000											



# Smoochie club

New signups in the month of April get a **FREE GIFT!**

(3 Lip Smackers plus logo lanyard)



## PRINT



### 4/15 Life & Style

- 4.6 million audience base

### 4/22 In Touch

- 6.4 million audience base

## OTHER PRESS

Coupons.com

Coupons.com  
April 20, 2010  
Impressions: 7,113,920  
Ad View: 547,865.24

### You've Never Tried a Lip Product Like This Before

"The Lip Smacker Lip Smacker Kit is a beautiful, portable, and easy-to-use lip product. The best part is that it's so easy to use, and it's so easy to use, and it's so easy to use..."

Coupons.com

Coupons.com  
April 15, 2010  
Impressions: 7,113,920  
Ad View: 530,456.52

### Rob Kordashian Would Like You to Know About This Other Lip Kit

Rob Kordashian would like you to know about this other lip kit. It's a beautiful, portable, and easy-to-use lip product. The best part is that it's so easy to use, and it's so easy to use, and it's so easy to use..."



## DIGITAL

- ✓ Banner Ads
- ✓ Facebook and IG ads
- ✓ Email Blast
- ✓ Website takeover
- ✓ Coupons.com



## FREE COVERAGE



Rank	Website	Impressions	% of Total	Ad Views
		78,152	78.20%	56,520
1	honda.com	4,370	5.59%	3,825
2	hondacars.com	3,940	5.04%	3,180
3	hondacars.com	3,780	4.84%	3,180
4	hondacars.com	4,300	5.50%	3,430
5	hondacars.com	3,780	4.84%	3,180
6	hondacars.com	3,940	5.04%	3,180
7	hondacars.com	3,780	4.84%	3,180
8	hondacars.com	3,940	5.04%	3,180
9	hondacars.com	3,780	4.84%	3,180
10	hondacars.com	3,940	5.04%	3,180

<http://gooddaysacramento.cbslocal.com/video/3384595-run-dont-walk-deal-of-the-day>