



McCaughey Consumer Products



# AUGUST

## Media Report P.R. Clippings 2016



Clip Publish/ Air Date	Outlet/ Station Name	Media Type	Reach	Article / Link	Tone			Quality Ratings					Notes	
					Positive	Balanced	Negative	Bonus / Dement Point	Company / Brand Mention	Photo / Image / Logo	Colour	Competitive / Peer Inclusion		
16-Aug-16		Blog	32,600	<a href="http://feistyfrugalandfabulous.com/?s=Why+Scrub+Daddy+Makes+Me+Smile">http://feistyfrugalandfabulous.com/?s=Why+Scrub+Daddy+Makes+Me+Smile</a>	✓				✓	✓	✓	✓	3pk Colours	
25-Aug-16		Website	265,000	<a href="http://www.yummyummyclub.ca/home/inside-your-home/20160825/love-it-want-it-got-it">http://www.yummyummyclub.ca/home/inside-your-home/20160825/love-it-want-it-got-it</a>	✓				✓	✓	✓	✓	Original	

**Why Scrub Daddy Makes Me Smile**

There's 1 reason why I'm loving Scrub Daddy (and you, it makes me smile):

- When it's a hot and you need the best sticky scrubbing like on a pair of running shoes or a grill or the garage floor when it's rainy or even hot, it becomes a plastic wonder that can be used on a multitude of places on the house and yard.
- Use these little giggled sponges? They're perfect for getting into tiny spots like the crevices on the microwave or around the sink taps.
- Do your dishes it may be made one step and also know when handwashing dishes, add a regular sponge. This is one and worth of the happy face you give you additional giggle if you're using it and not it's necessary (really a word.)
- It doesn't stain. I agree sponges with scrub and scrub (dishes doesn't) it can be colored. They have been left inside and to hold when for up to 3 months, so naturally, I've only had one a few weeks against the clean, but so far, so good.
- It's really true, you can substitute with it. Again, this is where those extra colored sponges come into play here if you're going to use it on your face or hands too (but to be honest, so I tested it).

There are a lot of great uses for Scrub Daddy, and Personal Care. Let me show you (I looked). People have used it for everything from cleaning the inside of Kung fu dog toys to scrubbing ladders to cleaning those little cracks inside a wall. So, I'm just getting started!

I admit it, Scrub Daddy is more than a sponge and has more uses than this. So next time I'm walking through that thick & heavy, I'll likely be looking for other Scrub Daddy products to add to my household (I just discovered they have a Scrub Daddy for your car/motorcycle).

Look for more information on Scrub Daddy here, and look for it on other sites as well including Home (Pinterest, Home Depot, Amazon and Walmart).

**Own Bad Hair Days Like a Nubian Queen, and Keep the Kitchen Super Clean**

LOVE IT, WANT IT, GOT IT!



**Low!**

**LOVE IT:**  
an objective review of something we love

**SCRUB DADDY® ORIGINAL SPONGE**

There is a new race in the life and the name is Scrub Daddy. I was initially attracted to his smile and bright colors but soon learned he was a huge help with the pots and pans. Scrub Daddy takes on all of my least washable with gentle strength and isn't afraid to get dirty. All he asks to return is for a ride in the dishwasher which returns him every time.

Color: Green, relationship status: It's complicated. for the other sponges in my life

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August		Blog	10,000	<a href="http://www.beautycazed.ca/2016/07/dry-shampoos-that-wont-break-bank-from.html">http://www.beautycazed.ca/2016/07/dry-shampoos-that-wont-break-bank-from.html</a>	✓				✓	✓	✓	✓	<p>Dry shampoos that won't break the bank from Finesse, Batiste and Herbal Essences!</p>  <p>Finesse Karatée Protein Dry Shampoo - 150g - \$2.99 - with a unique exclusive formula that revitalizes hair and softens hair and a unique blend of natural keratin, argan oil and vitamin B5 provides a lasting touch of healthy hair that provides added moisture, strengthening the hair and helping to prevent split ends.</p>



















Beauty Grazed

Dry shampoos that won't break the bank from Finesse, Batiste and Herbal Essences!

Finesse Karatée Protein Dry Shampoo - 150g - \$2.99 - with a unique exclusive formula that revitalizes hair and softens hair and a unique blend of natural keratin, argan oil and vitamin B5 provides a lasting touch of healthy hair that provides added moisture, strengthening the hair and helping to prevent split ends.

# PHYSICIANS FORMULA

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August		Magazine	1,988,525	"BEST PRIMER" Road Test: Face Mists										Argan Wear 2-in-1 Argan Oil & Coconut Water Primer 
August		Magazine	7,624,910	Photo Finish										Super CC Color-Correction + Care All-Over Blur Primer Stick SPF30 
August		Magazine	882,678	Take Cover										Argan Wear Argan Oil BB Concealer SPF30 
August		Magazine	3,003,601	6 Makeup Mistakes, Solved										Butter Bronzer 
August		Magazine	512,703	Playa Princess										Butter Bronzer Murumuru Butter Bronzer 
1-Aug-16		Magazine	751,609	Cult Classics										Eye Booster Instant Lash Extension Kit 
15-Aug-16		Magazine	751,609	The Full Brazilian										Butter Bronzer 
23-Aug-16		Blog		<a href="http://www.beautyrazed.ca/2016/08/physicians-formula-mineral-wear-talc.html">http://www.beautyrazed.ca/2016/08/physicians-formula-mineral-wear-talc.html</a>										MW ABC Cushion Foundation 

# PHYSICIANS FORMULA

**FACIAL MISTS**  
Hydrate, tone, prime, and soothe your skin without ever touching your face. These sprays (out of 18 tested) deliver beneficial ingredients and refresh your senses.

1. **HYDRATING MIST** (100% natural ingredients) hydrates and soothes skin. 2. **PRIME MIST** (100% natural ingredients) hydrates and soothes skin. 3. **TONIC MIST** (100% natural ingredients) hydrates and soothes skin. 4. **SOOTHING MIST** (100% natural ingredients) hydrates and soothes skin. 5. **REFRESHING MIST** (100% natural ingredients) hydrates and soothes skin. 6. **ESSENCE MIST** (100% natural ingredients) hydrates and soothes skin. 7. **MOISTURIZING MIST** (100% natural ingredients) hydrates and soothes skin. 8. **ANTI-AGING MIST** (100% natural ingredients) hydrates and soothes skin. 9. **SKIN TIGHTENING MIST** (100% natural ingredients) hydrates and soothes skin. 10. **SKIN BRIGHTENING MIST** (100% natural ingredients) hydrates and soothes skin. 11. **SKIN SOOTHING MIST** (100% natural ingredients) hydrates and soothes skin. 12. **SKIN TONING MIST** (100% natural ingredients) hydrates and soothes skin. 13. **SKIN PRIMING MIST** (100% natural ingredients) hydrates and soothes skin. 14. **SKIN MOISTURIZING MIST** (100% natural ingredients) hydrates and soothes skin. 15. **SKIN ANTI-AGING MIST** (100% natural ingredients) hydrates and soothes skin. 16. **SKIN BRIGHTENING MIST** (100% natural ingredients) hydrates and soothes skin. 17. **SKIN SOOTHING MIST** (100% natural ingredients) hydrates and soothes skin. 18. **SKIN TONING MIST** (100% natural ingredients) hydrates and soothes skin.

**PHOTO finish**  
With its triple-dimensional, long-wearing, HD finish, the new Photo Finish foundation is the ultimate in skin perfection. It's the only foundation that gives you a natural, skin-like finish that lasts all day long.

1. **PHOTO FINISH FOUNDATION** (100% natural ingredients) hydrates and soothes skin. 2. **PHOTO FINISH CONCEALER** (100% natural ingredients) hydrates and soothes skin. 3. **PHOTO FINISH POWDER** (100% natural ingredients) hydrates and soothes skin. 4. **PHOTO FINISH BRUSH** (100% natural ingredients) hydrates and soothes skin. 5. **PHOTO FINISH SPONGE** (100% natural ingredients) hydrates and soothes skin. 6. **PHOTO FINISH MIST** (100% natural ingredients) hydrates and soothes skin. 7. **PHOTO FINISH TONER** (100% natural ingredients) hydrates and soothes skin. 8. **PHOTO FINISH PRIMER** (100% natural ingredients) hydrates and soothes skin. 9. **PHOTO FINISH MOISTURIZER** (100% natural ingredients) hydrates and soothes skin. 10. **PHOTO FINISH ANTI-AGING** (100% natural ingredients) hydrates and soothes skin. 11. **PHOTO FINISH BRIGHTENING** (100% natural ingredients) hydrates and soothes skin. 12. **PHOTO FINISH SOOTHING** (100% natural ingredients) hydrates and soothes skin. 13. **PHOTO FINISH TONING** (100% natural ingredients) hydrates and soothes skin. 14. **PHOTO FINISH PRIMING** (100% natural ingredients) hydrates and soothes skin. 15. **PHOTO FINISH MOISTURIZING** (100% natural ingredients) hydrates and soothes skin. 16. **PHOTO FINISH ANTI-AGING** (100% natural ingredients) hydrates and soothes skin. 17. **PHOTO FINISH BRIGHTENING** (100% natural ingredients) hydrates and soothes skin. 18. **PHOTO FINISH SOOTHING** (100% natural ingredients) hydrates and soothes skin.

**TAKE COVER**  
Beauty has never been so easy. With the new Take Cover foundation, you can get a flawless, natural-looking complexion in just one step. It's the only foundation that gives you a natural, skin-like finish that lasts all day long.

1. **TAKE COVER FOUNDATION** (100% natural ingredients) hydrates and soothes skin. 2. **TAKE COVER CONCEALER** (100% natural ingredients) hydrates and soothes skin. 3. **TAKE COVER POWDER** (100% natural ingredients) hydrates and soothes skin. 4. **TAKE COVER BRUSH** (100% natural ingredients) hydrates and soothes skin. 5. **TAKE COVER SPONGE** (100% natural ingredients) hydrates and soothes skin. 6. **TAKE COVER MIST** (100% natural ingredients) hydrates and soothes skin. 7. **TAKE COVER TONER** (100% natural ingredients) hydrates and soothes skin. 8. **TAKE COVER PRIMER** (100% natural ingredients) hydrates and soothes skin. 9. **TAKE COVER MOISTURIZER** (100% natural ingredients) hydrates and soothes skin. 10. **TAKE COVER ANTI-AGING** (100% natural ingredients) hydrates and soothes skin. 11. **TAKE COVER BRIGHTENING** (100% natural ingredients) hydrates and soothes skin. 12. **TAKE COVER SOOTHING** (100% natural ingredients) hydrates and soothes skin. 13. **TAKE COVER TONING** (100% natural ingredients) hydrates and soothes skin. 14. **TAKE COVER PRIMING** (100% natural ingredients) hydrates and soothes skin. 15. **TAKE COVER MOISTURIZING** (100% natural ingredients) hydrates and soothes skin. 16. **TAKE COVER ANTI-AGING** (100% natural ingredients) hydrates and soothes skin. 17. **TAKE COVER BRIGHTENING** (100% natural ingredients) hydrates and soothes skin. 18. **TAKE COVER SOOTHING** (100% natural ingredients) hydrates and soothes skin.

**Beauty Craze**

Physicians Formula Mineral Wear Take-Free All-in-1 ABC Cushion Foundation

Physicians Formula Mineral Wear Take-Free All-in-1 ABC Cushion Foundation (\$19.99) is a light, lightweight, and breathable foundation that provides the most lasting benefits of the mineral wear line. It's the only foundation that gives you a natural, skin-like finish that lasts all day long.

With an all-in-one formula, it features a proprietary blend of complexion-enhancing minerals, soothing plant extracts, and soothing and soothing and skin-soothing minerals for soothing and soothing benefits. It's the only foundation that gives you a natural, skin-like finish that lasts all day long.

Available now at drug and retail stores. Visit us online at [www.physiciansformula.com](http://www.physiciansformula.com).

**PLAYA PRINCESS**  
The beautiful beach beauty. With the new Playa Princess foundation, you can get a flawless, natural-looking complexion in just one step. It's the only foundation that gives you a natural, skin-like finish that lasts all day long.

1. **PLAYA PRINCESS FOUNDATION** (100% natural ingredients) hydrates and soothes skin. 2. **PLAYA PRINCESS CONCEALER** (100% natural ingredients) hydrates and soothes skin. 3. **PLAYA PRINCESS POWDER** (100% natural ingredients) hydrates and soothes skin. 4. **PLAYA PRINCESS BRUSH** (100% natural ingredients) hydrates and soothes skin. 5. **PLAYA PRINCESS SPONGE** (100% natural ingredients) hydrates and soothes skin. 6. **PLAYA PRINCESS MIST** (100% natural ingredients) hydrates and soothes skin. 7. **PLAYA PRINCESS TONER** (100% natural ingredients) hydrates and soothes skin. 8. **PLAYA PRINCESS PRIMER** (100% natural ingredients) hydrates and soothes skin. 9. **PLAYA PRINCESS MOISTURIZER** (100% natural ingredients) hydrates and soothes skin. 10. **PLAYA PRINCESS ANTI-AGING** (100% natural ingredients) hydrates and soothes skin. 11. **PLAYA PRINCESS BRIGHTENING** (100% natural ingredients) hydrates and soothes skin. 12. **PLAYA PRINCESS SOOTHING** (100% natural ingredients) hydrates and soothes skin. 13. **PLAYA PRINCESS TONING** (100% natural ingredients) hydrates and soothes skin. 14. **PLAYA PRINCESS PRIMING** (100% natural ingredients) hydrates and soothes skin. 15. **PLAYA PRINCESS MOISTURIZING** (100% natural ingredients) hydrates and soothes skin. 16. **PLAYA PRINCESS ANTI-AGING** (100% natural ingredients) hydrates and soothes skin. 17. **PLAYA PRINCESS BRIGHTENING** (100% natural ingredients) hydrates and soothes skin. 18. **PLAYA PRINCESS SOOTHING** (100% natural ingredients) hydrates and soothes skin.

**CULT Classics**  
The beautiful beach beauty. With the new Cult Classics foundation, you can get a flawless, natural-looking complexion in just one step. It's the only foundation that gives you a natural, skin-like finish that lasts all day long.









1. **CULT CLASSICS FOUNDATION** (100% natural ingredients) hydrates and soothes skin. 2. **CULT CLASSICS CONCEALER** (100% natural ingredients) hydrates and soothes skin. 3. **CULT CLASSICS POWDER** (100% natural ingredients) hydrates and soothes skin. 4. **CULT CLASSICS BRUSH** (100% natural ingredients) hydrates and soothes skin. 5. **CULT CLASSICS SPONGE** (100% natural ingredients) hydrates and soothes skin. 6. **CULT CLASSICS MIST** (100% natural ingredients) hydrates and soothes skin. 7. **CULT CLASSICS TONER** (100% natural ingredients) hydrates and soothes skin. 8. **CULT CLASSICS PRIMER** (100% natural ingredients) hydrates and soothes skin. 9. **CULT CLASSICS MOISTURIZER** (100% natural ingredients) hydrates and soothes skin. 10. **CULT CLASSICS ANTI-AGING** (100% natural ingredients) hydrates and soothes skin. 11. **CULT CLASSICS BRIGHTENING** (100% natural ingredients) hydrates and soothes skin. 12. **CULT CLASSICS SOOTHING** (100% natural ingredients) hydrates and soothes skin. 13. **CULT CLASSICS TONING** (100% natural ingredients) hydrates and soothes skin. 14. **CULT CLASSICS PRIMING** (100% natural ingredients) hydrates and soothes skin. 15. **CULT CLASSICS MOISTURIZING** (100% natural ingredients) hydrates and soothes skin. 16. **CULT CLASSICS ANTI-AGING** (100% natural ingredients) hydrates and soothes skin. 17. **CULT CLASSICS BRIGHTENING** (100% natural ingredients) hydrates and soothes skin. 18. **CULT CLASSICS SOOTHING** (100% natural ingredients) hydrates and soothes skin.

**THE FULL Brazilian**  
The beautiful beach beauty. With the new The Full Brazilian foundation, you can get a flawless, natural-looking complexion in just one step. It's the only foundation that gives you a natural, skin-like finish that lasts all day long.

1. **THE FULL BRAZILIAN FOUNDATION** (100% natural ingredients) hydrates and soothes skin. 2. **THE FULL BRAZILIAN CONCEALER** (100% natural ingredients) hydrates and soothes skin. 3. **THE FULL BRAZILIAN POWDER** (100% natural ingredients) hydrates and soothes skin. 4. **THE FULL BRAZILIAN BRUSH** (100% natural ingredients) hydrates and soothes skin. 5. **THE FULL BRAZILIAN SPONGE** (100% natural ingredients) hydrates and soothes skin. 6. **THE FULL BRAZILIAN MIST** (100% natural ingredients) hydrates and soothes skin. 7. **THE FULL BRAZILIAN TONER** (100% natural ingredients) hydrates and soothes skin. 8. **THE FULL BRAZILIAN PRIMER** (100% natural ingredients) hydrates and soothes skin. 9. **THE FULL BRAZILIAN MOISTURIZER** (100% natural ingredients) hydrates and soothes skin. 10. **THE FULL BRAZILIAN ANTI-AGING** (100% natural ingredients) hydrates and soothes skin. 11. **THE FULL BRAZILIAN BRIGHTENING** (100% natural ingredients) hydrates and soothes skin. 12. **THE FULL BRAZILIAN SOOTHING** (100% natural ingredients) hydrates and soothes skin. 13. **THE FULL BRAZILIAN TONING** (100% natural ingredients) hydrates and soothes skin. 14. **THE FULL BRAZILIAN PRIMING** (100% natural ingredients) hydrates and soothes skin. 15. **THE FULL BRAZILIAN MOISTURIZING** (100% natural ingredients) hydrates and soothes skin. 16. **THE FULL BRAZILIAN ANTI-AGING** (100% natural ingredients) hydrates and soothes skin. 17. **THE FULL BRAZILIAN BRIGHTENING** (100% natural ingredients) hydrates and soothes skin. 18. **THE FULL BRAZILIAN SOOTHING** (100% natural ingredients) hydrates and soothes skin.

**6 MAKEUP MISTAKES**  
The beautiful beach beauty. With the new 6 Makeup Mistakes foundation, you can get a flawless, natural-looking complexion in just one step. It's the only foundation that gives you a natural, skin-like finish that lasts all day long.

1. **6 MAKEUP MISTAKES FOUNDATION** (100% natural ingredients) hydrates and soothes skin. 2. **6 MAKEUP MISTAKES CONCEALER** (100% natural ingredients) hydrates and soothes skin. 3. **6 MAKEUP MISTAKES POWDER** (100% natural ingredients) hydrates and soothes skin. 4. **6 MAKEUP MISTAKES BRUSH** (100% natural ingredients) hydrates and soothes skin. 5. **6 MAKEUP MISTAKES SPONGE** (100% natural ingredients) hydrates and soothes skin. 6. **6 MAKEUP MISTAKES MIST** (100% natural ingredients) hydrates and soothes skin. 7. **6 MAKEUP MISTAKES TONER** (100% natural ingredients) hydrates and soothes skin. 8. **6 MAKEUP MISTAKES PRIMER** (100% natural ingredients) hydrates and soothes skin. 9. **6 MAKEUP MISTAKES MOISTURIZER** (100% natural ingredients) hydrates and soothes skin. 10. **6 MAKEUP MISTAKES ANTI-AGING** (100% natural ingredients) hydrates and soothes skin. 11. **6 MAKEUP MISTAKES BRIGHTENING** (100% natural ingredients) hydrates and soothes skin. 12. **6 MAKEUP MISTAKES SOOTHING** (100% natural ingredients) hydrates and soothes skin. 13. **6 MAKEUP MISTAKES TONING** (100% natural ingredients) hydrates and soothes skin. 14. **6 MAKEUP MISTAKES PRIMING** (100% natural ingredients) hydrates and soothes skin. 15. **6 MAKEUP MISTAKES MOISTURIZING** (100% natural ingredients) hydrates and soothes skin. 16. **6 MAKEUP MISTAKES ANTI-AGING** (100% natural ingredients) hydrates and soothes skin. 17. **6 MAKEUP MISTAKES BRIGHTENING** (100% natural ingredients) hydrates and soothes skin. 18. **6 MAKEUP MISTAKES SOOTHING** (100% natural ingredients) hydrates and soothes skin.

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1-Aug-16		Blog	1,400	<a href="http://www.seetheworldinpink.ca/2016/08/manicure-monday-harry-potter-deathly.html">http://www.seetheworldinpink.ca/2016/08/manicure-monday-harry-potter-deathly.html</a>	✓					✓	✓	✓	✓	Black Nail Polish 
1-Aug-16	<i>Intense Polish Therapy</i>	Blog	1,500	<a href="http://www.intensepolishtherapy.ca/2016/08/makeup-of-day.html">http://www.intensepolishtherapy.ca/2016/08/makeup-of-day.html</a>	✓					✓	✓	✓	✓	Flat Top Brush (Dark Bronzer & Contouring) Large Shadow Brush (brow bone & inner corner highlight) 
3-Aug-16	CLASSICALLY CONTEMPORARY	Blog	2,000	<a href="http://www.classicallycontemporary.com/2016/08/wet-n-wild-review-contour-palette-highlight-blush.html">http://www.classicallycontemporary.com/2016/08/wet-n-wild-review-contour-palette-highlight-blush.html</a>	✓					✓	✓	✓	✓	Color Icon™ Blush Color Icon Bronzer SPF15 To Reflect Shimmer Palette MegaGlo™ Illuminating Powder MegaGlo™ Contouring Palette 
3-Aug-16	 Madeline Della Mora	Review	553	<a href="https://www.youtube.com/watch?v=Bv934TGOxf4">https://www.youtube.com/watch?v=Bv934TGOxf4</a>	✓					✓	✓	✓	✓	New WNW Launches - Eyes, Lips & Face YAY's and NAY's 
4-Aug-16	 MY MACEDO	Tutorial	521,066	<a href="https://www.youtube.com/watch?v=H3TWAsq4e4">https://www.youtube.com/watch?v=H3TWAsq4e4</a>	✓					✓	✓	✓	✓	Contouring Palette Get Ready with Me; Olive Makeup & Outfit 
15-Aug-16				<a href="https://www.youtube.com/watch?v=SFpbe224a3o">https://www.youtube.com/watch?v=SFpbe224a3o</a>								✓	✓	✓




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18-Aug-16		Tutorial	1,026	<a href="https://www.youtube.com/watch?v=3O9E4BUYOtQ">https://www.youtube.com/watch?v=3O9E4BUYOtQ</a>	✓				✓	✓	✓	✓	Photo Focus Eyeshadow Primer Tarte X Grav3yard Girl Swamp Queen Mkup Tutorial Essence Fall/Winter 2016 Unboxing	
23-Aug-16				<a href="https://www.youtube.com/watch?v=cY-awnrEfwk">https://www.youtube.com/watch?v=cY-awnrEfwk</a>										
22-Aug-16		Tutorial	521,066	<a href="https://www.youtube.com/watch?v=4HFRpLO52OU">https://www.youtube.com/watch?v=4HFRpLO52OU</a>	✓				✓	✓	✓	✓	Photo Focus Eyeshadow Primer	
23-Aug-16		Tutorial	521,066	<a href="https://www.youtube.com/watch?v=7n4tCZUpe4U">https://www.youtube.com/watch?v=7n4tCZUpe4U</a>	✓				✓	✓	✓	✓	Eyeshadow Palette - Comfort Zone - Poster Child	
23-Aug-16		Blog	1,000	<a href="http://www.beautyixen.ca/2016/08/purplelips.html">http://www.beautyixen.ca/2016/08/purplelips.html</a>	✓				✓	✓	✓	✓	Velvet matte lip colour - LieLac Lipgloss - That's My Jam	My Purple Lipstick and Lipgloss Collection 





# LIP SMACKER.

BEST FLAVOR FOREVER™

Clip Publish/ Air Date	Outlet/ Station Name	Media Type	Reach	Article / Link	Tone			Quality Ratings					Notes
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25-Aug-16		Social Media	10 Million Impressions	<a href="http://www.shansnest.com/2016/06/wet-n-wild-mega-liner-review.html">http://www.shansnest.com/2016/06/wet-n-wild-mega-liner-review.html</a>									Tsum Tsum 